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**The Importance of Tools Specific Mobile Networks
and Social Online Networks for Start-Ups in Bucharest**

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Abstract

Currently, intelligent communication systems, especially those in the online environment, are constantly expanding, the main step forward being the use of models based on the specificity of the decision-making processes and the analysis criteria, thus constituting various decision variants, which are evaluated and presented to the decision makers.

Mobile networks and online social networks are the most accessible marketing tools that involve the target audience, but are also among the most important and topical tools for promoting a start-up.

In order to survive in the market, it is necessary that start-ups constantly adapt to the changes of the needs and expectations of customers, also considering the strategies used by the competitors. The most important element is the integrated marketing communication, which can be an advantage that can differentiate the start-up from competitors, being valid in the long term in the conditions of continuous change of the market on which it activates and of the actions of the competitors.

For start-ups, TV and radio commercials are almost impossible, involving high costs, however mobile and online social networks remain the most affordable and beneficial for businesses that are just starting out. The latter can create marketing and promotion campaigns, the main starting point being the keywords, market targeting by audience and location, etc.

The main advantage of integrated marketing communication through mobile networks and online social networks is that the message transmitted by a start-up is the same, regardless of the tools for disseminating them.

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This article is based on a quantitative research carried out at the level of the young entrepreneurs from Romania in order to identify the role of the specific tools of mobile networks and online social networks for start-ups set up by them from European funds.

Keywords: marketing communication, integrated marketing communication, start-ups, mobile networks, online social networks, online marketing, marketing tools.

JEL Classification: L31, M31.

1. Introduction

The Internet is a global network of networks that may be accessed by computer, mobile phone, digital television, and other devices. The number of Internet users continues to rise, and communication through the Internet has become an everyday occurrence. The use of the Internet by businesses for brand display and building has become commonplace, if not unavoidable (Majercakova and Madudova, 2016).

Online marketing encompasses electronic customer relationship management and digital customer data management, as well as the use of digital media, such as the web, e-mail, and wireless media.

Mobile marketing, according to Andreas M. Kaplan (2012, p. 130), is a marketing activity conducted through a ubiquitous network to which consumers are always linked via a personal mobile device. To be considered for mobile marketing, three requirements must be met.

First and foremost, there should be a pervasive network. This phrase was invented by Mark D. Weiser (1991), chief scientist of Xerox PARC in Palo Alto, who began with the idea that a ubiquitous network is not basically a single network, but rather an amalgamation of multiple networks.

Secondly, the mobile network should be accessible to all users at all times. When it comes to mobile phones, this is a regular occurrence because most people rely so heavily on them that it is unusual to leave the phone at home. Continuous access, on the other hand, is no longer dependent on the user, but rather on the technology, because the gadget must be turned on continually.

Finally, the possession of a personal mobile device. The mobile device can be defined as any instrument that allows access to a ubiquitous network beyond a defined access gateway. The classic example of the mobile device, which is commonly used, is the mobile phone.

Social marketing - online social networks

According to Kaplan & Haenlein (2010, p. 61), "Social media is a collection of Internet-based apps that are built on some of the conceptual and technological underpinnings of Web 2.0 and enable the production and exchange of user-generated content." Keeping the definitions of social media and mobile marketing in mind, we describe mobile social media as any mobile marketing application that allows for user-generated content training.

Companies that use online social networks are often equipped with some information about the consumers they deal with. Also, in general, consumers agree to get knowledge from the company.

2. Problem Statement

It is explicit that conventional social media offers enormous opportunities for companies in various sectors. Mobile networks and online social networks are considered the stronger tools for online marketing, which is the biggest source of promotion for small and medium businesses today (Kaplan and Haenlein, 2011).

Market Prospecting

Mobile networks and online social networks provide important data about consumer habits. Now companies can easily obtain details of check-in of consumer, and their experiences can be seen in the reviews. These networks have made it easier for companies to obtain information about age, gender, how many customers visited the store, who are frequent visitors and also which customer spends more time in the store.

When this data is properly produced using various data extraction technologies, it does not provide organizations with the chance to manage their consumers efficiently. In general, it is claimed that social media provides customers more power. However, social media applications on mobile offer a certain amount of control to businesses in order to efficiently run their business.

Marketing Communication

There are two forms of mobile social network communication: company-to-consumer (B2C) communication and user-generated content (UGC) (User Generated Content).

An example of B2C social mobile communication is Cheryl Ann Cole's marketing of her album *Messy Little*, which was released in 2010 with the aid of Facebook Places (Hosea, 2011). People who passed through 114 ads in their hometown and London were encouraged to check in at the billboard. When the client checked in at that location, they were routed to Cheryl's Facebook page and given two complimentary tickets to her X-Factor performances. Furthermore, the location was noted in both the artist's shared calendar and the users' calendar, which could be viewed by friends. This method is a prime example of viral marketing promotion.

If a firm accomplishes anything out of the usual, the second form of communication, i.e. user-generated content, is a fantastic advertising tool. Users have the potential to turn such a basic statement into viral marketing pushes (Kaplan and Haenlein, 2011). In April 2010, Mc Donald's implemented a promotional plan that included the distribution of \$5 and \$10 gift certificates to 100 users who checked in at a Mc Donald's location in particular. This campaign has grown so successful with consumers, that a 33% increase in Mc Donald's check-in generated less than \$1,000 in spending.

Discounts and Promotional Discounts

We live in a digital consumption era. Various mobile social media applications enable the personalization of marketing for specific clients and for a certain time period.

The marketing of new Virgin America goods is a typical example. When it began the California-Cancun service, it conducted a promotional campaign utilizing mobile social networks, which users registered for via Loopt from one of three Border Grill Taco trucks in San Francisco and Los Angeles.

Similarly, customers are given a "Barista Badge" if they visit five different locations. Sales promotions are typically thought to be tedious, but with the introduction of mobile socializing apps, they have become extremely exciting, quick, and cost efficient.

Customer Loyalty Programs

Every corporate organization aspires to long-term growth. It is attained, however, not through a single purchase dictated by sales promotion activities, but through recurring commercial interactions between the consumer and the company via client loyalty. A client, for example, might acquire the status of gold, silver, or bronze if they check in at specific places on a frequent basis.

Similarly, Foursquare bestows the title of Mayor on a client who has checked in at a location on a regular basis for the last 60 days. Every Wednesday, the Mayor receives a complimentary pizza from Domino's.

Tasti D-Lite, a New York-based frozen dessert firm, encourages customers to link their Foursquare and Twitter accounts to D-membership Lite's cards (Clifford, 2010). Consumers who agree to this are awarded extra bonus points for every purchase they make and, at the same time, their Foursquare and Twitter profiles are updated, raising awareness of the brand D-Lite keys. As a result, it benefits both customers and D-Lite keys.

3. Research Questions/Aims of the Research

A research was carried out at the level of the young entrepreneurs from Romania in order to identify the role of the specific tools of mobile networks and online social networks for start-ups set up by them from European funds.

The main objectives of the present research were:

- measuring the importance of the specific tools of mobile networks and online social networks in the process of prospecting the market in order to determine the potential customers and the target market segment;
- identifying the importance of specific tools for mobile networks and online social networks in the process of promotion at present;
- determining the degree of interest of the producers for attracting new customers by offering discounts and promotional discounts;
- identifying the need to use specific tools for mobile networks and online social networks for greater customer loyalty.

For the analysis and interpretation of the results, the information provided following the application of the questionnaire was structured and organized in the form of graphs and tables, for easy highlighting of the main distinguishing elements regarding the role of the specific tools of the mobile networks and the online social networks for the start-ups set up by them from European funds.

4. Research Methods

The research was carried out at the level of 100 respondents, by completing a physical questionnaire, the sampling method chosen being of an improbable type, namely snowball. The respondents were young entrepreneurs who set up a business through European funding, between the ages of 20-45 years, with middle and higher education, according to the table below.

Table 1. Socio-demographical data

	Sex		Age			Studies		Residence	
	Female	Male	20-25	26-35	36-45	medium	higher	Urban	Rural
Respondents	30	70	34	41	15	35	65	89	11

Source: Authors' contribution.

5. Findings

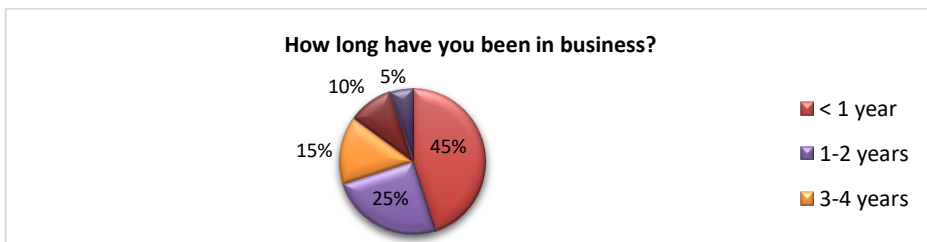


Figure 1. Seniority in the field

Source: Authors' contribution.

The people who participated in this study were represented mostly by young entrepreneurs who have a business of less than one year (45%) and are up to date with everything new in terms of innovative tools for marketing campaigns. A share of 25% of the respondents have a business of 1-2 years, 15% have a business of 3-4 years, 10% of 4-5 years and the rest of 5% are business entrepreneurs established for more than 5 years.

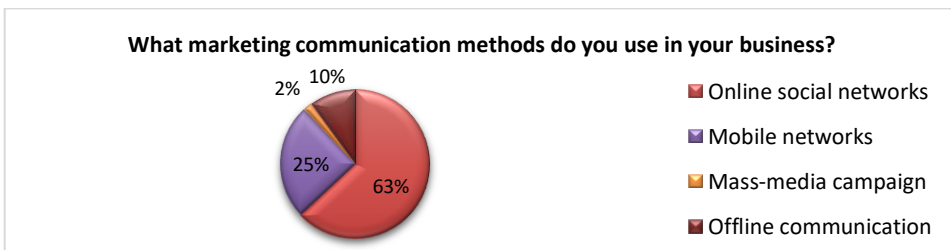


Figure 2. Marketing communication methods

Source: Authors' contribution.

The persons surveyed in the study specified, for the most part, that they use as a method of marketing communication, online social networks (63%), or mobile networks (25%), a percentage of 10% still resort to classical methods of communication in the environment, i.e. offline, and only 2% allow themselves to invest in media campaigns.

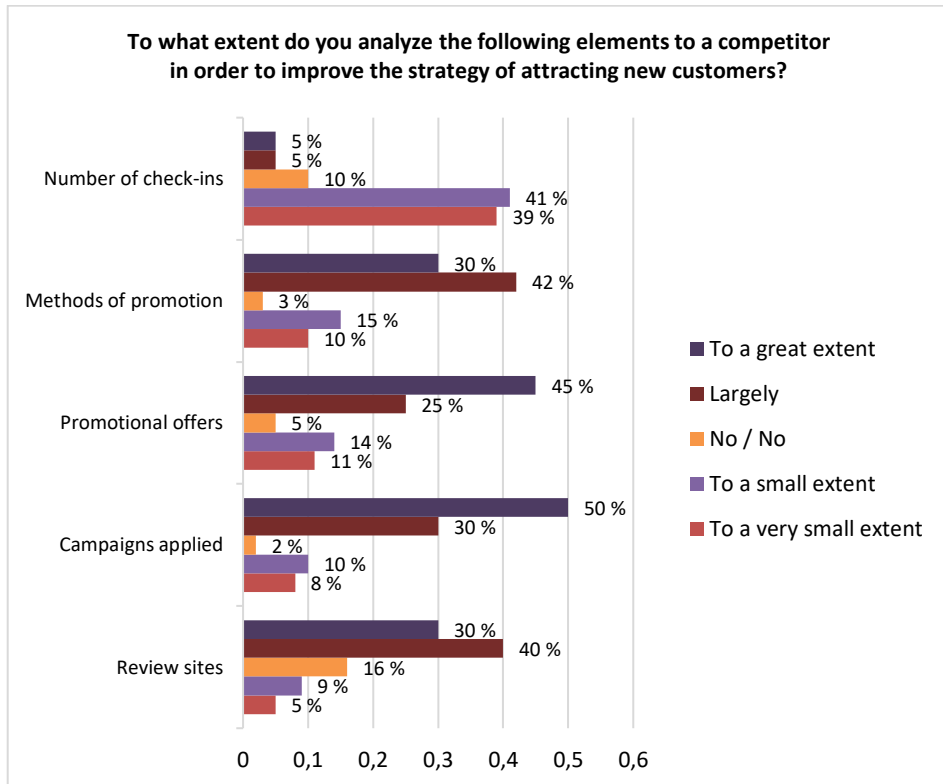


Figure 3. Competitor element analyzed

Source: Authors' contribution.

Specific instruments of online social networks and mobile networks are quite used by small companies in the market to attract new customers. Often these are used by competitors to improve services and to bring something new to the market, which will guarantee their success.

Most respondents indicated that they use the following tools for this process, to a large and very large extent: reviews (70%), online campaigns that the competitors use, as a model (80%), their online promotional offers (70%) and the methods of promotion that the competition uses (72%). But the majority also specified that the most important and not considered are the check-ins that potential customers give in a certain competition store (80%).

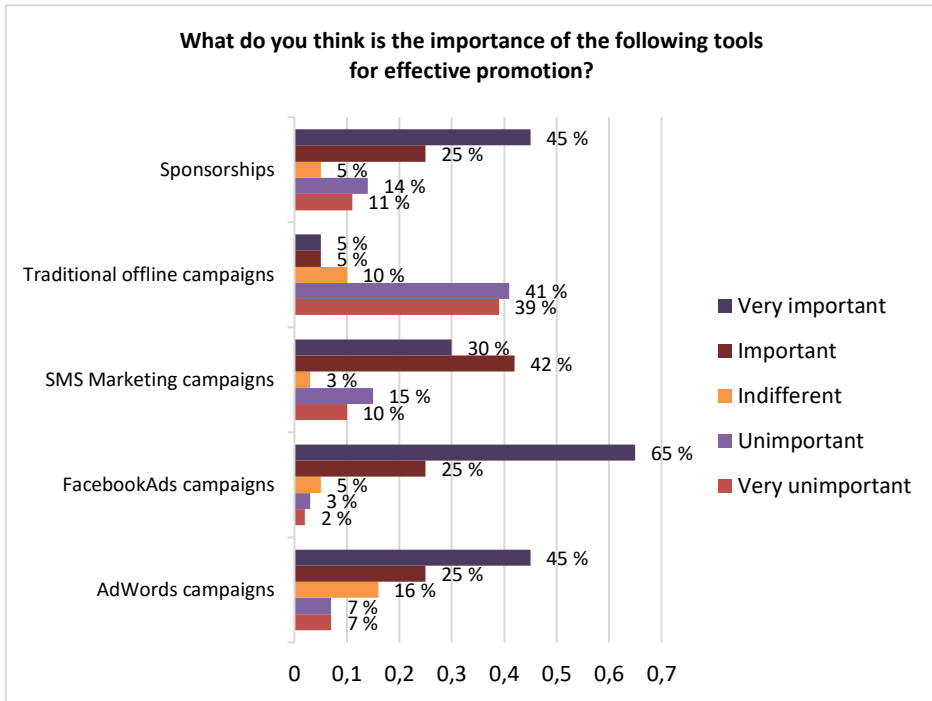


Figure 4. Importance of tools

Source: Authors' contribution.

In the modern era, traditional marketing has been replaced by online marketing in most cases. Thus, the tools specific to online social networks and mobile networks play a vital role in the marketing activity of companies.

Most of the respondents mentioned that they use promotion tools such as: for this process, the following tools to a large and to a very large extent: AdWords campaigns (70%), Facebook Ads campaigns (90%), SMS Marketing campaigns (72%) and sponsorships (70%). But most also specified that the least used are now traditional offline tools (80%).

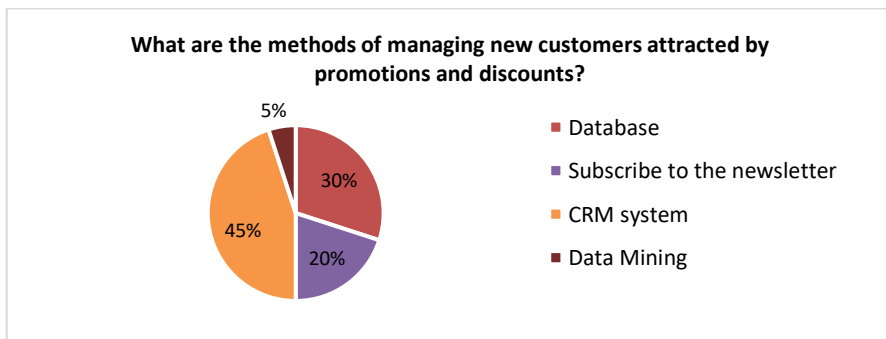


Figure 5. Methods of managing new customers attracted

Source: Authors' contribution.

Most of the respondents stated that they believe the best way to attract customers is by offering promotions and discounts. For the management of the clients attracted, the respondents specified that they use CRM systems (45%), databases (30%), the newsletter system (20%) and very few of them specified that they use Data Mining systems (5%).

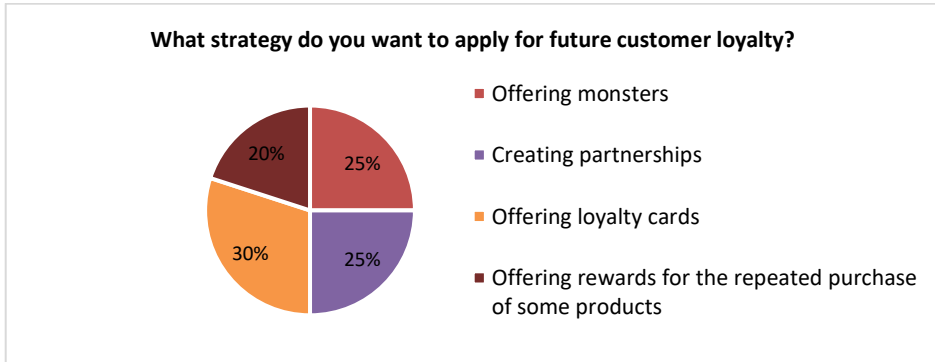


Figure 6. Future strategy

Source: Authors' contribution.

Respondents opined that they can retain customers in the following ways: Provide samples (25%) Partnering (25%) Providing output of loyalty cards (30%) Providing rewards by buying repeated products (20%).

5. Research Limits

It should be mentioned that this study is limited to a number of 100 respondents, from the entrepreneurial environment, and the results obtained are not 100% representative.

Another limitation is the age category of the respondents, which are mainly young and related to the digital environment, and they represent a limited percentage of Romanian entrepreneurs.

6. Conclusions

The people who participated in this study were represented mostly by young entrepreneurs who have a business of less than one year (45%) and are up to date with everything new in terms of innovative tools for marketing campaigns. A share of 25% of the respondents have a business of 1-2 years, 15% have a business of 3-4 years, 10% of 4-5 years and the rest of 5% are business entrepreneurs established for more than 5 years.

The persons surveyed in the study specified, for the most part, that they use as a method of marketing communication social networks (63%), or mobile networks (25%), whereas a percentage of 10% still resort to classical methods of communication in the environment, i.e. offline, and only 2% allow themselves to invest in media campaigns.

The tools specific to online social networks and mobile networks are quite used by small companies in the market, to attract new customers. Often these are used by competitors to improve services and to bring something new to the market, which will guarantee their success.

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Most of the respondents mentioned that they use promotional tools such as: for this process, to a great extent the following tools: AdWords campaigns (70%), Facebook Ads campaigns (90%), SMS Marketing campaigns (72%) and sponsorships (70%). But most also specified that the least used are now traditional offline amps (80%).

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