



UNIVERSITY
OF WOLLONGONG
AUSTRALIA

Development of Social Media Strategies for Careways – A not-for-profit organization

Vishal Mishra – 5308057
University of Wollongong (vm816@uowmail.edu.au)

Rohit Kshirsagar – 5870045
University of Wollongong (rmk164@uowmail.edu.au)

Vidwan Arun Chandra Pasumarthi – 5763903
University of Wollongong (vacp832@uowmail.edu.au)

Under the supervision of

Dr. Holly Tootell
Senior Lecturer
Faculty of Engineering and Information Sciences
University of Wollongong
(holly@uow.edu.au)

"This project is submitted as part of the course requirements for the subject ISIT990. The work contained herein is my own except where due acknowledgment is given"

Abstract

This research project was initiated with the Careways organization at its centre. Located at Dapto, NSW, Careways is a non-profit, community service oriented organization, which believed in support and care for the community. Careways has various services, programs that are designed and deployed for community care. Although the initial project requirement focus was on implementation of social media strategies for 'Multi-Sensory Room', the research study has spanned across in general with an attempt to yield results which are suited for most of the services, campaigns, and activities for Careways. This research is a well-planned, structured, integrated and methodological approach. The research was executed in three main phases. In the initial phase, the research team observed, how social media responds to the shared content, posts. This was achieved by showcasing the newly developed Pollcaster application on various social media platforms. The responses, reactions and success rates were calculated. The close-eye analysis of Pollcaster's performance led this research team to formulate major social media strategical approaches. These approaches were then taken into a thorough search of the literature to review their fundamental ideas, working models and implementation techniques. At the end of the literature review, the team concluded specific strategical approaches, development points which Careways can practically implement to boost their social media presence. The development points revolved around the reconfiguration of the Careways website for its aesthetical appearance and content management. Another crucial development point was to know that Careways can increase their user engagement by using support tool integration within their website. To kick start this plan, this research team has deployed a primary but fully functional chatbot which would allow the users to navigate on the website with ease. The research project concludes with a complete understanding of the importance, usage, and implementation of various social media strategies, development, and proposal for Careways to promote their brand more effectively on social media platforms.

Acknowledgment

This team is grateful towards Prof. Jun Yan (Associate professor at School of Computing and Information Technology, University of Wollongong), for his coordination, guidance with the coursework of Professional Practice and Research Project (ISIT990). Our project supervisor and co-ordinator Dr.Holly Tootell (Senior Lecturer, Faculty of Engineering and Information Sciences, University of Wollongong) empowered, encouraged and enabled this team to work with clarified requirements. She has been a tremendous source of knowledge and information for this team. With every milestone achieved within this project, this team got more and more knowledgeable feedback and kept the team on track, all thanks to her! We would also like to convey our sincere regards towards the Careways, who opened up their gates for keen students and let us work on their social media strategy developments. This team acknowledges the great community work being carried by Careways and we wish the best for their future.

TABLE OF CONTENTS

ABSTRACT.....	2
ACKNOWLEDGMENT	3
PROLOGUE	7
CHAPTER 1 - INTRODUCTION	8
1. OVERVIEW.....	8
2. DEVELOPMENT PHASE	9
2.1 <i>Front End Development – Careways website.</i>	9
2.2 <i>Development of chatbot- Careways Facebook Page.</i>	9
CHAPTER 2 - METHODOLOGY.....	11
1. PHASE 1- APPLICATION OF SOCIAL MEDIA STRATEGIES FOR POLLCASTER.....	11
1.1 <i>Social Media Marketing:</i>	11
1.2 <i>Reward Programs</i>	12
1.3 <i>Use of Hashtags</i>	12
1.4 <i>Media Publicity</i>	12
1.5 <i>Meme Marketing Strategy</i>	13
2. PHASE 2- SELECTION OF STRATEGIES FEASIBLE TO CAREWAYS	13
3. PHASE 3 - LITERATURE REVIEW	14
3.1 <i>Forming Keywords</i>	14
3.2 <i>Selecting database and works of literature</i>	15
CHAPTER 3 - FRONT END DEVELOPMENT	16
1. DEFINITION.....	16
2. INTRODUCTION.....	16
3. RESEARCH FINDINGS.....	17
3.1 <i>Why do we need appropriate website ?</i>	17
3.2 <i>The framework</i>	18
4. DISCUSSION	21
5. HOW IT HELPS CAREWAYS?	22
6. CONCLUSION	23
CHAPTER 4 - CUSTOMER SUPPORT SERVICE (CHATBOTS)	24
1. DEFINITION.....	24
2. INTRODUCTION.....	24
3. RESEARCH FINDINGS.....	26
3.1 <i>Information Content</i>	26
3.2 <i>Use of Language</i>	26
3.3 <i>Behavior of Chatbot</i>	27
3.4 <i>Chatbot Operations</i>	27
4. DISCUSSION	27
4.1 <i>Structured Path</i>	28
4.2 <i>Use of Language</i>	28
4.3 <i>Information Content and Informed Action</i>	28
5. HOW IT HELPS CAREWAYS?	31
6. CONCLUSION	32
CHAPTER 5 -SOCIAL MEDIA MARKETING AND PROMOTIONS	33
1. DEFINITION.....	33
2. INTRODUCTION.....	35
2.1 <i>Social Media Marketing- SMM</i>	35
3. RESEARCH FINDINGS.....	37
3.1 <i>Planning process</i>	38
3.2 <i>Capturing the right element</i>	38

3.3	<i>The strategical approach</i>	38
3.4	<i>Use Social media Platforms</i>	39
3.5	<i>The To-do lists</i>	39
4.	DISCUSSION	39
5.	HOW IT HELPS CAREWAYS?	40
6.	CONCLUSION	40
CHAPTER 6 - USE OF HASHTAGS		41
1.	DEFINITION	41
2.	INTRODUCTION	42
2.1	<i>Trending Topic – Use of Hashtag</i>	42
2.2	<i>“The Dress” Phenomenon</i>	44
3.	RESEARCH FINDINGS	44
4.	DISCUSSION	45
4.1	<i>Proposal of Social media marketing: Hashtag</i>	45
5.	HOW IT HELPS CAREWAYS?	46
5.1	<i>Hashtag Analytics</i>	46
6.	CONCLUSION	47
CHAPTER 7 - IMPACT OF MEDIA – NEWSPAPERS		48
1.	DEFINITION	48
2.	INTRODUCTION	48
3.	RESEARCH FINDINGS	49
3.1	<i>Informative and Persuasive types</i>	49
3.2	<i>Ethnicity</i>	49
3.3	<i>Information and System quality</i>	50
3.4	<i>Trust and intrusiveness</i>	50
3.5	<i>Advertisement types on Newspaper</i>	51
4.	DISCUSSION	52
4.1	<i>Ethnicity</i>	52
4.2	<i>Information and system quality</i>	52
4.3	<i>Informative and persuasive types</i>	53
5.	HOW IT HELPS CAREWAYS?	53
6.	CONCLUSION	54
CHAPTER 8 - CUSTOMER ENGAGEMENT REWARDS – LOYALTY AND REFERRAL REWARD PROGRAMS		55
1.	DEFINITION	55
2.	INTRODUCTION	55
3.	RESEARCH FINDINGS	57
3.1	<i>Program Tier Structure</i>	57
3.2	<i>Reward Nature</i>	58
3.3	<i>Customer Perspective</i>	58
4.	DISCUSSION	59
4.1	<i>Program Tier Structure</i>	59
4.2	<i>Tier Reward Structure</i>	59
4.3	<i>Customer Perspective</i>	60
5.	HOW IT HELPS CAREWAYS?	60
6.	CONCLUSION	61
CHAPTER 9 - SUMMARY		62
REFERENCES		66

TABLE OF FIGURES

Figure 1 – Chatbot Greeting message and Structured Path	29
Figure 2 – Chatbot Information structure	29
Figure 3 -Chatbot Direct website Access.....	30
Figure 4 – Chatbot Call to access button	30
Figure 5 – Careways organizational structure	31
Figure 6 – Chatbot Response estimate average	32
Figure 7 - Stages of developing SMM (Wordstream.com, 2019).....	35
Figure 8 – Social media marketing findings	38
Figure 9 - The Hashtag game	43
Figure 10 - Hashtag.org Screen	47

LIST OF TABLES

TABLE 1 : SOCIAL MEDIA STRATEGY AND THEIR IMPACT	14
TABLE 2 : SOCIAL MEDIA STRATEGY AND RESPECTIVE KEYWORDS.....	15
TABLE 3: SOCIAL MEDIA MARKETING AND SOCIAL MEDIA ADVERTISEMENT (ADVERTISING, 2019)	34
TABLE 4: SUMMARY OF HASHTAG RECOMMENDATIONS. (HASHTAGS.ORG, 2019)	46

Prologue

The main objective of the research was to formulate social media strategies for a Non-profit organization – Careways – Located at Dapto, New South Wales, Australia. For the purpose of which group decided to conduct the entire study in three phases viz Phase 1 which focused on implementation of various social media strategies for a start-up named Pollcaster, founded by one of our group members, Phase 2 – which focused on analysis of the implemented strategies and selecting the appropriate ones with respect to feasibility of Careways. Lastly, Phase 3 – which was more focused on the literature review to understand the selected strategies more in detail and proposing them in a way that it could be adopted and implemented by Careways.

The entire report is organized in the form of chapters discussing identified strategies having a standard structure. Each chapter starts with a definition that defines the main concept or key term discussed in the chapter. Followed by an introduction which briefly discusses the key topic in general, providing more detailed information on the origins and development of the chapter's key theme. Furthermore, research findings and discussion describe and discuss various findings reflected by literature with respect to the chapter's key topic and about the use of the same towards efficient implementation of social media strategy for Careways. Lastly, 'How it helps Careways?' Section - focuses on the added advantage of the chapter's key theme to Careways

During the academic year, in which the study was conducted, the study team kept the respective supervisor Dr. Holly Tootell up-to-date with the progress of the project and value the feedback provided by her the team also made the changes to match the requirements. The mentioned communication was facilitated by a timely face-to-face meeting with the supervisor.

The pre-project closeout was conducted on 4th June, where the team reported to the supervisor, communicating the final progress and structure of the report and also getting the approval for the same. Whereas, project closure was conducted on 9th June 2019, where the team digitally submitted the final report.

Chapter 1 - Introduction

1. Overview

The social media strategy planning and development for Careways is considered as a project by the team. The project was initiated in order to provide Careways, a viable solution on their social media presence and strategies. The team involved was dedicated to establishing the practical ways for Careways, for their social media strategies. Before jumping into strategy planning, the team built a research question to work on. This research question envelope the complete scope of this project. Our research question revolves around finding potential solutions for a non-profit organization like Careways to tap into the potential of social media, which will help to grow their community connection. As mentioned in the prologue, the entire research was carried out in three different phases, however, Phase 1 and phase 2 was more focused towards the identification of various social media strategies through the application, and phase 3 was the actual proposal of various strategies for Careways supported by the literature. The team termed this phase (Phase 3) of the project as a strategic planning phase. This phase mainly focused on literature gathering, review, and planning suitable strategies. Undertaking preliminary research at phase 0 – conducted independent of the research, the group reviewed different kinds of literature to understand the functionality, objectives, and goals of any not-for-profit organization, the results of which gave the team an understanding about

- Non-profit organization
- How do they operate?
- What do values and mission statements mean to them?
- How do they contribute toward their goal?
- How do they contribute to the community?

Followed by preliminary research, the later cycle (core cycle) of the phase focused more on the selected social media strategies for non-profit organizations. The core cycle of phase 3 was initiated after reporting the findings of preliminary research and phase 2 respectively to our project supervisor and stakeholder from Careways and getting the approval for the same. After the discussion meeting with the supervisor and Careways stakeholder, the team plotted down

redevelopment of website, support of chatbot on Careways Facebook page, social media marketing, use of hashtags to promote posts, newspaper marketing and implementation of reward programs as the main strategies for Careways.

Some of the strategies are beyond the context of social media however the list of strategies was approved for further study by the supervisor. Moreover, redevelopment of website and development of chatbot for the Facebook page was considered under a separate phase titled as Development phase. The development phase was largely coordinated by Vishal Mishra and Arun Chandra, developing the chatbot and website respectively. The following section describes the objective of each of the tasks included in the development phase.

2. Development Phase

The development phase as discussed earlier had two main tasks – Development of website and development of chatbots, each of them developed by an individual group member.

2.1 Front End Development – Careways website.

Developer: Vidwan Arun Chandra Pasumarthi

Objective :

To retouch the aesthetics of the website. Propose and demonstrate better ways to highlight important information on the main pages. The integration with other social media platforms like Instagram and Facebook should be visibly noticeable and appealing. Other pages on the websites are also considered for betterment in terms of its aesthetics and allocation of information.

2.2 Development of chatbot- Careways Facebook Page.

Developer: Vishal Mishra

Objective :

To develop a chatbot for Careways website. This development component was conceptualized based on the research and literature review done by the team. Careways, as a community website always needs various and trustworthy ways to connect with their users. Currently, they have a dedicated email address for users to reach out and few social media platforms too, but having a chatbot displays sophistication in the organization's communication strategy. Chatbot operates for very simple yet important aspects.

For example:

A new or existing user is browsing through the website and needs to get some specific information right away OR user is looking shortest possible way to navigate to particular information about/on Careways. In this case, chatbot operates as a well-organized and simple medium between user and source of information. Based on the keyword typed by the user, the chatbot provides links of the required information. User can scroll through and select the required link and redirect towards appropriate information.

The next chapter describes the methodology the group used to conduct the three phases for the research. Phase 0 – of the research study which was independently performed by the team to gain some understanding of non-profit organizations hasn't been documented in this report. Phase – 0 report was submitted independently on Moodle titled as 'Literature review' during the first half of the session

Chapter 2 - Methodology

To formulate social media strategies for Careways, the study team divided the entire process into three different phases. Phase 1 – Application of various strategies to a start-up called Pollcaster, Phase 2 – Selection of feasible strategy and Phase 3 – Literature review for the selected strategies.

***Note:** Due to non-disclosure policy signed by the founder, and terms and policy with respect to user information collected on the website (Pollcaster), no results reflecting numbers and user statistics has been attached herewith this report.*

1. Phase 1- Application of Social media strategies for Pollcaster

Pollcaster is a dedicated polling website, designed and founded by Vishal Mishra – one of our group members. To understand the impact of different social media strategies, the group decided to apply some of the social media strategies for website promotion. Through the internet search group identified the top 5 social media strategies namely Social Media marketing, Reward programs, Use of Hashtags, Media publicity and Meme marketing that are highly trending in brand promotions. The main aim of this phase was to classify the selected strategies as either a successful or failed strategy and was not focused on its detailed results.

The following sub-sections explain each of the identified strategies in details along with their results.

1.1 Social Media Marketing:

The first strategy that the group applied over Pollcaster was social media marketing in the form of paid and unpaid promotions. The group used Instagram and Facebook as their primary social media frontend. While Facebook was used for paid promotions, Instagram supported the group with unpaid promotions. The group conducted the campaign for a span of 2 weeks through several social media posts, each post aiming at different aspects of the website, varying design, and content. The group then by analyzing the statistics of both paid and unpaid promotions

found that social media marketing strategy was quite successful in terms of generating user base.

1.2 Reward Programs

To implement reward programs, the group announced reward prizes to the website's top active weekly users. The website was embedded with real-time leaderboard, which gave all the users a glimpse of their standing along with their score. After running the campaign for a period of a 1-month, group compared the number of users and active use of the website with the period having no reward structure. The results showed a spike in usage of the website by the existing users, however, the reward program failed to attract a large number of new users. Since the usage of the website showed a significant rise, the strategy was termed as a successful one.

1.3 Use of Hashtags

The main aim of this strategy was to analyze the impact of hashtags in regard to the number of likes and comments on the Instagram post. This strategy was used along with the unpaid social media marketing campaign. Variety of hashtags were used during the application, some reflecting the theme of the post, some focusing on the ongoing trend irrelevant to the posts made and lastly using relevant post along with trending hashtags relevant to the post. The results of which reflected that use of trending hashtag with relevant post attracted more likes relative to use of general hashtags and hashtags with irrelevant post theme. Based on the number of likes generated compared with posts without hashtags and posts with hashtags, the group termed the use of hashtags as a successful strategy.

1.4 Media Publicity

Within a month of its launch, Pollcaster earned the attention of different media's. Two separate articles about Pollcaster were published in newspapers, describing the functionality of the website. The published articles attracted a large number of users to the website. Based on this, comparing the number of users before and after the newspaper article reflected a significant rise in usage and new user accounts. Thus, the group classified the use of newspaper medium for brand promotions as a successful strategy.

1.5 Meme Marketing Strategy

The study group to apply and test meme marketing designed several memes revolving around the website name – Pollcaster and its functionality and made it viral on social media through paid promotion. Though the meme post generated a lot of likes and reactions, it failed to divert users to the website. Based on the analysis of new accounts registered after meme post which reflected no significant positive impact, the group classified meme marketing as a failed strategy and discarded it for further studies.

2. Phase 2- Selection of Strategies feasible to Careways

Based on the results of the Phase 1 group identified 4 strategies viz Social media marketing, reward programs, use of hashtags and media publicity as potential strategies for Careways. However, the group further analyzed all the selected strategies concerning the cost involved, and the resources required to efficiently facilitate each of the strategies for Careways. The result of the feasibility study reflected no extra requirements of resources and also didn't reflect high-cost variables, making them suitable for Careways.

Moreover, during the analysis of phase 1, the group also identified the importance of having an attractive user interface and customer support team towards user satisfaction which in return facilitates active usage of services/website. However, having a new team to facilitate customer support was not possible for Careways, as a result, the group focused on automation of customer service through the development of chatbot. Thus, the group included re-development of the website for Careways and customer support in the form of chatbot development in the scope of their study.

The following table summarizes the strategy along with its impact.

Strategy	Impact
Social media marketing	Awareness among users about the service, and growth in user base.
Reward Programs	Active usage of services
Media Publicity	Awareness among users about the service, and growth in user base.
Use of Hashtags	Awareness among users about the service.
Interactive front-end	Better user satisfaction
Customer support team	Better user satisfaction and high usability

Table 1 : Social Media strategy and their impact

3. Phase 3 - Literature review

Phase 3 of the study was more focused on literature review with respect to the selected strategies, facilitating better understanding about them among the group members and also enabling the formulation of effective strategies considering the pros and cons of each strategy as reflected in works of literature. Study team to conduct phase 3 divided the entire phase in two steps formation of keywords and selection of academic database & selecting works of literature.

3.1 Forming Keywords

Each of the selected strategy varied in nature and had a varied impact, as a result, the group decided to formulate keywords for each of the selected strategies. The following table describes the keywords for each of the selected strategy.

Strategy	Keyword
Front-End Development	Responsive design, user interface, user satisfaction, user experience, website
Customer Support - Chatbot	Customer Support, Chatbot, User Satisfaction,internet
Social Media marketing	Social Media marketing, social media advertisements, community-based organizations, social media promotions
Use of Hashtags	Hashtag, Examples of Hashtags, hashtag analytics, Trending topics
Media Publicity - Newspapers	Newspaper, Impact, strategy, marketing, advertisements
Reward Programs	Reward program, loyalty program, users, marketing

Table 2 : Social Media strategy and respective keywords

3.2 Selecting database and works of literature

Once the keywords were formed and decided, the next step was the selection of an academic database to conduct the literature search. For this study, the group didn't focus on systematic literature review, as a result, the group used different academic databases such as Scopus, Sci-direct, and IEEE to do a literature search. All the results were sorted in descending order of their cited count, and the top 10 works of literature from each academic database were reviewed. Selected articles were also filtered based on their abstract and were discarded if the theme of literature misaligned with the central theme of the chapter. The group also did an internet search to get some understanding of real-life examples of selected strategies, their advantages and disadvantages and the degree of their impact, as reflected through web articles.

Chapter 3 - Front End Development

1. Definition

The web interface can be defined as a customized, self-paced learning path which includes many tools for interaction, social and self-publications (Baird and Fisher, 2005). It is also defined in business perspective as an interface used for promotional activities, a provision for information and for online business (Palmer, 2002). Its development is popularly termed as front-end development where available information is translated into a meaningful and understandable format using mark-up languages like HTML (Palmer, 2002).

2. Introduction

Over the past few years, the development in the field of technology has made it the most valuable asset for any organization, helping them to survive in the dynamic competitive market (Palmer, 2002). Many organizations have been formed using these technologies in a more suitable way for their requirements. However, an increase in organizations came with an increase in the competition where organizations can only survive by promoting their brandings (Cyr, 2008). These organizations with survival instincts adopted online resources for their promotions and few organizations adopted the same resources for their business purposes as well. These online resources are of many types of which websites have gained more popularity for promoting and conveying information for any organizations. Also, after the invent of W3 standards, it has become easier to create a website that can be acceptable worldwide (Brett, 2019). However, it is very important for the organizations to create a proper website which reflects the purpose and needs of the organizations. Moreover, there are many websites available online where the user may feel overwhelming. Hence it is important that the website has to be created with proper aesthetics.

In this chapter, we focused on revamping the website for a community centre called Careways by creating a framework which will form the basis of re-development. The Careways community which is a registered charity based at Dapto suburb has its services extended into other parts of Illawarra region. Their leading communication channel with their customers or other major stakeholders is through web and social media. Their website and social media

being their major asset, it lacks attention with low web traffic and it is supported by the social media stats like view count and subscriber count. Based on these facts our group has decided to bring in some advancements into their service showcase platforms so that it could improve the web traffic and attention from the public. To achieve the above one of the measures taken up is to revamp their website. To do the following we have gone through the available literature and stated for appropriate website requirement. Also developed a framework based on literature for the front end development where the website can get benefitted from.

Our research findings started with answering the question “Why do we need an appropriate website?”

3. Research Findings

3.1 Why do we need appropriate website ?

The Internet, which is basically a website in our case, has a prominent role in the organization when considering aspects like promoting the services or products, communication with the stakeholders and developing public relations (Díaz et al., 2013). Organizations of any size and variety had started using the internet for their daily services after the invent of Web 2.0 where two-way communication was made possible. Moreover, this platform has an extensive reach into the public as it can be personalized in accordance with the users and is cost effective as well. Being cost efficient even NGOs are not exceptional in adopting websites as their communication channel with the public. However, the adoption depends upon the cultural interests and the type of the organization (Cyr, 2008). The goal of any organization is to earn trust and satisfy the users of their websites and it can be achieved with the effective design (Cyr, 2008). This effective design of the websites with all the navigational capabilities and visually appealing features can gain the trust of the users which in return increase the active participation in the community life (Kent, Taylor, and White, 2003) also it can even influence the relationship between the organization and their stakeholders which can be a crucial aspect for not for profit organizations (Kent, Taylor and White, 2003). This design of the website does include a user interface which may vary from organization to organization. It is important that the organization has to adopt the appropriate web interface where it has to reflect the type and purpose of the website. Choosing an appropriate design and interface for the website, the

organization can hold its stakeholders for a long time and can maintain a relationship (Palmer, 2002).

By stating the need for an appropriate website, we have developed a framework from literature which supports the development of appropriate web interface to most of the organizations.

3.2 The framework

Common objectives of any website are to identify the goals of the producer, knowing the audience, prepare a strategy and achieving goals with the strategies in place. The basic use of the website is for communication. People can communicate through a special way where they share their knowledge (Baird and Fisher, 2005). For communities, it is important to create a socially rich environment in their websites and also interface has to be developed minding the age group of people that usually visit the site. For example, designing for elderly people and designing websites for children has a lot more difference (Darejeh, 2013) where for elderly people visual difficulties come under consideration. Besides these age groups, the website should be attention-gaining, with clear objectives, proper guidance through the process, enhance the experience. They also should be created in such a way that their user interface should be accessible by the people with physical limitations and visual impairments (Darejeh, 2013) especially the websites that are run by houses that take care of physically challenged. In considering the importance of the appropriate website to the organization and the requirements for the website, this framework is broadly divided into three categories i.e. Language, Structure, and Quality.

3.2.1 *Language*

The language we use on the website can influence the user behaviour and also it reflects the purpose of the website (Baird and Fisher, 2005).

3.2.1.1 Vocabulary choosing

When creating the website, it is very important to use the right words which reflect the type of website. This may reduce the time of the user in understanding the type and purpose of the

website. It is also better to choose the similar or same words when conveying the same context on other parts of the website. It helps in not losing the user over the website. Also, the words we choose can also influence the behaviour and attitude of the user over the website. The words that can evoke any unnecessary emotions can be avoided (Baird and Fisher, 2005).

3.2.1.2 Highlighted keywords

The highlighted keywords that convey important information will be helpful for the user to quickly navigate to the desired part of the website. It is observed that the neo-millennial generation (people born after 1995 and have more access to the internet than others in their lifetime) to scan through the website instead of going word by word (Baird and Fisher, 2005). So, which is why it is important to grab their attention with the highlighted keywords.

3.2.1.3 Meaningful sub-headings

Sub-headings that summarize the paragraphs are preferred to use (Baird and Fisher, 2005). These sub-headings can narrate paragraph in brief to the users which make the users feel less stressed in understanding.

3.2.2 *Structure*

The structure of the website will have a huge impact on users. It has to be created in such a way that the user can be able to navigate through it so seamlessly. The structure will also help the search engines to crawl over websites and identify the important information in the site (Baird and Fisher, 2005). This in return helps for search engine optimization.

The structure of the website includes the navigational tabs, placement of links, placement of information according to the importance, pictorial representation of data, etc... the links that are placed at the top of the page resembles the importance of it. Also, different links that convey similar information can be clustered visually which helps the users in choosing the links. The internet generation people are visualizing the information on the other side of the link through a mental image even before clicking on it. So, it is important to provide titles for the links if they don't convey enough by themselves (Baird and Fisher, 2005). It is ideal to use a pictorial

representation of data instead of paragraphs. Thus, using pictures, symbols and signs will elevate the user experience. Also, the information design should highlight the services that are provided or the products that are advertised. The next important feature in the structure is the font of the text. The font of the text has to be large enough where the elderly can also feel comfortable to read (Baird and Fisher, 2005). The size of the dialogue box and icons has to be more visually striking and appropriate.

3.2.3 *Quality*

Quality of the website can be considered as one of the influencing factors that motivate people to stay on the website. In this framework, we have included visual design, responsive design and time which act as the factors to evaluate the quality of the website.

3.2.3.1 Visual design

Visual design deals with emotional appeal, the behaviour of the user, aesthetics, uniformity of the website, etc... (Cyr, 2008) hence it includes the colors, shapes, pictures, and fonts of the websites. We focused more on color appeal of the website in this framework.

The color appeal in website design: The color properties like saturation, hue, and brightness has the ability to affect the user perceptions and behaviour towards the websites (Cyr, Head, and Larios, 2010). In some cases, color on the website can also affect the attitude and attention of the user. There are companies like Facebook using blue color on their site for their best interests. There is very little research took place on the psychology of the color yet there are few shreds of evidence like long wavelength colors (orange, yellow) arouse the users negatively when compared to the short wavelength colors (blue, green) (Cyr, Head, and Larios, 2010). There are also cultural differences that have to be considered when designing the website with certain colors and pictures. It is because colors do have a different meaning in different countries and cultures like black are considered as negative in India and red is considered as a danger in the United States. After the extensive research done by (Cyr, Head, and Larios, 2010), they found that colors like blue and grey are the most accepted colors across the cultures.

3.2.3.2 Responsive design

The new web standards like HTML5 and CSS3 made the websites that are adaptive and responsive in nature. These websites can easily be adapted to different layouts of different devices. Also, the content can be viewed at any resolution of the screen. The basic elements of responsive design are a fluid layout, flexible images, media queries. Fluid layout with the help of the flexible grid can adjust the complete website layout to the device width. This layout is dynamic in nature and also this design can sense display capabilities like screen resolution, size, the density of the pixels and orientation. Flexible images can resize themselves according to the device width. These images can be attached to the website using a CSS property called max-width and setting it to 100%. Though the fluid layout makes the website adjust to the screen size, the over compressed or large monitors makes the data unclear. This can be rectified using CSS3 property @media only screen combined with minimum and maximum widths. By using these media queries, layout and content can be adjusted effectively to the device context (Brett, 2019).

3.2.3.3 Response time

It plays a vital role in sustaining the relationship between the website and the user. It has been proved by the google that the delay in the response time can make the website lose its potential users. So, the response time has to be considered as one of the important features while designing the user interface. The major factor that affects the response time of the website is the page requests. To reduce page requests, CSS and JavaScript can be used together and URIs are recommended to store binary images in CSS files. Along with page requests, the page size can also be reduced by using limited data on the page to increase response time. Another factor contributes to response time is the cache memory. It can hold recent requests and instructions and returns fast when required (Brett, 2019).

4. Discussion

The above-created framework will be useful in many feature developments for the ideal websites for organizations. In this framework, we have covered the basic requirements for any type of websites. Thus, it is helpful for any type of organization and size. We also tried to

answer the requirement of appropriate website for the organization especially operating based on online services in this 21st century. It may support the idea of creating digital platforms for many organizations. Coming to Careways, it has a website running currently. We have found that they miss a few characteristic features that we mentioned in the framework. We made some improvements to the website mostly in terms of the structure of the website which mentioned in the later section of the chapter. In terms of language, we highlighted a few keywords and grouped together with the data of similar types. In terms of visual design, we completely revamped few web pages with pictorial representation of the data which is more appealing and also placed the social media links on the home page at multiple places for customers to access them with more ease.

5. How it Helps Careways?

The Careways community center has a running website from which it is showcasing their services and ways to volunteer. Since Careways is a charity center, they don't have a dedicated team for the constant development of the website. Though the website has all the content, it is miss structured. Which is why it failed to pull a considerable crowd and the users are not maintaining their relationship further with the site. This is the fact observed from the subscribers and views counts on social media.

With the intention to develop a charity website, we have collected literature on how effectively websites are created and developed a framework with basic aesthetics.

Following the framework, we made a few developments to the current website mostly to the structure of the website.

- **Large event box:** We have increased the size of the event box so that the upcoming events are clearly portrayed.
- **Even block form:** We have changed the present information on the home page into even grid forms for more appealing and understanding.

- **Social media icons:** We have highlighted the social media icons. So, they can be eye-catching.
- **Revamped footer:** We have revamped the footer to add additional information like opening hours, contact details, etc...
- **Block for important people:** We have created a block which speaks about the important people and their stories and how they are contributing to this charity.
- **Services page:** A revamped service page which fewer data and with more pictorial representation
- **Social media page:** We have created a dedicated page for social media activities. So that users can have a look at the best comments.
- **Volunteering page:** We have created a new volunteering page as the organization is the registered charity. It can give in-depth knowledge for the users on volunteering ways.
- **About us:** We have revamped the about us page which is more picture oriented and with more information.

6. Conclusion

The framework developed in considering helping Careways laid a platform for us to make a few changes to the current website which is run by Careways. In addition to this, it can also serve the purpose of having appropriate websites for any type of organizations. We also focused on putting our literature together to find why it is necessary to have proper web platforms and web interface to any organizations.

Chapter 4 - Customer Support Service (Chatbots)

1. Definition

A chatbot can be defined as a service, facilitated by predefined rules or sometimes by artificial intelligence, that one can interact with via the chat user interface (D'silva1 et al., 2017). In another definition by (Zarouali et al., 2018), defines chatbot as a chat service that responds to the user queries, helping them with certain decisions or acting as an information agent. Furthermore, literature in simpler terms also defines chatbot as a computer program mimicking human nature of the conversation, facilitated by artificial intelligence, enabled by chat interface, thus simulating a conversation between users and digital devices (N L, M, and K, 2018).

2. Introduction

Over the years, the advancements in the field of technology have changed the way the user interacts with the environment or communicate with individuals and organizations. These advancements have made social media platforms as one of the widely accepted and most popular platforms for communication (Xu et al., 2017). In a study it was found that approximately 50% of the United States' Internet using population have shifted towards the use of services offered by social media such as 'Tweets' by Twitter or 'Messenger' by Facebook to interact with the organizations or communities with respect to their specific brand related or organization related queries, thus bridging the communication gap between customer and organizations. However, in doing so, the social media communication platform has resulted in the generation of large user queries that need to be resolved or answered by organizations (Hu et al., 2018). Thus, in order to serve the user queries or request effectively, organizations have started deploying dedicated customer service teams responding to user requests on social media. The team comprises of members specially trained to address user requests. Although proves beneficial to answer a large number of queries, manual intervention to each query is time-consuming and is often marked with user's dissatisfaction (D'silva1 et al., 2017). A literature study based upon survey states that about 72% of the users who contacted the brand or organization via social media expected a response within an hour, on the other hand, the same study also analyzed the average response time to query to be

approximately 6 hours 30 minutes, far more than what one expects. As a result, organizations have started embracing automation technology to timely manage the queries. One such technology which has seen wide adoption is the application of chatbot (Jadhav, 2018, Hu et al., 2018)

The chatbots are one of the technologies which have revolutionized the user conversation with the organizations and brands. Being fast, automated and efficient enough to address user queries, chatbots have drawn much wider attention from the organization as a replacement to customer service teams (D'silva et al., 2017). A study conducted to test the feasibility, usability, and efficiency of chatbots with respect to user's satisfaction has also indicated far more success to organization-client relation compared to human-centered teams (Hu et al., 2018). Chatbots can generally be classified into two types Rule-Based Chatbots and Smart Chatbots. Rule-Based chatbots basically answer predefined answers based on the keywords in the queries, whereas the latter is more enhanced version inheriting its characteristics from over time training together with artificial intelligence algorithms. However, the common point factor between both is their ability to provide instant replies. The instant replies generated by the chatbots usually consists of structured messages, images, links or even specific action buttons, thus making them not only query oriented service but also providing prospective direction to user related to the query. Although the use of chatbots is in its early stage, a lot more can be expected through the years to come, thus it's the right time for many organizations to start tapping in the benefits of Chatbots, enabling more effective customer relations (Jadhav, 2018, D'silva1 et al., 2017)

However, despite their widespread, not all organizations harnessing its benefits have gained a competitive edge in the market. There is a number of factors which one needs to be aware of while developing a chatbot specific to an organization.

This chapter thus focuses on the literature in order to understand the factors which affect the efficiency of the chatbots. Based on which provides a framework to develop the chatbot for caraways.

3. Research Findings

As stated in the previous section, there is a number of factors that influence and affect the effectiveness, usability, and acceptance of chatbots. This section of the chapter discusses some of the important factors based upon literature, that needs to be paid close attention to while developing a chatbot for the organization.

3.1 Information Content

Traditional customer service support team often emphasizes over user's specific informational needs. A study conducted to measure the user queries and their satisfaction with respect to the received help showed a great user discontent. Another study stated that about 40% of the user request on twitter was emotional and didn't seek any specific information. Thus, the main critical factor that needs to be focused on is the content of the information provided in an instant reply. The Reply should not only be query specific but should also be structured to provide further actions or pathways to extra information (Jadhav, 2018, Zarouali et al., 2018)

3.2 Use of Language

Another important factor as reflected in the literature is the usage of language while developing the response of a chatbot. The findings showed that the user felt more comfortable when the response language of the chatbot was more human-like rather than the straight forward computerized answer. The chatbot that had its response structure with a welcome greeting showed higher satisfaction compared to the chatbot who provided direct answers. Another study showcased how the use of simple words made chatbot more user-friendly and effective compared to chatbot which presented information using technical terminologies. Thus, just having a smart or rule-based chatbot capable of addressing user queries is not enough, one must also make sure of the responses it outputs (Hu et al., 2018)

3.3 Behavior of Chatbot

Connected clients often expect a chatbot to be smart and active, resolving queries or providing well-structured answers with a clear purpose. Moreover, the organization should also make sure the information sent out in response to the query is up-to-date and accurate, also must not bombard the users with large detailed text. The organization should also assume that chatbot users come from different background some who knows well how to effectively operate a chatbot whereas some at beginner level. Thus, a chatbot must be developed in a structured manner, providing the user a hint on its operations and functionalities, alongside providing short answers. However, using the features of chatbot external links can be provided to support the chatbot response (Xu et al., 2017)

3.4 Chatbot Operations

Although chatbot bridges the communication gap between organization and clients, it has been observed that many users are reluctant towards the use of chatbots. A study was conducted that mapped this reluctant behavior to the number of things, firstly introduction of any new technology never foreseen, always comes with some or other kind of opposition. Secondly, some users show discomfort over the information chatbot acquired during the conversation. Lastly chatbot over the years has become a prime marketing tool on Facebook, sending push notifications and advertisements content about the organization to connected clients. Thus, efforts must be made to eliminate the above-mentioned issues or reduce its cost of effect. A chatbot should not seek or ask for any information from the customer unless it's necessary, alongside its fundamental to not to interrupt a user conversation or query with advertising content (Khan, 2017, Jadhav, 2018).

4. Discussion

Reflecting upon the aforementioned issues our group developed a chatbot for Careways. Careways is a non-profit organization located at Dapto, New South Wales, Australia, aiming at reaching out to a wider audience informing them about their offered services through the use of social media. The chatbot is developed for the Facebook platform, with the aim of being

integrated to Careways Facebook page. The following section describes the chatbot functionality also discussing how it overcomes each of the aforementioned factors.

4.1 Structured Path

The chatbot developed for Careways is based upon rule-based interaction and have pre-defined information for response output. The chatbot also defines a structured path for one to interact. The chatbot can be invoked by sending any random message to the deployed Facebook page. The response of the chatbot to any random message is a greeting along with further actions the user can take. The options available to the user are ‘knowing about Careways’ or ‘knowing about the services’ Careways offer, which can be invoked by sending either ‘Careways’ or ‘Services’ respectively. Having a structured path enables the user to interact and seek information based upon their requirement.

4.2 Use of Language

All the responses of the chatbot are defined in a more human-like tone, rather than direct computer-generated responses. For instance, when an individual first sends a query to the chatbot, the response received is “Greeting! Welcome to Careways Chatbot”. Also, as analyzed previously in the research findings section having a chatbot with greetings or with welcoming response tends to be more successful compared to monotonous chatbots (Hu et al., 2018).

4.3 Information Content and Informed Action

All the responses generated by the chatbot are concise and contains precise information, tailored to match the requirement of the query and match user experience expectations. However, using the advanced features of the chatbots, links are embedded within the responses allowing users to directly interact with Careways or take appropriate actions, which also makes the information provided to users up-to-date and accurate.

The following screen depicts the working of the developed chatbot overcoming the issues and barriers discussed in the former section.

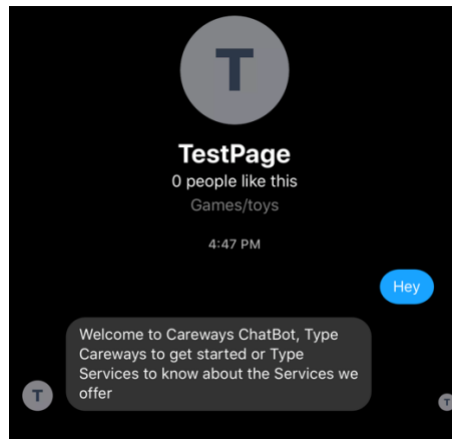


Figure 1 – Chatbot Greeting message and Structured Path

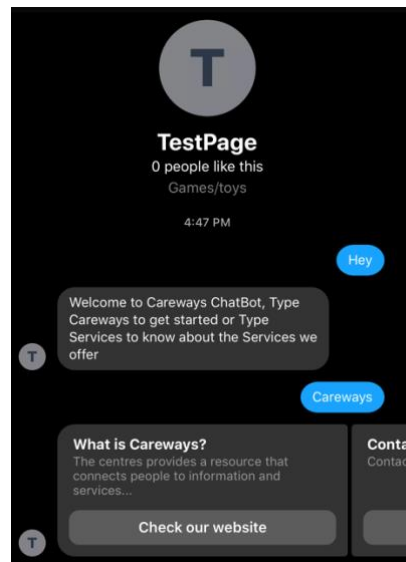


Figure 2 – Chatbot Information structure



Figure 3 -Chatbot Direct website Access

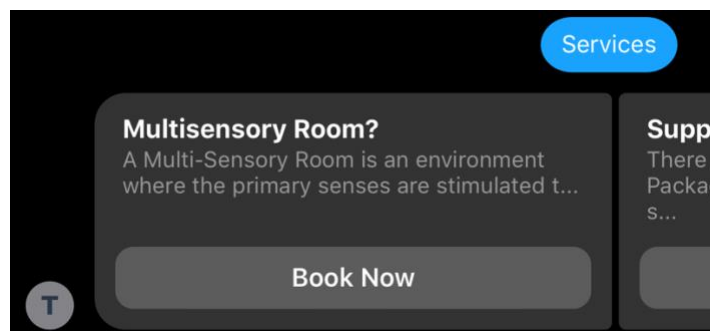


Figure 4 – Chatbot Call to access button

5. How it Helps Careways?

Careways is a non-profit organization located at Dapto offering the number of services to its customers. The following figure depicts the Organization hierarchical structure of Careways.

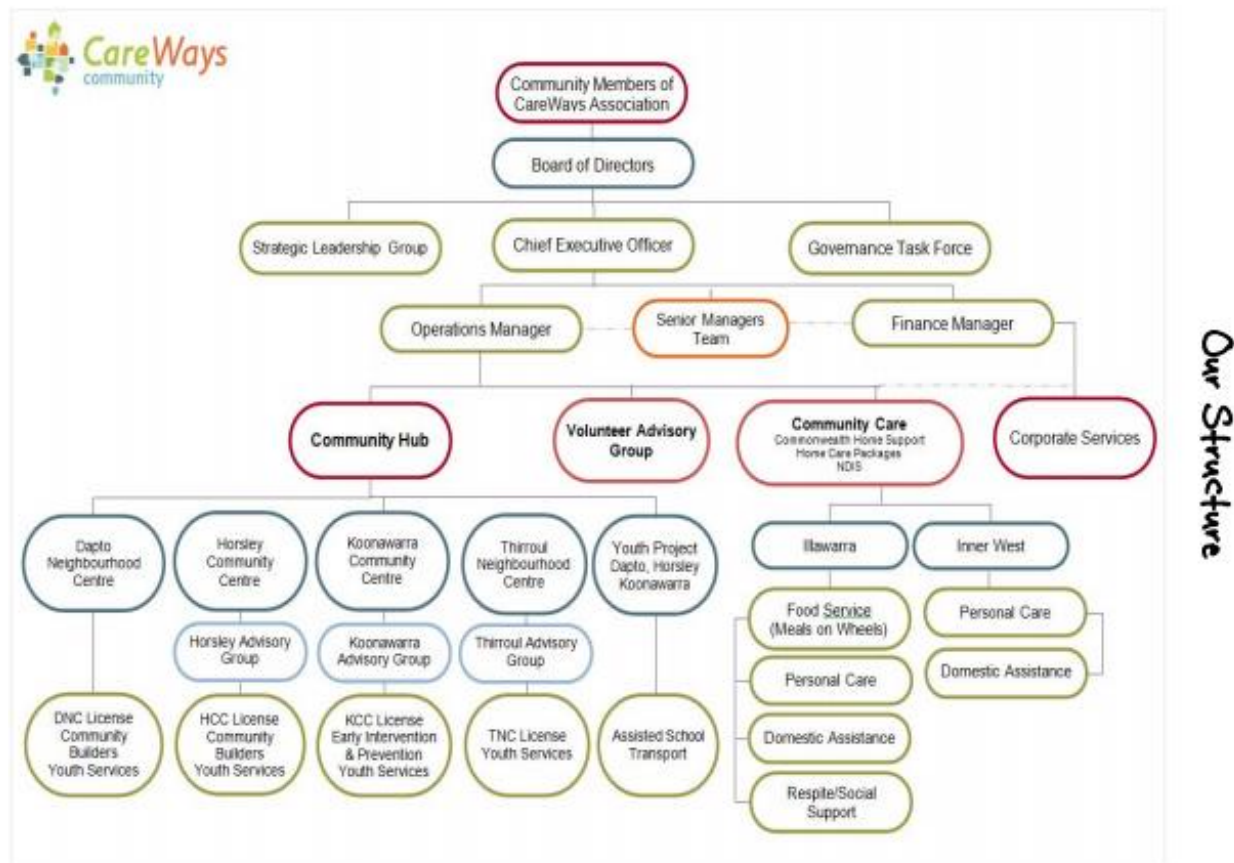


Figure 5 – Careways organizational structure

As observed, the organization doesn't have any special social media team to handle user queries. As a result of which the visibility of the service offered by Careways is only visible through its website. On the other hand, although Careways have a social media page, the interaction is handled manually and the response time approximate ranges from hours to days. Which as discussed based upon literature review impacts the branding of an organization.

In contrast, having a chatbot deployed on their Facebook page will initiate quick replies, within minutes. The following screenshot of the chatbot shows the response time for queries which can be seen as 'Within Minutes'. This note not only boosts the confidence of a user to ask questions but also positively impact the organization.

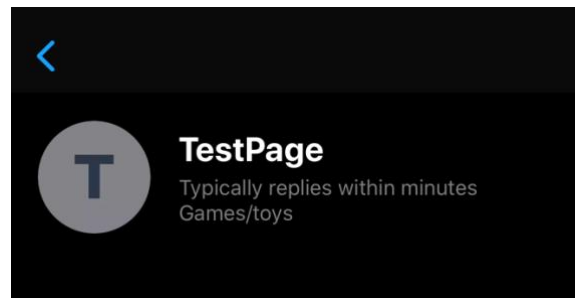


Figure 6 – Chatbot Response estimate average

Although chatbot will prove beneficial for Careways, the impact of its functions will be largely dependent on its promotion among users.

6 Conclusion

Over time technology have changed the way users interact with organizations or brand using social media. One such technology that has seen an upward trend in its usage is Chatbots deployed on social media platforms. Although beneficial to organizations, chatbots acceptability largely depends on the number of factors viz Information Content, Use of language, Behavior, and Operation. Based upon these factors, the chapter discusses chatbot developed for Careways briefly detailing its functions and benefits for Careways. Although the chatbot developed for Careways fulfills the requirement of the organization and also follows the framework resulting in an efficient chatbot, its impact towards branding of Careways is highly dependent on the promotions of the feature among the users.

Chapter 5 -Social Media Marketing and promotions

This chapter is dedicated to proposing a social media marketing plan and strategy to Careways. In this chapter, the team has researched about the fundamental difference between social media marketing and social media advertising, types of social media marketing, real-time ideas which can be used to promote Careways and some article-based literature to establish a logical platform to pitch the ideas.

1. Definition

While working on the Careways, the team observed that there is a potentially big opportunity for Careways to explore their online presence and market themselves on social media. This particular aspect of the organization is not fully developed, and the team believed there is a good amount of scope in building one. Hence, the team decided to research about the social media strategies in the phase-1 of the project and in this phase, we deliver the real-time strategies and marketing plans, which Careways can consider implementing. Social media marketing and social media advertisement are two completely different concepts, which operate on an entirely different basis. We tried to get a clear head around these two concepts before jumping into anything. The following tabular schematic helped us to get clarification about the fundamental difference between the two. (Iqvenue.com, 2019)

Social Media Marketing (SMM)	Social Media Advertisement (SMA)
This can be termed as the most natural and obvious way of promoting the concept.	This type is most instance based.
In most of the cases, this doesn't involve a heavy financial investment and includes more customer engagement perspective and efforts toward growing follower community.	This would require the company to make a marginal investment in understanding the market insights and then pay for the promotions, which largely can be termed as 'paid promotions'
SMM is full of creative and organic content promotions through various media tools like videos and photos.	SMA requires a concrete platform of insights about the market trend.
SMM mostly executes with a solid and streamlined platform of social media strategy. It mostly aligns itself with business values and goals.	Mostly, the business which has acquired this type sees a very bright light of success, since they invest and detail their investment to a level of demographics of the user community.
Instance: applying Search Engine Optimization strategy towards the website creates overall opinion as a trustworthy company with good content, reason, Google is publishing the website name in the search results, at a relatively higher rank.	Instance: Facebook allows business to get a 'customer insights' as a paid service, by which the business pays to get insights about which demographics is looking from which aspect of the company's product line, so accordingly they can plot advertisement.

Table 3: Social Media marketing and Social Media Advertisement (Advertising, 2019)

The above research was very insightful for the team in proceeding 'SMM -Social Media Marketing' strategy for Careways. It is a sensible choice for an organization like Careways to proceed with a strategical approach and include cost-saving and follower-oriented approach for their online presence. Based on the concept of SMM, we then reviewed related literature to get an overview of what SMM can be useful for an organization which is community bound.

2. Introduction

2.1 Social Media Marketing- SMM

In this segment, the team reviewed the fundamental concepts of social media marketing, in order to develop a narrowed down social media strategy. The understanding of the concepts and real-time cases helped us to establish a hashtag-based social media promotion plan for Careways. Chapter 5 is dedicated to discussing the same. From the understanding gathered over various websites and articles, we understood that SMM is a form of marketing, which primarily deals with promoting the, sharing and representing the company's content in a very creative, organize and engaging manner. The very first step of SMM deals with creating a plan, considering the business goals of the company. Then conceptualizing a marketing plan, which aligns with the former one and has a user engagement activity. The following schematic explains the highlighting steps within an SMM. (Advertising, 2019)

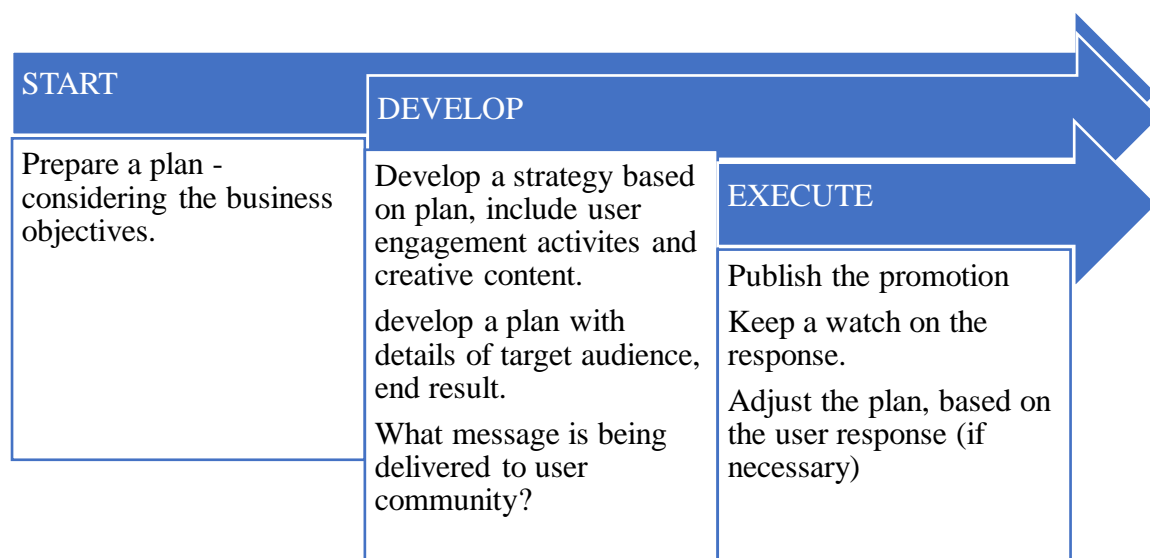


Figure 7 - Stages of developing SMM (Wordstream.com, 2019)

2.1.1 Social media use by community-based organizations conducting health promotion: a content analysis (Ramanadhan et al., 2013)

This research is dedicated in understanding how community bound organizations promote their presence, how integrate their social media strategies are and analysis of content they put out on their social media account.

Focused keyword: Content Analysis.

- This study included total 166 community bound organizations in health promotions.
- Promotion pattern was observed as posts, Tweets, videos mainly.
- The content on Facebook and twitter was mostly regularly updated by all of them.
- Content of YouTube, Facebook and twitter was categorized in major categories, including fundraising, interest, non-informative, etc.
- The results showed that most of content was published from the company and changed with a fix frequency.
- There was almost no user engagement and feedback facility.
- Authors termed this content as ‘one-directional’.

2.1.2 Enhancing Promotional Strategies Within Social Marketing Programs: Use of Web 2.0 Social Media (Thackeray et al., 2008)

Focused keyword: Social media strategy.

This research article revolves around understanding, stating and analyzing the incorporation of web 2.0 into the social media promotional strategies. The authors have carefully analyzed what web 2.0 is capable of and how it can be molded to give out the best results in a promotional activity within the social media marketing plan. The main focus of authors is still on increasing user engagement within social media marketing in order to capture the ‘people’s content’. This article has some staggering statistics, which establishes the point that web2.0 is a whole new segment to collaborate, link, share and connect with user community as a whole. Some of the highlighting statistics which are useful for the research were extracted by team:

- From 2006-2007 there is surge in users by 45%, who started watching video-sharing websites.
- Everyday approximately 120,000 blogs are being created.
- In 2008 only, the percentage of youth reading blogs were 38%
- The most customer engaging commercial was a Super Bowl ad (2007).

This gave us a very clarified vision that, if the content is right and creative, a mere 30 second commercial can also go viral.

2.1.3 Social Media and Its Role in Marketing (SI, 2015)

Focused keyword: Social media promotion.

This paper played a very vital role in the team's research since it has a detailed list of development methodologies, ways, and options for using social media as a promotional platform. This article concludes by stating the importance of social media for current generation companies. The main factors within articles which were used to plot the findings are enlisted as

- What are major advantages of social media for companies.
- Role of social media promotions in social media marketing.
- Strategies for social media marketing.
- To do list for companies who wish to implement social media marketing.

3. Research Findings

The research findings of researched and reviewed and analyzed articles, websites and other means of sources can be summarized in the infographic below for the sake of simplicity.

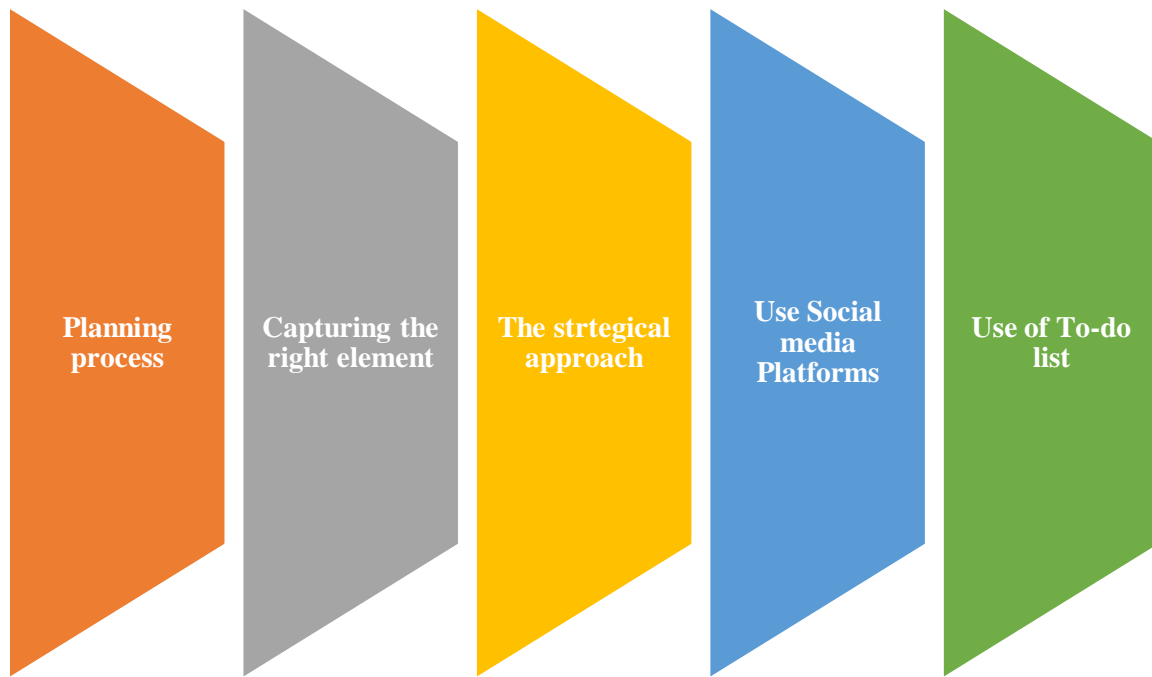


Figure 8 – Social media marketing findings

3.1 Planning process

We discovered that, irrespective of how organization work, their business goals, and their potential market if the social media marketing or promotional plan does not have a plan then there are high chanced of failures.

3.2 Capturing the right element

The social media marketing (SMM) is an organic process, it mostly does not involve a heavy investment to understand the market insight in the initial stage, hence the mindset of the customer or the community feeling has to be estimated in a precise manner. In the case of Careways, this fits in a cent percent manner.

3.3 The strategical approach

The plan needs a strategy to approach. The basic outline and meaning of strategy can be, what, when, how. That means

- What should be included in promotions?
- When should it be published?
- How should it reach the community?

3.4 Use Social media Platforms

To prove the importance of web2.0, there are some few more fascinating statistics to review.

- According to 2010 Community Press Marketing Market Review – 56% companies use social media more than 6 times a week.
- In 2009, almost 86% of US's online stores had Facebook page.
- By 2011, this digit reached 91%

3.5 The To-do lists

In order to successfully deploy the SMM, companies should consider the following:

- Check if the selected SMM method/way/medium is suitable to the organization.
- SMM is not expected to churn results overnight, the process has its own timeline and the results are yielded over time.
- SMM cannot survive at its own, a company cannot make one SMM and leave the marketing on its own, there has to be peripheral, supplementary plans too.

4. Discussion

The application of the findings is done in a format of the proposal since the stakeholders and decision makers at Careways need to make the final call. The application of the findings is summarized in the following manner.

- 1) Careways is proposed with a hashtag-based social media marketing strategy (SMM), which allows them to boost their online presence as well as their community bounding.

- 2) Being a non-profit organization, Careways is proposed to have more information-oriented promotional activities, as the research on phase 1 and phase 2 concludes that it has not been well known about Caraway's services and facilities towards the community.
- 3) Careways is proposed with a strategy oriented SMM, which is more focused on developing a bond between them and the user community. The strategic plan will be discussed in detail in chapter 5.
- 4) The user engagement and feedback are integrated pillars for an organization like Careway, development of social media polls, surveys and opinion-oriented posts should be carried out over the social media accounts.

5. How it Helps Careways?

The Hashtag based model for social media promotions will allow Careways to reestablish their online presence by using trending hashtags. This could be their own social media marketing strategy model for the coming time. Based on the results and recommendations from the team, Careways can also invest in hashtag analysis (discussed in chapter 5) to gather the insights about their publicity and alter the plan accordingly.

6. Conclusion

Social media marketing and advertisements are two different concepts operating on very different levels. An organization like Careways, which is community-based, non-profit should have allowed investment and high output social media marketing. This is only achievable by planning a strategical marketing plan which will allow them to make their presence more trending and visible. Most social media marketing methods require no to minimum investments. Using the correct model and right platform to do so, over some time, Careways can surely achieve the required online presence they desire.

Chapter 6 - Use of Hashtags

This chapter is developed based on the analysis carried over social media marketing and strategy planning. The team carefully analysed and conceived this option for Careways. This chapter will enclose a research-based proposal for Careways, for their social media marketing strategy. This chapter suggests a practical approach toward implementing a hashtag-based marketing campaign and a hashtag analytics service for future marketing strategies.

1. Definition

Hashtag or pound (#), was merely a symbol mostly used in programming related context, until just a decade ago, Chris Messina, who is a tech expert, used it from his twitter account. The message was very simple, and it was predicated by anyone, that using this symbol would become a worldwide hit!

The message which included first ever hashtag contained:

?how do you feel about using # (pound) for groups. As in #barcamp [msg]??

This happened in August 2007, over a decade ago. The writer of this tweet simply wanted to gather the relevant information, posts and links for Barcamp under one group, termed as #barcamp. Since this, to today, hashtags are not only being used worldwide, but also for various purposes, and on various platforms. Originated from Twitter, the hashtag has occupied the social media space ranging from Instagram, Facebook, and many other sites. Considering hashtags for our research was very logical since it is an extremely handy and popular way of expressing, posting, sharing and linking information among the majority of social media users. As a research outcome in chapter 4, we observed that Careways needs a social media marketing strategy-based plan which will give out organic, creative and fruitful campaigning ideas such as hashtag campaign. Another interesting finding, which led us to this proposal is the hashtag analytics, which means later stages of the campaign, Careways can use analytical tools (mentioned in this chapter) to estimate the success rate and plan future steps. (Hashtags.org, 2019).

2. Introduction

Hashtags are often measured and associated with topics which are trending on the social media circuit. Team overviewed the fundamental concept of what does it mean by ‘trending’ and how does it link with hashtags. This analysis gave us an idea of two major points:

- Being associated with a hashtag which is in trending
- Using the hashtag in the right manner to attract more users and ultimately make it a trend.

2.1 Trending Topic – Use of Hashtag

A trending topic is nothing but a sudden surge in the popularity for a subject in concern mostly on the social media platform. This sudden surge is obviously temporary, but for that time window, it manages to engage a large crowd of users, generating it as a topic of interest. The shelf life of the trending topic is estimated for a week. The primary questions are how topics are declared and considered as ‘trending’?

The answer to this question lies in algorithms working efficiently within all these social media platforms. These algorithms are fed in specific input to estimate and calculate the trending component of the topic. Although the exact working of these algorithms is beyond the capability of us, we concluded and understood that these algorithms are fairly working on some prime component inputs such as user account location, the historical record of the user, user’s preferences and whom user is following, basically user’s interest areas. Most of the trending topics are associated with hashtags, keywords, and links. Team has also tried to equate the balanced equation of how trending topic is created. (marketing for the modern nonprofit, 2019)

Balanced equation of trending topic –

Trending Topic = “#” +Keyword/subject/information piece/mention of location/acronym-based keyword

***** The combination is not necessary to be in mentioned sequence. *****

If we now see how major social media platforms are taking hashtags into consideration:

Twitter: Many social media experts have observed the cumulation of location-based trending topics, appearing on both app and desktop version.

Facebook: Has a category-based selection of trending topics, namely Science, Technology, Sports and Entertainment, Politics.

Google: Uses a filter of time and location of the topic, along with how many percentages of users are generating their interest by searching about the topic.

Instagram: uses a dedicated page for search. This page links the posts which are being shared with similar hashtags and liked and shared by most of the user base. (Hashtags.org, 2019)

Now if the organization wants to be in this game of hashtags, here's how they can get in.

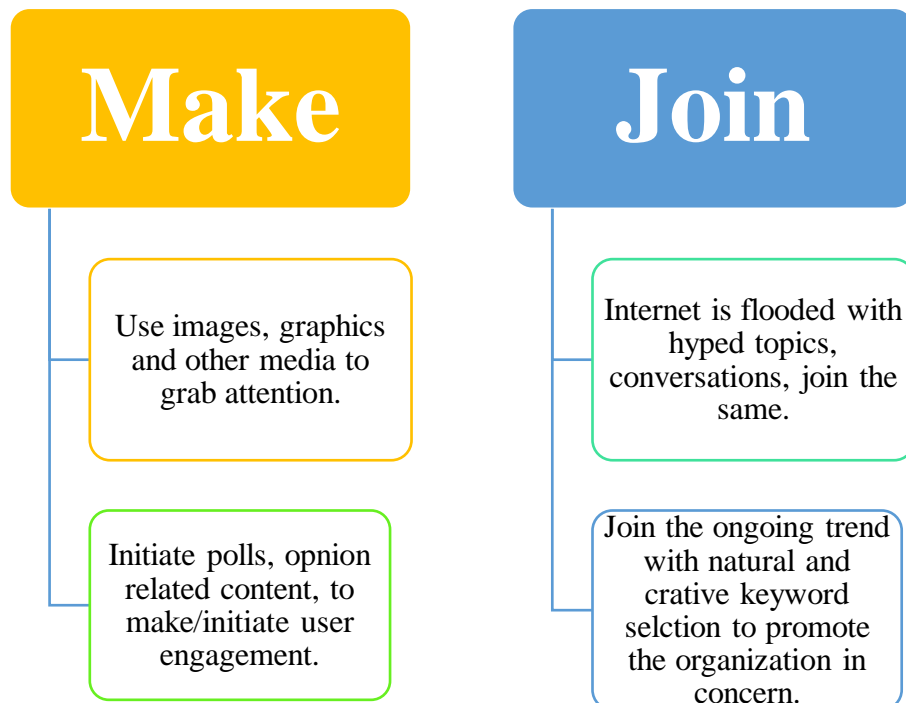


Figure 9 - The Hashtag game

2.2 “The Dress” Phenomenon

How internet gets a topic into trending, the best example could be this one. In February 2015, a user from the United States, a woman, posted wedding dress photo on Tumblr. The photo was washed out clothing and was in the combination of color white & gold or Black and blue. This resulted in over 10 million tweets about it, along with hashtags like #thedress and #whiteandgold and #blackandblue. (Hashtags.org, 2019)

3. Research Findings

The analysis of hashtag campaigns and trending topics landed team with the following key points.

- Using hashtag is the simple form of generating user engagement on the social media platform.
- It could play a key role in engaging the valuable community-bound user group for Careways.
- In the long term, Careways can build their social image through such campaigns.
- Careways can represent their identity with more clarity, to attract new users.
- It does not involve heavy investment in terms of money, resources to get it going.

Another major finding, which was derived from this analysis, could be hashtag analysis. This finding is developed into a proposal for Careways (details in application section). As discussed earlier, many social media platforms use integrated algorithms for picking and declaring topics as trending. The use of hashtag analytics can serve as a reference point for Careways, through which the estimation of user engagement can brand publicity can be mapped. The service of hashtag analytics is also proposed within the next section. Apart from analytics, hashtag marketing is estimated to yield the following main benefits. (Wild Apricot Blog, 2019).

- a. Reach: To reach more users who are potentially engageable.
- b. Express: To express about organizations services, values, and forthcoming events through hashtags.
- c. Update: To stay updated about increase/decrease in interest quotient of users.

4. Discussion

4.1 Proposal of Social media marketing: Hashtag

Based on the research and analysis, the team would like to propose the following hashtag campaigns for Careways. (Wild Apricot Blog, 2019).

Team has worked creatively and analytically to develop these hashtags and believe that this would marginally make a difference if used in regular posts on the Careways social platform accounts.

a. #smileforcare

This is proposed to be a giveaway hashtag campaign. Which essentially means, there will be a giveaway/reward/consideration for the posts with good content.

How would it work?

Careways can ask users to post a photograph/video of their beloved ones, for whom they care and make sure they keep smiling every day. The selected photographs and videos can be published on the Careways website and users will be awarded with some giveaway.

e.g gift card worth \$50, 50% off on charges for using multi-sensory room.

Recommended on Instagram, Facebook

b. #donateforcare

Social media surveys have proved that, hashtags marked with #donate have inspired many users to actually donate!

Careways can leverage on this and initiate a #donateforcare to raise funds or to increase brand popularity too.

Recommended on: Instagram, Facebook

c. #nonprofit & #dapto

Team would recommend using these two location-based hashtags as add ins in every post which is being published on Instagram as well as Facebook.

Recommended on Instagram, Facebook

5. How it Helps Careways?

Recommended hashtag	What's in for Careways?	Social media platform
#smileforcare	Giveaway campaign should help in more user engagement and brand image building.	Facebook, YouTube, Instagram
#donateforcare	Raise funds, followers and awareness about the events.	Facebook, Instagram
#nonprofit & #dapto	Location based filters to attract more local user community	Facebook, Instagram, YouTube
#Careways	Creates awareness about organization	Facebook, Instagram

Table 4: Summary of hashtag recommendations. (Hashtags.org, 2019)

5.1 Hashtag Analytics

Website: <https://www.hashtags.org/analytics.html>

Hashtag.org is a dedicated website to track, analyze and provide insights about the hashtags used by business. The following plan details include the charges and services provided by them. (Hashtags.org, 2019)

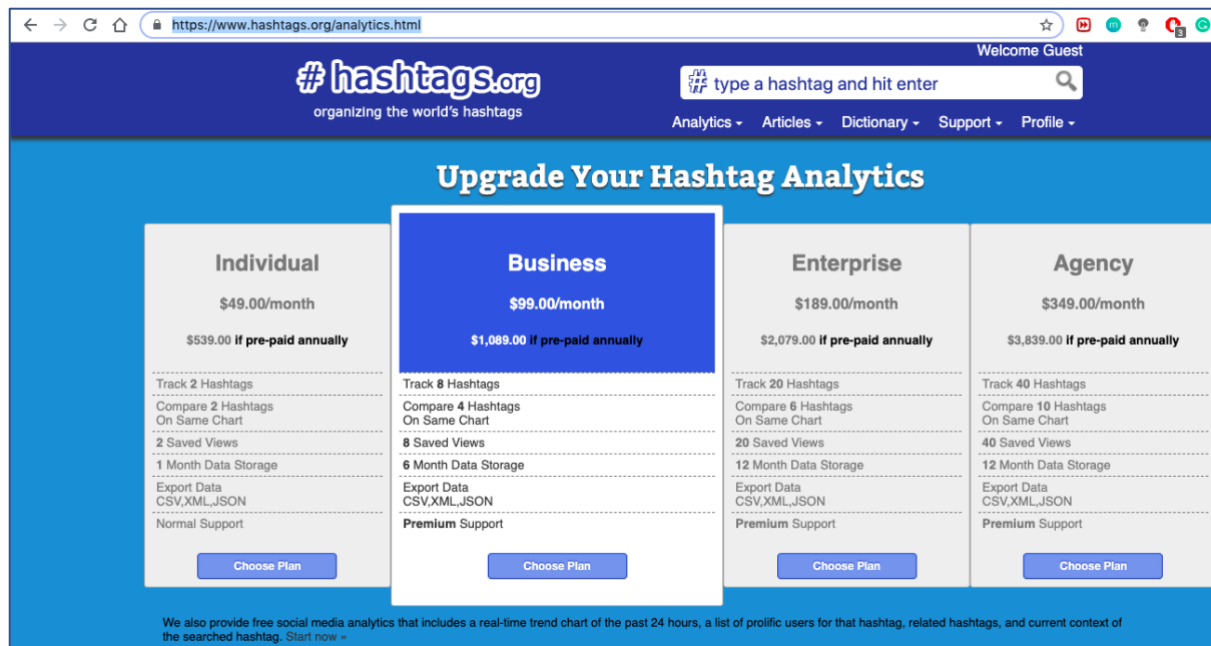


Figure 10 - Hashtag.org Screen

Recommended Plan: Business.

Service Charge: \$99.00/month

Services:

1. Careways can track 8 hashtags.
2. Compare other 4 hashtags of other non-profits in Illawarra region.
3. The premium support gives marketing ideas, search strategies, which Careways can use to tap their community user growth.

6. Conclusion

The complete motive of this research/survey was to propose a practical approach and solution for Careways. The team had dedicated the second phase of this research project in developing and proposing some real-time applications for Careways to apply. Using social media marketing-hashtag was derived as the simplest, creative and organic way to promote their marketing and ultimately their social media marketing strategy. This proposal along with hashtag analytics should serve as a reference metric for the future as well current marketing campaign success.

Chapter 7 - Impact of Media – Newspapers

1. Definition

The effect created by the media on the attitude or behavior of the individual by applying certain psychological factors can be termed as the impact of media (Sama, 2019). This impact can be created by the type of advertisements they are providing where few can be informative, and others can be persuasive (Bansal and Gupta, 2014). These impacts are also known as short term or long term. The type of available spaces on the newspapers defines the impact as short term or long term (kokemullar, 2019) based on the time of impact it will create on the consumer. The media is a type of one-way communication channel which is meant to provide information on various aspects of the world.

2. Introduction

Media is present among us from centuries just transforming into different forms. In 21st century media is in the forms like newspapers, radio, magazines, television, internet, etc...(Sama, 2019). At the beginning of mass media, it was used to spread information to the people but after the growth of the global business arena, it is now used for advertising the products as well (En.wikipedia.org, 2019). This is because of the significant reach of media into the people after the 20th century. Advertisements have become the best marketing strategies for many companies (Sama, 2019). There are many platforms which we can use for promotions. Out of these forms, newspaper advertisements are one of the oldest forms of media promotions. The first printed newspaper had started circulating in the 16th century in Germany and gained its potential speed with the invention of a fast printing press. Since then it served as the major promoting platform for any type of industries or displaying any form of information. From the research done by (Sama, 2019) it is understood that the types of newspaper advertisements have a significant influence on customer behaviour. In our research findings, we focused on finding the factors that are present in newspaper advertisements. From these studies, it is made clear that the media play a major role in promoting any product or organization

Careways being a community-based charity handed us this project of promoting it in many ways possible. In this chapter, we focused on how newspaper advertisement can be used effectively and how it can influence the consumer and the factors to be considered. based on the findings we would suggest the best implications for the Careways in terms of newspaper advertisements.

3. Research Findings

In this research we tried to find the types in displaying advertisements on the newspapers and the extent of the impact it has on customer behaviour. also we tried finding the factors that impact the consumer. Firstly we classified the advertisements very broadly.

3.1 Informative and Persuasive types

The newspaper advertisements can be broadly classified as informative (Bansal and Gupta, 2014) and persuasive. In informative advertisements, more importance is given in displaying the facts of the products like price and availability whereas, in persuasive type, the advertisements are intended to influence the customers psychologically for convincing on the product. Also, the persuasive type comes with many strategies to influence consumer behaviour like where to place the ads for better recognition (Lindstädt and Budzinski, 2011). When coming to the informative type, it is observed that advertisements that are more informative have a higher impact than the advertisements that are less informative (Bansal and Gupta, 2014).

On the other hand, regardless of these types of advertisements in the newspapers, there are factors that also influence customer behaviour in treating advertisements.

3.2 Ethnicity

In one of the studies, it is clear that the advertisements with ethnic cues attract more ethnic customers (Lau and Lee, 2018) but they don't influence the choice of the media. This ethnicity can be shown in terms of language, cultures or models that are used in the advertisements. This is provided with an example that the international brands with ethnic cues in their

advertisements got more preference rather than mainstream ads. This shows that ethnicity is one of the factors playing a crucial role in advertising (Lau and Lee, 2018).

3.3 Information and System quality

The other important factors of newspaper advertisements that influence customer behaviour are information quality and system quality for the online paper (rabaya et al., 2018). These factors are based on many predictors like accuracy, completeness for information quality and flexibility, accessibility of the application for system quality (rabaya et al., 2018). After the digitalization has taken place all over the globe, there is a major decline in traditional newspaper sales (Lindstädt and Budzinski, 2011). Most of the advertisement was telecasted on televisions and posted on the internet. However, to cope with this, the newspaper companies released a digital form of newspaper that is e-paper. It is the system quality of the application developed for the electronic paper that plays a vital role in these conditions. The more the system quality the easier for the consumers to go through the newspaper. Yet there are people who choose to go with traditional paper based on their interest and age group (rabaya et al., 2018). This digitalization has affected the customer behaviour at many stages right from awareness of the product to the post-purchase of the product but newspaper advertisements have a positive influence at all the stages (Sama, 2019)

3.4 Trust and intrusiveness

Despite this online media competition, regional newspapers have an upper hand in advertising in a region based on factors like trustworthiness and less intrusiveness (Lindstädt and Budzinski, 2011). According to Nielsen.com, 2019 it is found that newspapers are the leading advertisement channel in terms of trust. This is because of the low chances of tampering once the ads are published. When coming to the intrusiveness, newspapers present the static information which is less confusing for the customers, unlike other online media with pop-ups, banners, video ads, etc (Lindstädt and Budzinski, 2011). This static information can be easily understood by people of any age group.

The most important thing to consider when advertising is the return value in the advertisement (Sahay and Pillai, 2009). According to the research done by using Tobin's Q ratio, it is clear

that the expenditure on the advertisement has the positive impact on the returns that is higher the advertisement investment higher on the return value (Sahay and Pillai, 2009). Thus it is clear that these factors play a vital role in influencing consumer behaviour.

3.5 Advertisement types on Newspaper

In general, there are different available spaces for the ads on the paper which also create a different impression for the consumers. Newspapers provide blocks of spaces to publish advertisements based on the requirement and from the website (kokemullar, 2019), we collected data on different types of newspaper advertisement spaces that are available in general.

Majorly these advertisement spaces are divided into four types:

- a. Display Ads:** These ads usually occupy almost or one full page of the newspaper. These are considerably expensive but gain more attention from the public. Many moderate business units use this type of advertisement.
- b. Insert Ads:** These are the most expensive Ads in the newspaper columns. They will occupy one full page or is inserted in the newspaper as a separate catalog. People will notice these ads in almost all cases. These ads are used by large scale business units.
- c. Classified Ads:** There are two types of classified ads:

Text-based ads are small messages that provide brief information. These ads are usually run by small business and for almost every day till it is no longer useful.

Image-based ads are similar to the text-based ads in which information is displayed as an image. This is a bit more expensive when compared with the text-based ads. These ads are also usually run for a long time.

- d. House Ads:** These are the ads usually posted by the publishers to advertise their prices for the ads and the importance of booking the spaces and other related information.

We have also practically experienced the impact of newspapers in promoting a newly launched application back in India.

One of our teammates has developed an application called "poll caster" where we can poll according to our opinion on many social issues. To promote this application, he advertised on a national newspaper first where we thought it can draw a considerable crowd. Later he advertised on a local newspaper where the application has a greater reach. The application owner is the local and the application is more oriented towards that area it got more response when compared with the national newspaper. From this, we drew conclusions that the area and the content in the application being related or specified to that area is the reason for the response.

4. Discussion

In our research findings, we have found the types of advertisements in the newspapers and the impact it does create on human behavior.

4.1 Ethnicity

Careways being a community center, it has a culture that is followed in the community. The newspaper advertisements for the Careways would be affective if they are more shaped with ethnic characters.

4.2 Information and system quality

The advertisements on the newspapers are more static in nature where the consumers can have a clear visual on the advertisement. Hence, Careways are suggested to publish their ads with more information and precision. Since most of the people in this era are using online sources,

it is also suggested for the Careways to choose publications that maintain good system quality for their electronic paper presentation.

4.3 Informative and persuasive types

The advertisements for Careways should be more informative type as they are more service oriented. The persuasive type of ads can be used in promotions if necessary.

There are other factors which minorly impact publications like trust and less intrusiveness. The type of ads created by the Careways for publications should be less intrusive in nature so that people of any age will find it easy to understand.

There are other ways which are mentioned with the example of application launch done our team member like publishing more on the regional or local newspaper will help Careways in coming to the limelight.

5. How it Helps Careways?

Careways is a community-based charity center. It is more based on the community people and the volunteers that work for it. They provide services to the disadvantaged and marginalized people. Hence, it would be helpful if they promote themselves by creating advertisements which focus on the people, they offer the services for. The above-mentioned ways help Careways in promoting their services and ideas to a larger extent. As we mentioned how we successfully promoted our application by focusing on the regional newspaper, it would be helpful if the Careways promote themselves in a similar way. Moreover, Careways being a charity it should explore the less expensive ways for promoting and newspaper promotions are in front with similar ideology. We mentioned the ways of publishing on the spaces of the newspaper and it helps Careways to choose according to the financial status and requirement.

6. Conclusion

We basically differentiated between the newspaper ads as being informative and persuasive. This difference would help the industries to choose among them according to their requirements. The other important findings are the factors regardless of the type of advertisements. These factors would influence consumer behavior in newspaper advertisements. From the data available on most of the websites, we listed the available spaces in the newspaper and the type of impact they would create. Lastly, our way of promoting the application would set an example of how the local or regional newspapers are effective in terms of promotion.

Chapter 8 - Customer Engagement Rewards – Loyalty and Referral Reward Programs

1. Definition

A customer loyalty program is defined as an initiative undertaken by an organization or a brand, implementing a reward system for its customers (Rehnen et al., 2017). Another definition by Li et al., (2017) defines the loyalty program as an incentive-based program that helps the organization in retaining its customers, thus motivating the customer's engagement. With respect to individuals' actions, loyalty programs are often described as an effort to strengthen the commitments to purchase or re-patronize a brand or specific service in future, despite market instability (Doshi and Ray, 2017). Loyalty programs are often well supported with Referral programs which can be defined as an incentive offered to the customer by the organization for referring the brand/product or service to other individuals in their social circle (Wirtz, Orsingher and Cho, 2019). Thus, in simpler terms, the former is an incentive program for rewarding existing customer set, whereas the latter is an initiative towards attracting new customers alongside retaining and strengthening the relationship with existing customers.

2. Introduction

During the last few years, organizations have realized the importance of staying up to date in the rapidly evolving market environment, alongside having also realized the importance of customers to the firm's value. As a result of which the number of companies over the years have started focusing on various means and ways in order to retain customers as well attract new customers sets (Doshi and Ray, 2017). The methods used by the brands and organizations ranges from simple strategies like reduced costs, free service/product trial to some advanced strategies like incorporating of new technologies into their daily operations which includes but is not limited to customer analytics – providing insights about their customer and their interaction behavior through data collected, sending email newsletters or promotion offers. However, the mentioned methods do not ensure long-term customer engagement, and might not be suitable for many small-scale organizations (McCall and Voorhees, 2009). On the other It is viewed that customer loyalty is one of the critical aspects for the success of many

businesses, also providing organizations a competitive edge in the changing market environment. Thus, in response, many organizations have started becoming more customer-centric rather than being just product-centric (Doshi and Ray, 2017). As a result, organizations have been in constant search for a more efficient and feasible strategy to ensure long-term customer relationship. One such initiative that many organizations have adopted and has seen upwards trend over the last decade is the implementation of loyalty programs (Doshi and Ray, 2017, Kumar and Nayak, 2019, Li et al., 2017)

Loyalty programs are often initiated by the organizations as an attempt to retain their existing customers along with collecting information about their customers that help the organizations to serve their customers in a more effective and efficient way, also discouraging customers defect to competitor business (Fichter and Wisniewski, 2010). These programs aim at providing value to the customer experience and thus in return cultivating a strong relationship, encouraging repeat behavior of the customer towards the organization or brand (Raab et al., 2015).

At present loyalty programs are often viewed as marketing strategy opted by organizations to build strong customer relationships along with retaining their existing customers for a longer term. According to statistics, the member enrolment to loyalty program has been growing steadily, focusing on united states alone the loyalty program membership reflected a growth of 26.7% i.e. growing from 2,089 Billion to 2,647 Billion during the span of just 2 years from 2010 to 2012. Often these Loyalty programs are well supported by Referral reward programs (Rehnen et al., 2017)

Referral reward programs (RRP) is one of the popular methods and practice undertook by organizations in both non-digital and digital environments, relying on the capabilities of their existing customer recommending a brand, organization or service to non-existing individuals, in return being rewarded towards their loyalty membership. Examples of such reward programs can be seen in banking sectors, private academic sectors, restaurants and in tele-network services. RRP is an important customer acquisition method as they benefit the organization as well as the existing customers, also reducing the acquisition cost for the organization. The nature of the rewards can be either monetary or non-monetary, monetary rewards often focuses on providing monetary benefits to their loyal customers whereas the latter deals in terms of added points to the customer membership account which the customer can redeem after a

milestone in return of service or product from the organization (Wang et al., 2017, Wirtz, Orsingher and Cho, 2019)

Although Loyalty programs and Referral reward programs provide the organization with a competitive edge with respect to customers, inefficient designing of these programs might prove catastrophic to the organization. The organization needs to consider the program structure, the nature of rewards and the customer perspective while implementing the program to effectively tap in the aforementioned core benefits of the program (McCall and Voorhees, 2009)

The next section of the chapter focuses on the mentioned three core concepts discussing their impact on successful program implementation, along with providing a framework for Careways to initiate a reward program for their customers.

3. Research Findings

Based on the analysis and findings from various literature discussing Loyalty and referral reward programs, this section describes and talks about three core concepts that need to be considered while implementing or designing a reward program i.e. Program structure, the nature of rewards and the customer perspective.

3.1 Program Tier Structure

Loyalty Programs are generally designed and developed in a tiered structure. Having a tiered structure not only help the organization with cost savings but also enable them to segment their customers into groups within the loyalty program. The assumption behind having a tiered structure is based upon the Pareto principle, also termed as 80-20 rule, suggesting that a larger share of the organization's benefit is based upon a smaller proportion of organization's customers. The success of any tier structured program is very much dependent upon two factors viz Membership to a tier and grouping of customer segments. Membership to a tier program provides the customer with a sense of identity within an organization. This sense of identification in return leads to the more enhanced commitment of the customer with the organization. Whereas grouping into segments helps an organization to formulate rewards for

each tier based upon grouping. According to Drèze and Nunes (2009) having a three-tier program has higher satisfaction level among customers compared to a two-tier program, as having 3rd tier enhances the feeling of status for premium customers and allows the organization to better understand their customers (McCall and Voorhees, 2009, Kumar and Nayak, 2019)

3.2 Reward Nature

Once the program structure has been defined, the next challenging part lies in finding the right thing to achieve customer connection with the program. One known fact about the customer is that every customer is different thus what motivates one might not be influential to another customer. Incentives or rewards offered through the program must be relevant and valuable enough, attracting customers to the program. The reward should be manifested in a tiered approach, i.e. higher spending should be awarded higher significant rewards. Also, the reward can be awarded either in the form of monetary benefits or non-monetary benefits such as discount coupons, gift card, vouchers or cashback. Non-Monetary rewards have also been proven to be one of the motivating factors in attracting customers. On the other hand, many customer segments prefer soft benefits such as perk, early access to the product or invite to private events over hard benefits like discounts. Furthermore, a study conducted to evaluate the impact of programs also found that static reward programs - the programs which remain the same every year gradually lost its popularity compared to programs that are tweaked periodically keeping the program fresh and open to customer's feedback (Fichter and Wisniewski, 2010, McCall and Voorhees, 2009)

3.3 Customer Perspective

Another important factor towards the development of the loyalty program is customer perspective, that is, does the customer see and identify the benefits of the loyalty program. Thus, marketers of these programs must focus on customer behavior and advertise/ market it in a way where its objectives are clearly defined and understood. According to Kumar and Nayak, (2019), many customers leave the loyalty program because of its complicated point systems. On the other hand, many customers also don't feel comfortable with sharing of data over online platforms. Customers sometimes also feel dissatisfied with the reward claim

process. Thus, organizations must consider the mentioned issues in respect to customer perspective while developing any loyalty programs (McCall and Voorhees, 2009)

4. Discussion

Considering the factors discussed in the previous section, this section of the chapter proposes a framework for developing a Loyalty program for Careways. The section is divided into three sections as similar to the previous section i.e. Program structure, Reward nature, and Customer perspective.

4.1 Program Tier Structure

Although Careways offers the number of services and builds upon a good customer base, Careways at the moment doesn't have any loyalty programs for its customers. Depending on the information available on their website, it can be assumed that different services offered by Careways have a different set of customers. Our group for the purpose of this study classifies the customer for Careways into three broad categories, which is derived from literature as Frequent Visitor, Visitor and Ghost Visitor (Pearson, 2014). Each one of which can be defined on the basis of the customer's visit using the service – one who visits the organization on a regular basis, one who visit the organization less frequently and one who turns up every time at long intervals.

As a result of which our group proposes three-tier loyalty program Gold, Silver and Bronze each defined for the specific type of visitors/customers. Gold membership – for frequent visitors, Silver Membership – for normal visitors and Bronze membership for Ghost visitors, each one-off it having their own reward structure which is discussed in the next section.

4.2 Tier Reward Structure

Careways is a not for profit organization, hence it continues its operations providing various services to its customers based on the money they generate via the charged services. As a result, our group proposes Careways with non-monetary rewards for each one of its loyalty program tiers. Careways can offer non-monetary rewards in the form of points loaded towards the

membership which the customer can use in return of reduced cost for the Careways services. This will not only facilitate a strong relationship with the customers but will also ensure timely continuous use of their services. Along with the points, Careways can also implement exclusive rewards to their Gold and Silver membership customers such as an invite to exclusive events enabling networking, offers towards other services at higher discounted rates and first invite to try new services for gold members. On the other hand, can just offer offers towards other services at higher discounted rates for Silver membership. Another aspect that our group proposes to Careways with regards to the program is to keep seeking feedback from their members in order to keep their loyalty programs dynamic in nature.

4.3 Customer Perspective

Once the program tier structure and reward structure has been finalized and developed, the organization must make sure that the benefits and objectives of each of the membership tier are clearly stated to its customer. This can be done by providing them with a detailed document, stating on the use of membership, restrictions if any, the rewards and points structure along with the procedure towards reward claim. This document will not only boost the member's confidence towards the program but will also enhance the transparency in operation with regards to the customer loyalty program.

5. How it Helps Careways?

Careways offers the number of services to its customer, however, Careways doesn't have any customer retention program in place at the moment. Another aspect that Careways wanted to focus was on its social media presence. In regard to which our group proposes the following approach - Once the loyalty program is designed, developed and implemented, Careways can reward points to its members on the basis of customer's interaction with social media pages of Careways. This approach will benefit Careways by creating widespread visibility of their services through customers, also enabling efficient communication with customer strengthening the relationship with them.

6. Conclusion

During the last few years, organizations have realized the importance of customers in terms of value creation for the organization. As a result, organizations have started looking for ways and means to retain customers for a longer term as well as to attract new customers. One such approach which is widely used by the organizations is Loyalty programs. Although Loyalty programs benefit organizations with regards to long term relationship, the implementation of any loyalty program must be based on certain factors for it to be more effective. Program tier structure, reward structure, and customer perspective are critical aspects that decides the effectiveness of the program, based on which the chapter also proposes a loyalty program design for Careways also explaining an approach to increase social media presence along with loyalty program.

Chapter 9 - Summary

“It's our challenges and obstacles that give us layers of depth and make us interesting. Are they fun when they happen? No!. But they are what make us unique. And that's what I know for sure... I think.” (Oprah.com. ,1997). Just as said by, this famous stand-up comedian, marvelous tv show host and a mental health warrior. This research team too, believes how every human being, apart from physical nourishment, requires a community bonding, touch of care. Careways community has been doing this support work for some time now and we are proud to present our research work for them.

Careways, a community bound social service, a non-profit organization, is currently operating their work from Dapto, NSW. Their work is enveloped with three more community service centers, providing various services and campaigns for neighborhoods. Caraway's new addition to its services a patented service named as ‘Multi-sensory room’, which allows users to experience the primitive senses through various simulations and stimulations. This room is enabled with fiber optic sprays, various colored and musical experiences. We as a research team were briefed about this service. Our primary research objective was also developed around this. With a growing presence and services, Careways recognized a dire need for the development of their social media strategy. This team, with discussions and brief on Caraway's requirements and expectations in the mentioned area, formed two research questions.

“What's the best and effective way a non-profit organization can tap into the potential of social media for its community building?”

&

“How Careways can leverage the potential of social media platforms for building up a wider and stronger community for their multisensory room?”

We were able to formulate these based on the understanding of the Careway’s current social media presence, their expectations and their community bound services. After the formulation of these research questions, the team had planned three-phase implementations of this research project. The first phase focused on the application of identified top 5 social media strategies on Pollcaster, followed by Phase 2 - the selection of feasible strategies and Phase 3 literature review to build up a better understanding of the strategies respectively.

Moreover, before even start of Phase 1, the group did some preliminary work termed as phase 0 - focusing on different aspects of social media strategies for any not-for-profit organization. The phase 0 also covered some references of real cases, in which social media strategy played a key role. Further ahead, phase 0 was ended with key findings and conclusion. The key findings in phase 0 presented, consisted of understanding of social media strategies, the importance of social media strategies, how social media strategy and the tool can be effectively used for the organizations with no profit. The conclusion plotted by the team establishes some key milestones for further phases. The team concludes that social media platforms like Facebook, Twitter and Instagram will play a major role in reconstructing the social media strategy for Careways. The research team also prepared a timeline for the complete project within a research proposal.

The next phase of this research was kicked off with a quick go through of findings and conclusions in phase 0. The team through internet search identified the top 5 social media strategy for brand promotion and applied the same for Pollcaster – a start-up founded by one of the group members. After the application of selected strategies, the group classified the strategies as either a successful or failed strategy. Furthermore, the group analyzed all the successful strategies in regard to feasibility for the Careways. Through the analysis, the team also analyzed the impact of user experience, usability and customer support with respect to website usage and active usage of any given service. The Last phase of the study focused on the literature review of the selected strategies to gain a better understanding and proposing strategies for the Careways.

The team also planned an extra phase termed as ‘Development Phase’ that began with the development of a new service for Careways, which would be integrated on their current website. This chatbot was a dedicated component of the development phase and it was developed to impose a human touch over the website usage. The chatbot developed by Vishal Mishra is capable of interacting with the user in a very primitive sense of conversation. The research team has concluded that the development of Chabot will not only add the tier of sophistication but also pour value into the Careways brand image. The second component of the development is enveloped as the reconfiguration and remodeling of the Careways website. In the literature review and the research proposal meetings, it was concluded that the front-end platform plays a vital role in the organization’s social image as well it pretty much plays a key

role in developing a good social media presence. Developer Vidwan Arun Chandra Pasumarthi has submitted the conceptual and developed version of the website remodeling in the chapter of the web interface. This component was started with a full understanding of requirement mapping done prior. The remodeling of the web interface has been influenced by three major aspects namely, structure, language, and quality. The remodeling of the website then provided outcomes such as aesthetically appealing structures, the information provided in a highlighting manner and a few more. The third component of the social media strategy development, in phase three, is social media marketing and usage of hashtags. Chapters five and six are dedicated to mapping practical strategies and campaigns which Careways can implement without any heavy investments. The social media marketing chapter is a full-length and in-depth understanding of fundamental differences, analyzing success stories over the internet, of those who used social media marketing effectively. The developer Rohit Kshirsagar has analyzed various articles, blogs, and cases over the internet to conclude that hashtags can be used as a primary tool to promote Careways services on social media platforms like Facebook, Twitter, and Instagram. The chapter of the use of hashtags has then been added to the plot and outline probable hashtags that Careways can implement on Instagram and Twitter. The developer also proposed Careways to avail the hashtag analytics in this chapter, with an understanding of how-to hashtag analytics would serve a platform for Careways to plot their social media strategies further.

The last two chapters can be termed as the research team's 'extra mile'. The chapter dedicated to understanding the impact of newspaper showcases how Careways can utilize the less expensive, slightly ignore yet effective media tool, newspapers. The later chapter of the loyalty reward program is mapped within this research project as it puts light on the critical point of customer engagement. The team has proposed to implement a loyalty program for Careways, to have more engagement from the community and add value to the social media presence.

This project has empowered this team with rich experiences in terms of developing concepts, implementing ideas and understanding how community-based work matters. Overall progress and guidance were critical in this research and we delightfully announce that we were always catered for our queries, issues, and doubts.

Our project was supervised by Dr. Holly Tootell, a senior lecturer in the School of Computing and Information Technology, at the University of Wollongong. With her rich experience, fantastic abilities to convey, help, coordinate, and guide, this research team was always

enabled, matured and had a rather wonderful learning experience. The research project was kicked off with a clear set of goals, understanding of requirements and expected outcome. The participants of this research project hope their efforts, suggestions, and developments towards Careways, will be kindly considered.

References

- Advertising?, 2. (2019). Routes 4 Media | What are the differences between Social Media Marketing and Social Media Advertising?. [online] Routes 4 Media | Digital Marketing & Advertising Agency LDN. Available at: <https://www.routes4media.com/what-are-the-differences-between-social-media-marketing-and-social-media-advertising/>. [Accessed 4 April. 2019].
- Bansal, M. and Gupta, S., 2014. Impact of newspaper advertisement on consumer behavior. *Global Journal of Finance and Management*, 6(7), pp.669-674.
- Baird, D. and Fisher, M. (2005). Neomillennial User Experience Design Strategies: Utilizing Social Networking Media to Support “Always on” Learning Styles. *Journal of Educational Technology Systems*, 34(1), pp.5-32
- Brett, g. (2019). Responsive Web Design: Enriching the User Experience. [online] studylib.net. Available at: <https://studylib.net/doc/8225889/responsive-web-design--enriching-the-user-experience> [Accessed 28 Jan. 2019].
- Cyr, D. (2008). Modeling Web Site Design Across Cultures: Relationships to Trust, Satisfaction, and E-Loyalty. *Journal of Management Information Systems*, 24(4), pp.47-72.
- Cyr, D., Head, M. and Larios, H. (2010). Colour appeal in website design within and across cultures: A multi-method evaluation. *International Journal of Human-Computer Studies*, 68(1-2), pp.1-21
- Darejeh (2013). a review on user interface design principles to increase software usability for users with less computer literacy. *Journal of Computer Science*, 9(11), pp.1443-1450.
- Díaz, E., José Blázquez, J., Molina, A. and Martín-Consuegra, D. (2013). Are the non-governmental organizations' web sites effective?. *Qualitative Market Research: An International Journal*, 16(4), pp.370-392.
- Doshi, A. and Ray, S. (2017). Social Media, Loyalty, and Organizational Performance. *SSRN Electronic Journal*.
- Drèze, X., and J. C. Nunes. 2004. Using combined-currency prices to lower consumers' perceived cost. *Journal of Marketing Research* 41 (1): 59-72.
- D'silva, G., Thakare, S., More, S. and Kuriakose1, J. (2017). Real World Smart Chatbot for Customer Care using a Software as a Service (SaaS) Architecture. *IEEE*, pp.658 - 674.
- En.wikipedia.org. (2019). Mass media. [online] Available at: https://en.wikipedia.org/wiki/Mass_media. [Accessed 10 May. 2019].
- Fichter, D. and Wisniewski, J. (2010). Incentives, Loyalty, and Recommendations: Learning From Social Media. *control-shift magazine*, pp.54-57.

Hashtags.org. (2019). Hashtag Analytics 101: Tweets vs Impressions. [online] Available at: <https://www.hashtags.org/featured/hashtag-analytics-101-tweets-vs-impressions/>. [Accessed 2 May. 2019].

Hashtags.org. (2019). Upgrade Your Hashtag Analytics. [online] Available at: <https://www.hashtags.org/analytics.html> [Accessed 4 April. 2019].

Hu, T., Xu, A., Liu, Z., You, Q., Guo, Y., Sinha, V., Luo, J. and Akkiraju, R. (2018). Touch Your Heart. Proceedings of the 2018 CHI Conference on Human Factors in Computing Systems - CHI '18.

Iqvenue.com. (2019). Social Media Advertising - Social Media Promotion - What Is SMA Definition. [online] Available at: <http://www.iqvenue.com/sma-social-media-advertising.php> [Accessed 12 April. 2019].

Jadhav, L. (2018). A Survey of Chatbot in Artificial Intelligence and Comparing Chatbots used earlier with Chatbots used now. International Journal for Research in Applied Science and Engineering Technology, 6(6), pp.448-451.

Kent, M., Taylor, M. and White, W. (2003). The relationship between Web site design and organizational responsiveness to stakeholders. Public Relations Review, 29(1), pp.63-77

Khan, R. (2017). Standardized Architecture for Conversational Agents a.k.a. ChatBots. International Journal of Computer Trends and Technology, 50(2), pp.114-121.

Kumar, J. and Nayak, J. (2019). Consumer psychological motivations to customer brand engagement: a case of brand community. Journal of Consumer Marketing, 36(1), pp.168-177.

Kokemullar, n. (2019). [online] Bizfluent.com. Available at: <https://bizfluent.com/list-6324320-types-newspaper-ads.html> [Accessed 10 April. 2019].

Lau, H. and Lee, R. (2018). Ethnic media advertising effectiveness, influences, and implications. Australasian Marketing Journal (AMJ), 26(3), pp.216-220

Lindstädt, N. and Budzinski, O. (2011). Newspaper vs. Online Advertising – Is There a Niche for Newspapers in Modern Advertising Markets?. SSRN Electronic Journal

Li, G., So, M., Zhang, X. and Tam, K. (2017). Is Socializing Loyalty Programs a Good Idea? – Empirical Evidence from a Large Quick Service Restaurant Chain. AIS Electronic Library.

Marketing for the modern nonprofit. (2019). Instagram for Nonprofits: How to Use Instagram to Raise Awareness and Build An Audience - marketing for the modern nonprofit. [online] Available at: <https://jcsocialmarketing.com/2017/08/nonprofits-can-instaawesome-instagram> [Accessed 14 April. 2019].

McCall, M. and Voorhees, C. (2009). The Drivers of Loyalty Program Success. *Cornell Hospitality Quarterly*, 51(1), pp.35-52.

Nielsen.com. (2019). What People Watch, What People Buy | Nielsen. [online] Available at: <https://www.nielsen.com/id/en.html>. [Accessed 4 May. 2019].

N L, B., M, S. and K, G. (2018). Optimal ways for companies to use Facebook Messenger Chatbot as a Marketing Communication Channel. *Asian Journal of Business Research*, 8(2), pp.1-17.

Oprah.com. (1997). What Ellen DeGeneres Knows for Sure. [online] Available at: <https://www.oprah.com/omagazine/what-ellen-degeneres-knows-for-sure-ellens-omagazine-cover>. [Accessed 3 Jun. 2019].

Palmer, J. (2002). Web Site Usability, Design, and Performance Metrics. *Information Systems Research*, 13(2), pp.151-167.

Pearson, C. (2014). Customer Types and the Empathetic Response. *The Reference Librarian*, 55(3), pp.256-261.

Ramanadhan, S., Mendez, S., Rao, M. and Viswanath, K. (2013). Social media use by community-based organizations conducting health promotion: a content analysis. *BMC Public Health*, 13(1).

Rabaya, t., mohamud, i., hussain, m., jahan, n. and t, r. (2018). To Read or Not to Read: Modeling Online Newspaper Reading Satisfaction and Its Impact on Revisit Intention and Word-Of-Mouth. *Interdisciplinary Journal of Information, Knowledge, and Management*, 13, pp.337-359.

Raab, C., Berezan, O., Krishen, A. and Tanford, S. (2015). What's in a Word? Building Program Loyalty through Social Media Communication. *Cornell Hospitality Quarterly*, 57(2), pp.138-149.

Rehnen, L., Bartsch, S., Kull, M. and Meyer, A. (2017). Exploring the impact of rewarded social media engagement in loyalty programs. *Journal of Service Management*, 28(2), pp.305-328.

Sama, R. (2019). Impact of Media Advertisements on Consumer Behaviour. *Journal of Creative Communications*, 14(1), pp.54-68

Sahay, A. and Pillai, A. (2009). Differential impact of advertising and distribution expenditure on Tobin's Q. *Journal of Indian Business Research*, 1(2/3), pp.77-94

Thackeray, R., Neiger, B., Hanson, C. and McKenzie, J. (2008). Enhancing Promotional Strategies Within Social Marketing Programs: Use of Web 2.0 Social Media. *Health Promotion Practice*, 9(4), pp.338-343.

Wang, Q., Mao, Y., Zhu, J. and Zhang, X. (2017). Receiver responses to referral reward programs in social networks. *Electronic Commerce Research*, 18(3), pp.563-585.

Wild Apricot Blog. (2019). 3 Nonprofit Hashtag Strategies That Actually Get Followers, Raise Money, and Spread Awareness. [online] Available at: <https://www.wildapricot.com/blogs/newsblog/2018/06/01/nonprofit-hashtag-strategies>. [Accessed 28 March. 2019].

Wirtz, J., Orsingher, C. and Cho, H. (2019). Engaging customers through online and offline referral reward programs. *European Journal of Marketing*.

Wordstream.com. (2019). Social Media Marketing for Businesses | WordStream. [online] Available at: <https://www.wordstream.com/social-media-marketing>. [Accessed 20 April. 2019].

Xu, A., Liu, Z., Guo, Y., Sinha, V. and Akkiraju, R. (2017). A New Chatbot for Customer Service on Social Media. *Proceedings of the 2017 CHI Conference on Human Factors in Computing Systems - CHI '17*.

Zarouali, B., Van den Broeck, E., Walrave, M. and Poels, K. (2018). Predicting Consumer Responses to a Chatbot on Facebook. *Cyberpsychology, Behavior, and Social Networking*, 21(8), pp.491-497.