I have to admit that I was unaware of the concept of marketing automation itself, however you get an idea and I have searched for information on this fact. Once you finish a degree of Business Administration you realize you know many things but cannot say what your specialization is.

For this task I have first looked all the pages and its products so I can suppose how marketing can work at its best in each occasion. My choice has been determined mostly by my age and lifestyle and I choose Spokey as I am more acquainted with its products. As a regular user of the gym and as a citizen of one of the most affected countries of EU by COVID-19, I found really useful and efficient to use social networks to sell this kind of products.

Somehow privacy does not exist nowadays when using a Smartphone or a laptop, with other words; we are victims of big data and personalized ads. This fact can be sometimes awkward and creepy especially when you can find spam related to your spoken (not written on your device) words.

As a consumer I have been highly interested and curious how well works advertising on media platforms (especially Instagram stories) about fitness products in the very best and perfect moment that could have ever been shown (quarantine). This way of promoting is comfortable, does not force anyone, is easily shippable and is way much better than the typical long text on spam box email nobody reads but old people. These Instagram stories were pure synergy with the marketing of fitness influencers, their e-books, live challenges, posts, advertisements, eating habits and exercise routines at home. I am sure this industry made a lot of money; it is just being there and showing up at the right time.

I know that the social networks that you handle are Facebook and Twitter. I have to admit that I barely use Facebook and I do not have Twitter but I have my own page as an external financial consultant. Advertising a page is simple, even more so if it is supposed to be a benefit for everyone who shares it with their contacts. I am a big fan of the campaigns that raffle a trip to an exotic place in exchange for advertising to their acquaintances, thousands of people fight for that trip and in the end the campaign is very effective, massive shares of the post and only two get that flight. In addition, when you are the creator of a Facebook page, you can freely access all information about the scope of the publication you have made. In this way, controlling how effective this movement has been and its repercussion gives a lot of feedback on how to improve.