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Social networks and their added value to companies' promotion. Case study: Tucano Coffee Timisoara

Amina Poterasu

Business Communication Department, POLITEHNICA University of Timisoara,
Timisoara, Romania

ami.poterasu@gmail.com

Abstract. This study aims to analyse two aspects regarding promotion in social media. The first aspect is the degree of increase in the sales of Tucano Coffee Timisoara products through the promotion of contests and giveaways in social media. The second aspect is represented by the influence of the organization of social media events on the increase in sales of Tucano Coffee Timisoara products. The case study is represented by Tucano Coffee Timisoara due to the fact that more and more people choose this coffee shop in exchange for other dates being the activity of continuous posts in social media. The study used a qualitative and quantitative approach with a methodology of content analysis of the Instagram page of the company Tucano Coffee Timisoara monitored over a period of 3 months, incorporating a literature study and a method of collecting documentary data. The emphasis is placed especially on the importance of product promotion on social networks. The results of this study indicate that the sales of the company's products increase in a rapid way if in the marketing strategy there is an increased attention and care on the social media pages that each company owns. It is also necessary that the activity of the social media pages is in accordance with the followers' preferences.

Keywords. social networks, companies, promotion, online promotion, products, events, giveaways

1. Introduction

Social media has become an increasingly powerful tool in recent years due to the rapid development of technology. The average adult spends about four hours every day on social media, and this number is rising every year, thus its influence has grown significantly in recent years (Clement, 2020) [1]. Social media is used daily by consumers, customers, and businesses to communicate brands' messages, share stories, promote products, entertain, and more. Today, the vast majority of people spend their time on the internet for a variety of purposes, so it makes sense that more and more businesses choose to promote themselves online. People spend their time online everyday and that has prompted more marketers to adjust their brand-promotion methods in line with these changes.

Social media frequently appears in discussions among users as well as non-users, even when differing opinions are expressed. In particular, as it became clear that life in the real world was influenced by social media, people who opposed the use of the Internet began to show interest in these communication media. But beyond the common-sense debate, the use of social

media in corporate communications has recently become essential for 21st century organizations. Instagram users can publish photos or videos to share with other users who have accounts. More than 200 million Instagram users access at least one company profile on the platform each day, which has more than 1 billion monthly users (Kemp, 2020) [2], (Instagram Business, 2020) [3]. Instagram is usually seen as the most influential social media source for fashion company message, despite not being the largest social media network (O'Connor, 2018) [4].

This paper focuses on the way in which social media networks have brought added value to companies, especially to Tucano Coffee Timisoara, being analysed the social media pages followed by methods and data. Thereafter, the results of empirical study are presented and the main key-aspects of the analysis have been discussed and concluded, respectively.

2. Literature Review

Social media marketing is more practical than conventional marketing channels. In this line, Kirtis and Karahan (2011) investigated the significance of social media marketing and investigated if the cost of marketing on social media was cheaper than on traditional media. Because social media is a quick, easy way to disseminate information, their study found that it is an excellent marketing tool that helps save marketing costs (Kirtis & Karahan, 2011) [5]. Organizations use social media networks primarily to spread information about themselves, the goods, services, or concepts they try to sell to or convince others to embrace. They also use them to publicize various events that they support, organize, or promote (Moise & Cruceru, 2014) [6].

Most social media literature defines social media generally but for social media marketing, Kotler, Bowen and Maken provided a definition: "Social media is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others" (Kotler et al., 2006) [7]. In reality, social media is a well-liked and frequently-utilized instrument for fostering consumer-brand ties. Among the social media platforms that brands frequently utilize to interact with their customers are Facebook, Instagram, Pinterest, Snapchat, TikTok, and Twitter (Arora, et al., 2019) [8]. The Greeks were the first to use the term "strategy" to describe the creation of battle plans, which involved organizing the execution of the proper actions at the proper moments and locations in order to produce desired effects. In a similar vein, strategy is viewed as a road map of actions leading to the accomplishment of a target (Rader et al., 2014) [9]. Value creation is an organization's main objective. Managers must operate in a way that goes beyond operational effectiveness or cost cutting; they must use resources to produce more value and work more efficiently (Coelho et al., 2016) [10]. As a result, companies have started using social media as a channel for client communication (Neti, 2011) [11]. While there is agreement on the significance and utility of social media in most marketing plans regardless of business, several studies have provided empirical analysis regarding how certain industries employ social media in their marketing strategies.

One of the best marketing tools currently available is social media, which enables a brand to engage with potential customers by earning their trust. In her study, Neti (2011) covered social media principles, social media marketing, as well as the development and advantages of social media. Social networking is no longer a passing trend. Instead, it has evolved into one of the primary platforms for interaction between customers and brands. Social media should be used by all businesses as a marketing tool (Neti, 2011) [11]. It is not sufficient to analyse a company's presence on social media pages or the number of followers in order to

comprehend in depth the efficiency of its actions via social media. It is necessary to consider how media users interact with the company. In many aspects of communication research, from campaign design to theory testing, evaluating the efficacy of various post types is essential (Slater & Olson 2000) [12]. There is an engagement comparison between Facebook and Instagram made by Balio and Casais (Balio & Casais, 2020) [13]. Customer engagement is the amount of attention to which a customer's behaviour is focused on a product or business (Gummerus, Liljander, Weman & Pihlstrom, 2012) [14]. Increased sales, competitive advantage, profitability, and emotional connections are all markers of organizational performance that are correlated with high levels of customer engagement (Hollebeek 2011), (Kumar et al., 2010), (Chan & Li, 2010) [15] [16][17].

All well-known social media sites offer a number of metrics that can be used to gauge how engaged users are. Engagement is one of the most generally used methods for determining the performance of social media marketing, despite the fact that researchers have brought up the issues of the skill required and the suitability of widely accessible metrics (Baym, 2013) [18]. The number of likes, comments, shares, and clicks on an Instagram post serves as a proxy for user interaction and also defines the content's potential audience. The reach is increased in direct proportion to the extent of content interaction (Lipsman et al., 2012) [19]. A framework was put forth in the study by Parsons and Lepkowska-White to assist managers in creating and utilizing social media as a marketing tool (Parsons et al., 2018) [20]. Social media had several benefits. One manager asserted that "Without clear objectives and strategy definition it is better to not use social media at all". (Tiago and Veríssimo 2014). This demonstrates that in order for social media to be truly effective, a company must utilize the different social media platforms effectively and to their fullest potential in order to benefit, which can be a challenging undertaking (Tiago and Veríssimo 2014) [21].

Every company wants to have sales as high as possible and the amount of business to increase. To help in this, companies turn to social media marketing. This research explores how sales of Tucano Coffee Timisoara products increased with the help of social media promotion of contests, giveaways and events. Next, the research methods used and their results regarding this will be discussed.

3. Research methods

The main purpose of the research is to perceive the degree of increase in the sales of Tucano products by promoting contests, giveaways and contests in social media. To fully understand plus the value brought by social networks to the company named Tucano Coffee Timisoara and in order to achieve the goals I have established, I have employed three distinct research techniques: the questionnaire, the interview, the monitoring of the Tucano Coffee Timisoara company's Instagram page for a period of three months.

To begin, I have conducted a survey on the Google Forms platform served as an investigative tool. The questionnaire in the survey was created on March 17, 2023. It was open for answers for 48 hours, and it collected 100 answers from 100 respondents (55 women and 45 men). The respondents are from 9 different countries (Romania, Italy, Portugal, Germany, Serbia, United Kingdom, Republica Moldova, Spain, Switzerland), coming from different backgrounds, with different occupations (such as doctor, lawyer, student, architect, etc), and are aged between 18 and over 42 years old. They had to answer 22 questions, among which 1 was an open question requiring a detailed answer.

Regarding the choice of respondents, I took into account that they are followers of Tucano Coffee Timisoara social media pages in order to see why they are following these pages

and to make sure they encountered positive or negative situations which allowed me to outline an opinion about how sales of Tucano products can increase through contests, giveaways or events that take place in these coffee shops.

- The influence of the organization of events in social media on the increase in sales of Tucano products
- The degree of increase in sales of Tucano products through the promotion of contests and giveaways in social media

Following from that, I have also conducted an interview with the communication specialist and content strategist at Tucano Coffee Timisoara, Daniel Rebeles. The interview is based on 13 questions, and its duration was about an hour and a half.

Finally, I have analysed the Tucano Coffee Timisoara Instagram page for a three-month period (17.12.2022-16.03.2023) in order to track views from the people that are following the company, and to measure engagement.

Some of the most relevant results obtained were analyzed and interpreted and are presented in what follows.

4. Results

4.1. Questionnaire

The main objective of the questionnaire is the degree of increase in sales of Tucano Coffee Timisoara products through the promotion of contests and giveaways in social media, as well as the influence of the organization of events.

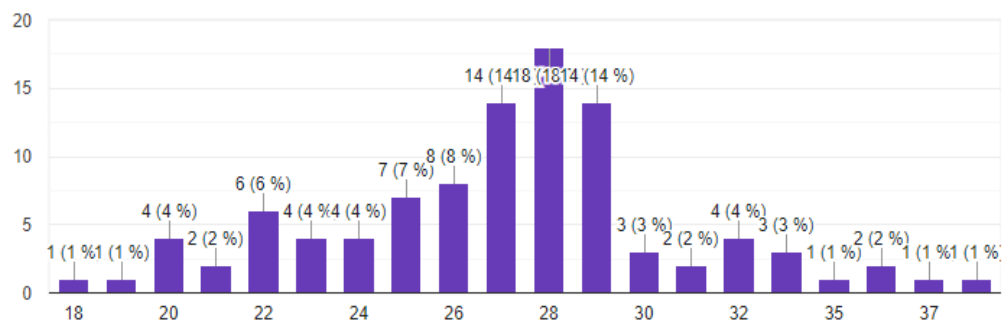


Fig. 1 Age criterion (Source: Autor's work)

In the graph above we find the ages of the Tucano Coffee Timisoara Instagram page followers. The youngest age is 18 and the oldest is 38. Out of 100 respondents, predominantly we find young people of 28 years old, in a percentage of 18% (18 people). Every 14 of the respondents are 27 (27%) and 29 (29%) years old. It can be seen from the graph that the followers of the Tucano Coffee Timisoara Instagram page are between 25-34 years old (25%-34%).

AEM Developer
Growth Marketing Manager
Content Strategist
Financial IT Solution
Marketing Analyst
Payroll Officer
Data Coordinator
Business Analyst
Service Desk Analyst
Doctor neonatolog
Marketing Manager
Team Leader
Quality Analyst
Executive Assistant

Fig. 2 Perspective of occupation (Source: Autor's work)

Analyzing the structure of the sample from the perspective of occupation, we can see that the vast majority of Tucano's followers and implicitly clients are made up of people working in the medical field, the legal field, arts and culture field, business and administration field, science and technology field. Here are some job titles of the Tucano Coffee Timisoara Instagram page followers: Data Coordinator, Neonatologist Doctor, Marketing Analyst.

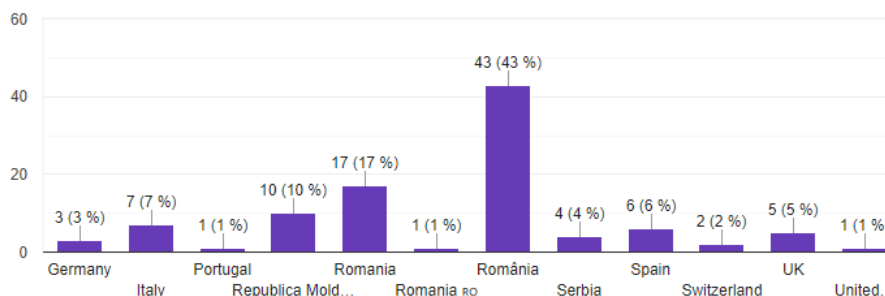


Fig. 3 Country of origin (Source: Autor's work)

Fig. 3 refers to the country of origin of the respondents. It is quite visible that most of them come from Romania, the percentage being quite high, 43%. We cannot overlook the fact that in 2nd place is Italy with a percentage of 7%, and in 3rd place is Spain with a percentage

of 6%. With the help of this question, we can emphasize the interaction that international followers have with the Tucano Coffee Timisoara Instagram page. Although it is a very difficult process for the citizens of other countries to pursue coffee shops in Romania, I noticed that in the case of Tucano Coffee Timisoara this is not impossible. With the help and through promotion, the company managed to reach Germany, Italy, Portugal, Republic of Moldova, Spain, Great Britain, Switzerland.

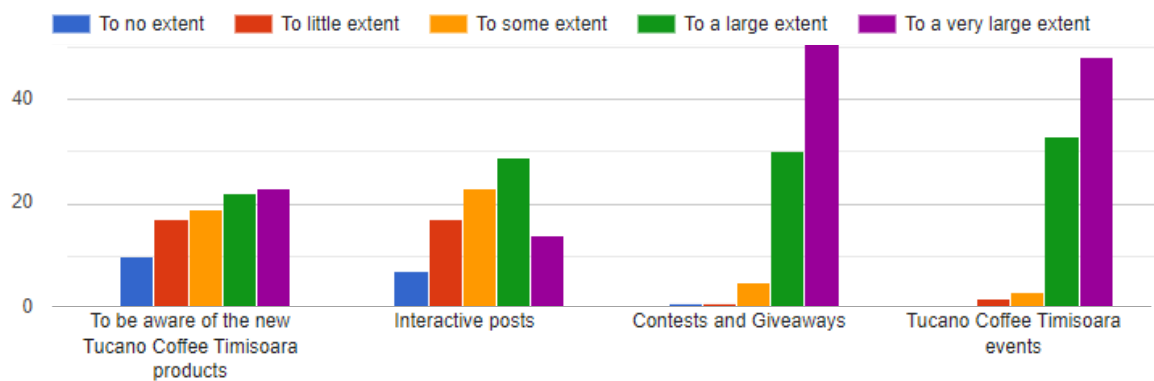


Fig. 4 Reasons for following the Tucano Coffee Timisoara page (Source: Autor's work)

Each follower of social media pages must have a reason for wanting to follow that account's activity. Thus, the purpose of this question was quite clear. I wanted to find out for what purpose and what are the reasons that the followers of the Tucano Instagram page say when they are asked why they choose to follow it. Upon reaching the 100 respondents, I was surprised by the fact that out of 100 respondents, 52 confirmed that to a great extent they follow the Tucano Coffee Timisoara page to be up to date with the contests and giveaways held. More than that, at the same time, out of 100 respondents, 48 confirmed that to a great extent they follow the page to see when events take place within the Tucano Timisoara coffee shops.

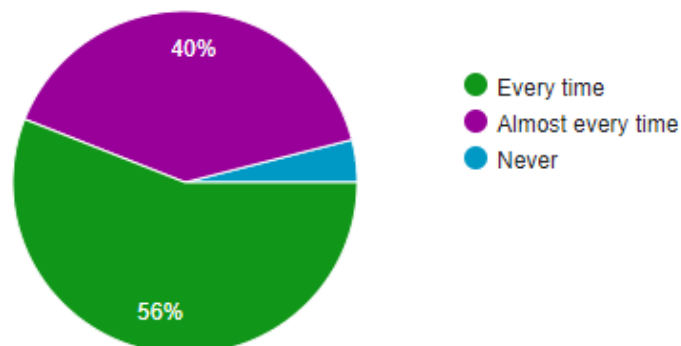


Fig. 5 Visiting the Tucano coffee shop during an event (Source: Autor's work)

Through question from figure 5, the respondents were asked how many times they visit the Tucano Coffee Timisoara Coffee due to an event taking place in its premises. Following the

graph above, we can see that the percentages look very good. Thus, out of 100 respondents, 56 confirmed that they visit the coffee shop every time a Tucano event is promoted. 40 of the 100 subjects emphasized the fact that almost every time they participate in such events when they are promoted.

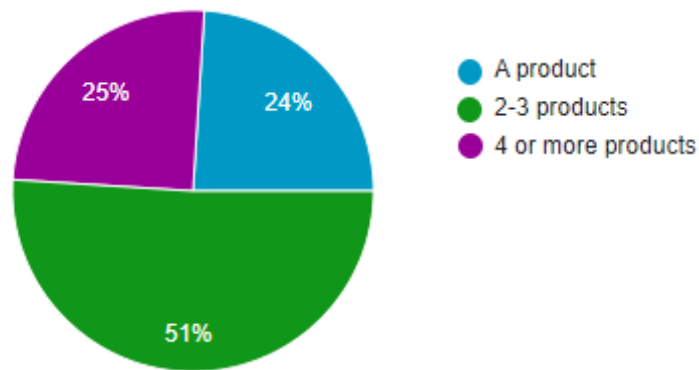


Fig. 6 The number of products consumed during a Tucano Coffee Timisoara event
(Source: Autor's work)

Linking to the previous question, through question from figure 6, I wanted to highlight the fact that a follower who sees an event promoted on social media, participates in it and ends up bringing benefits to the respective company through different methods. For example, we can see in the graph above that 51 people out of 100 consume between 2-3 products during a Tucano event, which would not normally have happened if this person had come to the coffee shop in some day. At half of this percentage, 25 people confirmed that they consumed 4 or even more products during an event. Through this, the sales of Tucano Coffee Timisoara products can increase considerably.

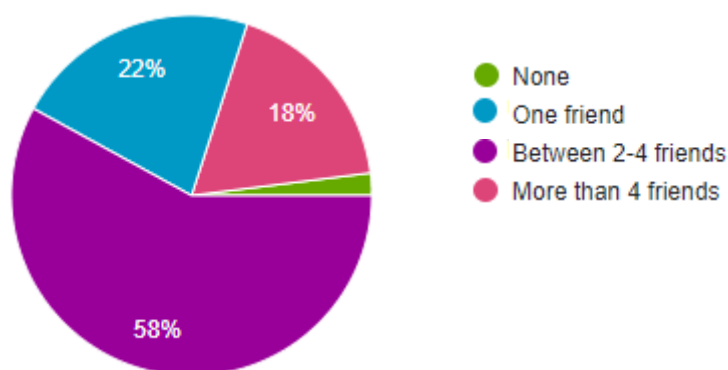


Fig. 7 The number of friends brought to the Tucano Coffee Timisoara event
(Source: Autor's work)

Talking about the same topic, namely the Tucano events promoted on social media, in this question I wanted to observe if when such events are organized, those who are present almost every time, invite friends, acquaintances along with them. From the graph above, it can

be seen that 58 people out of 100 confirmed that they bring between 2-4 people to such organized events. I was surprised by the fact that 18 pointed out that they bring more than 4 people with them to the events. And this also helps to increase the sales of Tucano products.

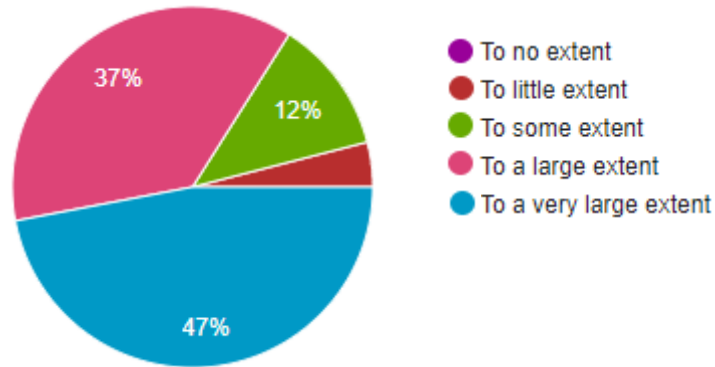


Fig. 8 Choosing the consumer product based on social media posts
(Source: Autor's work)

The figure above refers to the choice of the consumer product based on what followers see posted on social media during contests and giveaways. Analyzing the answers of the respondents, we can observe the fact that 47 subjects out of 100 declared that to a very large extent they choose their consumer product based on what they see posted on the pages of Tucano Coffee Timisoara during these interactions. Below this percentage, 37 people confirmed that they largely do the same thing. We can deduce from this that all the giveaways and contests organized and promoted in social media definitely help in increasing the sales of Tucano Coffee Timisoara products.

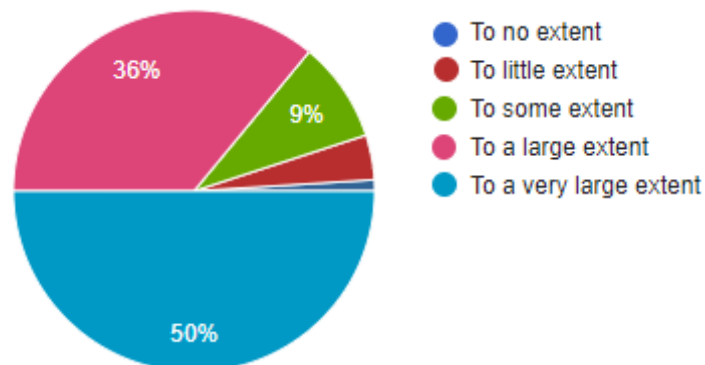


Fig. 9 Buying an untried and promoted product on social media
(Source: Autor's work)

Like the previous question, I wanted to find out this time to what extent followers buy a Tucano product that they have not tried and that is promoted in contests or giveaways on social media pages. Looking at the graph, 50 of the 100 respondents confirmed that they buy the product to a very large extent. A few percentages lower, a number of 36 people declared that they do the same thing to a large extent. The percentages were very good, this helping me to understand the fact that these contests and giveaways organized on the social media pages of

the Tucano Coffee Timisoara company help in increasing the sales of the products more than we could imagine.

4.2. Interview

To find out what is the influence of organizing events in social media on the increase in sales of Tucano Coffee Timisoara products and what is the degree of increase in sales of Tucano Coffee Timisoara products by promoting contests and giveaways in social media, I created a set of 13 questions to which was answered by the brand manager of the Tucano Coffee Timisoara company, Rebeles Daniel.

The first question was: "*What is the number of Tucano Coffee Timișoara employees at the moment?*", learning that currently 78 employees are behind what we see in the 4 Tucano coffee shops in Timisoara.

Going further, I wanted to find out what type of customers Tucano wants to attract and what would be the ways to attract each audience category. Daniel argued that audience matters a lot, pointing out that their high-end customers fall into the 22-50 age group, both male and female. In the same vein, he argued that Tucano Coffee Timisoara's target market is spenders with high incomes, health-conscious professionals, early users of technology, young people addicted to coffee. Moreover, Daniel told us that the most used ways of attracting the public that Tucano targets are the various giveaways, contests, various themed events, discount cards for students, etc.

There were also two questions by which I wanted to observe whether, following the activity on social media, the sales of Tucano products decreased, increased or maintained their market. The answer was expected. Daniel confirmed that Tucano Coffee Timisoara is 100% present on almost all social networks and strongly believes that sales increased with their presence on social media. In addition to what they offer as feelings, LOVE & PEACE (just like the company's slogan), Daniel claimed that all the contests organized, the giveaways they thought of are part of the increase in sales of Tucano products. "*Followers watch, read, like, participate, win and enjoy or don't win and come to try. They are happy, we are happy*" (Rebeles, D.) In addition, the brand manager told how through creativity, through interactive posts, through polls, through contests and giveaways, through various interactions with page followers, social the media helped in the sale of Tucano products.

In addition to everything that can be seen, I also wanted to find out what are the barriers encountered in the promotion of contests and giveaways organized and promoted in Social Media and what may be the impediments encountered in capitalizing on or implementing the methods of organizing events and promoting them in Social Media. Daniel was very honest, explaining that there were times when they only had 15-20 people registered for a giveaway, the causes being multiple, but later corrected. Regarding the events, Daniel pointed out that reaching new participants can be difficult, and for Tucano it has always been a challenge. In addition to this, there were also some impediments that Daniel told us about, the budget and suppliers being two of them.

At the same time, my next question is titled as follows: "*What were the most effective methods by which you increased the traffic of your Tucano pages?*". The Tucano brand manager was very open, giving me the most used methods by which he managed to do this. Is about

- Partnership with different influencers
- Various contests and giveaways
- They used creative posts with different hashtags

- They organized a multitude of events, sometimes some faculties holding their events within their premises.

Daniel confirmed that all these methods attracted followers on Tucano Cofee Timisoara's social media pages and managed to reach an audience they wanted at the same time.

4.3. Tucano Instagram page analysis

Targeting the elite class, Tucano Coffee Timisoara understands that its audience is technologically advanced. Tucano Coffee Timisoara' digital marketing provides it with an opportunity for two-way communication, unlike leaflets, magazines, and television, which are more of one-way communication. It has considerable traffic on its social media accounts, including Instagram, TikTok, Facebook, LinkedIn. In this paper we will analyze the Instagram page of the Tucano Coffee Timisoara company.

Tucano Coffee Timisoara has 1,917 followers on March 17, 2023



Fig. 10 Tucano Coffee shop Timisoara Instagram page 2023 [22]

For monitoring, we have three dimensions by which we are guided, and for each of these we have a period of time after which we measure the parameters

- Accounts reached* – last 7 days & last 90 days
- Accounts engaged* - last 7 days & last 90 days
- Total followers* - last 7 days & last 90 days

The last 7 days represent the period between 10.03.2023-16.03.2023

The last 90 days represent the period between 17.12.2022-16.03.2023



Fig. 11 Parameters of measuring

a) **Accounts reached** is how many people see your post in their News Feed.

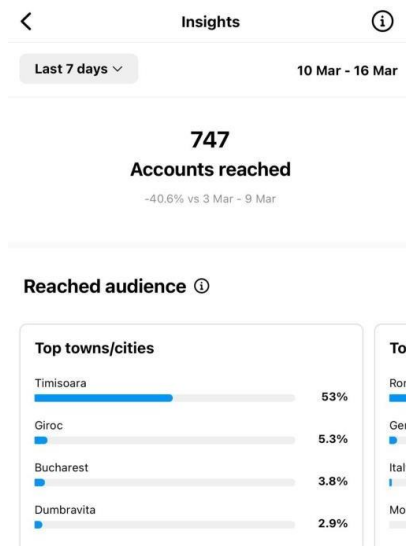


Fig. 12 Last 7 days – Top cities

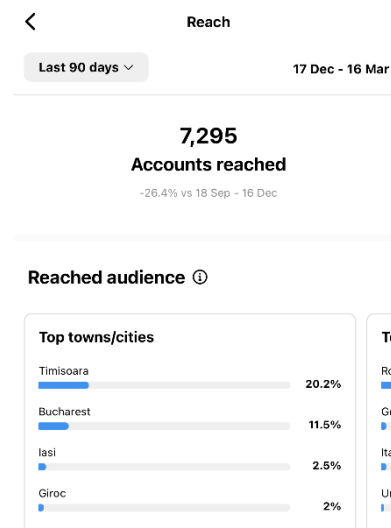


Fig. 13 Last 90 days – Top cities

Regarding the category of accounts reached, top cities, in both cases it can be observed that the posts were seen the most by people from Timisoara with a percentage of 53% and 20.2%, respectively.



Fig. 14 Last 7 days – Top countries

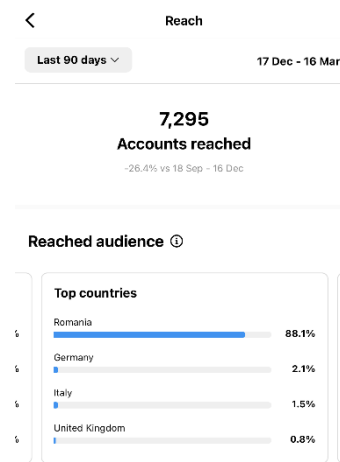


Fig. 15 Last 90 days – Top countries

Moving on to the top countries from which people observe the posts on Tucano Coffee Timisoara's social media pages, we can see that Romania is in first place in both cases with a percentage of 90.7% and 88.1%, respectively. Germany ranks second with a percentage of 2.9%, respectively 2.1%.

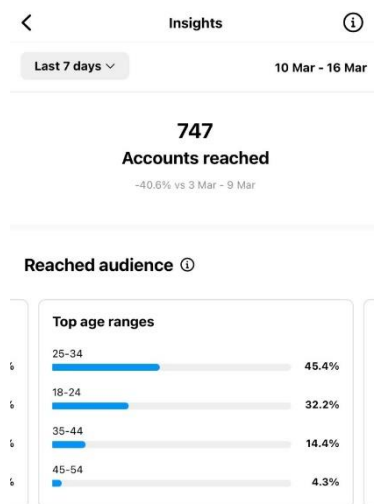


Fig. 16 Last 7 Days – Top Age Ranges

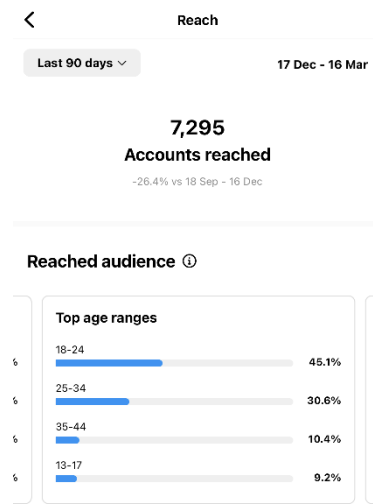


Fig. 17 Last 90 Days – Top Age Ranges

Age is another criterion that we must take into account in this analysis. Thus, comparing the two time periods, we see that the posts reach a percentage of 45.1% to people aged between 18-24 years, this being followed by the category of people aged between 25-34 years with a percentage of 30.6%.

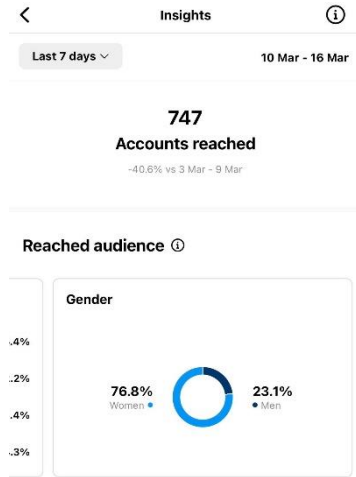


Fig. 18 Last 7 Days – Gender Top

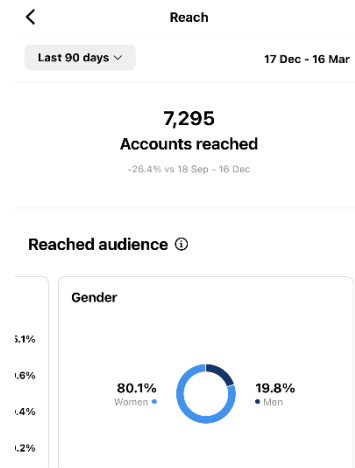


Fig. 19 Last 90 Days – Gender Top

We move on to the gender top. It can be seen from both graphs that the posts reach the women's News Feed the most, with a percentage of 76.8% and 80.1%, respectively.



Fig. 20 Last 7 days



Fig. 21 Last 90 days followers and non-followers who reacted to the posts and stories

The last category of this kind of analysis (accounts reached) is the number of followers vs non-followers. It is very important to see if the social media posts of the Tucano Coffee Timisoara company also reach people who do not follow these pages. From the graphs above

we can see that Tucano Coffee Timisoara is doing a very good job. Over a period of 90 days, the posts reached 5,928 people who do not follow the Tucano social media pages.

b) **Accounts engaged** is how many people interact with the post.

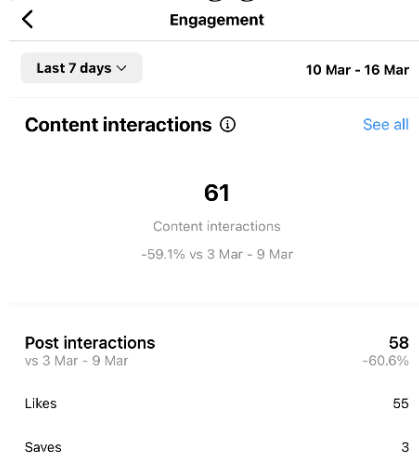


Fig. 22 Last 7 days – content interactions



Fig. 23 Last 90 days – content interactions

It is important that followers interact with what the company posts on social media. Thus, we can observe that in the last 90 days, a number of 756 followers appreciated the posts, added related comments and saved the pictures, reels and IGTVs posted on social media by Tucano.

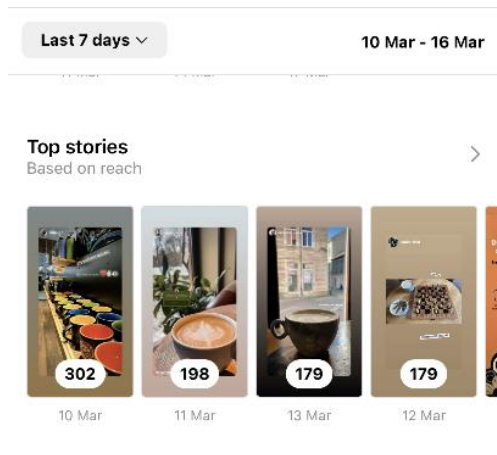


Fig. 24 Last 7 days – Profile activity

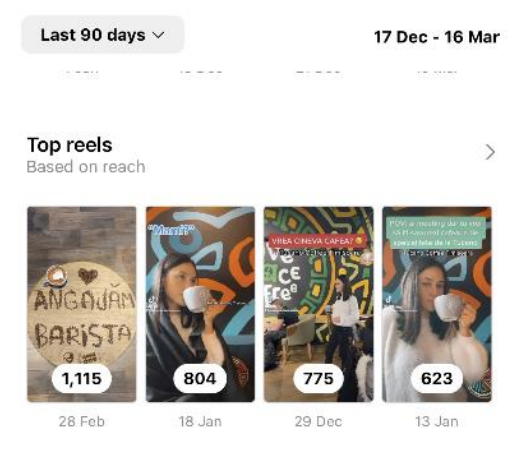


Fig. 25 Last 90 days – Profile activity

The activity of the followers of Tucano Coffee Timisoara social media pages is monitored at least 2 times a week, being an important factor in increasing the traffic of followers. From the graphs above we can see that the most viewed posts are the funny videos that make people laugh. We can also observe that over a period of 90 days, a number of 1494 out of 1917 followers visited the page's profile and interacted with it by clicking external links.

c) Total followers



Fig. 26 Last 7 days – Followers



Fig. 27 Last 90 days Followers

We have reached the last category in the analysis, namely the followers. Attached above we see the two graphs with the number of current followers (1,917). In the last 90 days, 115 started following the Tucano Coffee Timisoara page, while 80 stopped following the page.

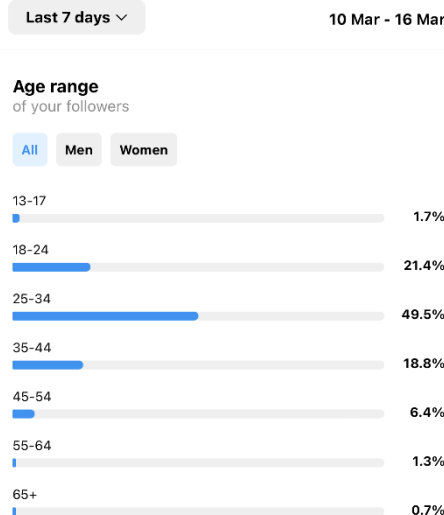


Fig. 28 Last 7 days – Age range

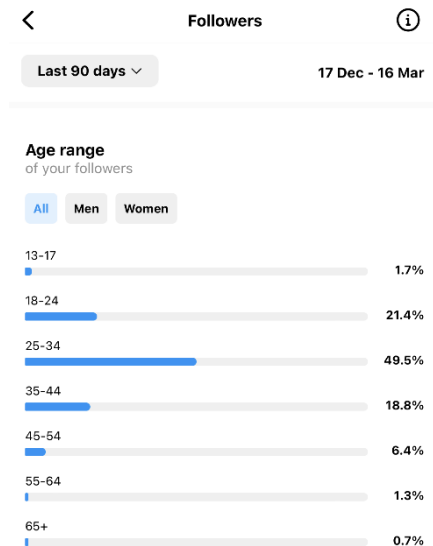


Fig. 29 Last 90 days – Age range

Regarding the age of Tucano page followers, it can be seen that in both graphs, with a percentage of 49.5%, the age category between 25-34 years is the winner.

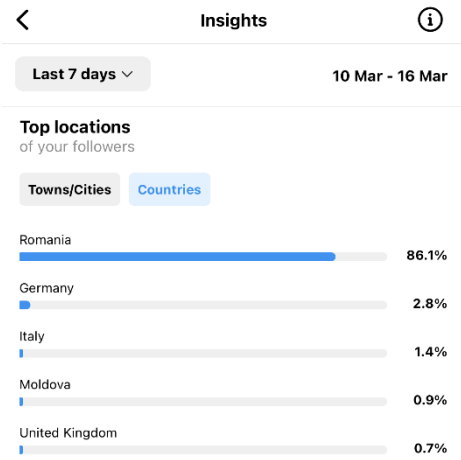


Fig. 30 Last 7 days – Top countries



Fig. 31 Last 90 days – Top countries

Coming to the end, the last analysis emphasizes the idea that most of the followers of the Tucano Coffee Timisoara page are in Romania, with a percentage of 86.1%. This is followed by Germany with a percentage of 2.8%. The last three countries are Italy, Moldova and the United Kingdom, the latter having a percentage of 0.7%.

5. Conclusion

Due to a trend where everybody stays out in coffee shops for fun, work, or work assignments with friends, the coffee industry is expanding quickly (Nurhasanah & Dewi, 2019) [23]. A well-crafted Tucano Coffee Timisoara marketing strategy is one of the prime reasons why the coffee-chain company has a dominating global presence and leadership. Also, by staying true to their word, they will undoubtedly offer a different atmosphere, unparalleled service, and a welcoming environment to every customer who visits their brick-and-mortar store. Due to a trend where everybody stays out in coffee shops for fun, work, or work assignments with friends, the coffee industry is expanding quickly.

Companies that want double sales must prepare to re-evaluate and adjust their social media strategies so that they should be in line with the preferences of the public and also with the trends of the social media platforms. To influence customers to choose to purchase the company's goods or services, the business must have an efficient marketing plan. It can preserve its existence and grow the market with a strong strategy. Building a brand in customers' minds is an important strategy because a company's brand is a valuable asset (Marasabessy, 2021; Saputro et al., 2016) [24][25]. Researchers, business experts, coffee shop businesses, and brands interested in the steady increase of products may find the study's conclusions beneficial. By demonstrating "best practices" for consumer involvement, this study may help coffee shop brands and give academics a starting point for gauging the social media activity of coffee shops more broadly.

Regarding the results of the questionnaire and the interview, it was visible that Instagram contests, giveaways and events are a light-hearted and approachable method of connecting and captivating the audience with the brand. Also, through the research methods used (questionnaire, interview, media monitoring for a period of 90 days), we noticed in the case study that the sales of the Tucano Coffee Timisoara company's products increased considerably utilizing these three important aspects of promotion (contests, giveaways, events).

The two research methods, the questionnaire and the interview, were intertwined so well that the results of this study were supported by well-justified arguments. I learned at the beginning that Tucano Coffee Timisoara started this business with the idea of attracting a certain type of customer, namely a select, demanding one. I noticed that the people who visit this coffee shop are between 25-34 years old and have very well-paid jobs: the medical field, the legal field, arts and culture field, business and administration field, science and technology field, etc. I was not surprised by the fact that the most followers of Tucano Coffee Timisoara's Instagram page who interact with the posts are from Romania. However, with the help of the questionnaire I found that people from countries such as Italy, Spain, Evetia, Portugal, Germany, etc. are interested in what this coffee shop from Timisoara posts. The intensive promotion on Instagram shows us once again how important it is to know how to interact with the target audience. I found out from the followers of the Tucano Coffee Timisoara Instagram page that when a new product is heavily promoted on social media, this makes them want to try and taste that product. Regardless of whether the product is promoted as part of a giveaway or just added to the profile of the Instagram page as a simple post, the followers see and go to the coffee shop to try that product. The sales of Tucano Coffee Timisoara products also increased with the help of event promotion. Followers of the Instagram page confirmed the fact that when Tucano events are announced, they don't come alone, but with 2-4 friends, and if we calculate the total number of people who come, we come to realize that this company has high sales. Social media not only helps in interacting with potential customers, but more than that, social media is for Tucano Coffee Timisoara a promotional tool used to increase sales. The results of this study confirm the fact that well-performed promotion on social networks helps the company to increase its sales. Results obtained with the help of the three research methods used, serve as an answer to the two objectives that led this scientific work.

Regarding the monitoring period, we find out that the people who follow the Tucano Coffee Shop page on Instagram look forward to the new products, being only active when they are posted on social media. Social networks are becoming a powerful promotional tool for new products. We grasp this through the clicks, likes and interactions of followers on these posts.

Discussing of Instagram, there will constantly be new inventions and advances to give its users better features. Due to Instagram's rapid feature development, offering comprehensive instructions on how to use it for marketing is all but impossible. Moreover, prior to conducting marketing communications, there are tactics that work in concert to accomplish success in accordance with the desired target (Mohamad et al., 2017) [26].

In conclusion, the findings of this study serve as a useful guide for companies looking to adapt their social media strategies to have significant increases of their products.

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