

Implementing a Media Plan for Business Growth: A Case Study of MARCAF's Digital Strategy

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Abstract: *The present paper has been applied to the MARCAF company that is dedicated to the distribution of products such as: meat products and derivatives, eggs and stainless - steel items such as grills. To start, an analysis of social networks was carried out as an advertising tool, in addition to establishing the needs that the company requires within its profiles in the digital area (Facebook, Twitter and Instagram) and on its website, resulting in that due to the boom that social networks have had in the line of business, it is convenient to have a presence on the different platforms, which the company did not count on since both the page and its profiles on social networks had long periods of inactivity and advertising also it was somewhat monotonous, causing the followers to lose interactivity within them, which is why a proposal has been reached that satisfies the needs and that meets the objective of generating authentic content, causing to increase the number of followers. The above was achieved by following Löbach Bernd "Creative Problem - Solving Process" methodology, since it allows better management in moments of creativity, obtaining favorable results when making publications.*

Keywords: Media Plan, Social Networks, Problem Solving, Publicity

1. Introduction

The main problem is the inactivity in the social networks of the MARCAF Distributor, due to the lack of a designer in the months of August to January of the year 2022, which inactivity could be interpreted as a closure of the company or could generate distrust in new users. In addition to the fact that during that time, users who contacted by DM (Direct Message) did not get any response and the probability that they would be contacted by another means such as WhatsApp or through the telephone line was very low, thus losing potential customers.

General purpose

Generate authentic content by increasing the activity of the profiles on each platform and achieving an increase in the number of followers, making them interested in the services and products offered until they become new customers. This through daily publications established by a media plan and following Löbachs Bernd "Creative Problem - Solving Process" methodology.

By doing this, the following specific purpose will be achieved:

- Identify the topics to be discussed during the weeks in order to create a media plan appropriate to the needs of the company.
- Know in its entirety the methodology that will be carried out for the realization of the publications for social networks.
- Improve opening hours to respond to messages on social networks, WhatsApp or by mail.
- Transmit the corporate visual identity through the website.

Research questions

- What would be the advertising strategies that position the company MARCAF in the market?
- Do the publications made have an adequate impact in order to increase the number of followers?
- Has uploading content daily managed to create a greater reach within the followers?

The company needs to implement a media plan to have a greater impact on social networks, as previously, although the social networks were active, interactions with users were very low, with only 2% interaction with respect to the total reach. It is desired to have the same amount of reach and interactions in higher percentage and it will be achieved through the methodology of Löbach Bernd which deepens in his idea:

- Select an existing problem.
- Gather information about the problem, assess it and relate it creatively.
- Develop solutions to the problem being analyzed according to established criteria.

Select the most appropriate solution.

With the proposed methodology, the company will implement a correct visual identity both in social networks and on the website in order to achieve positioning and leadership in the market, generating an increase in sales and customer satisfaction.

This is why it is a matter of coordinating and communicating the visual identity to customers, ensuring that the final message is compatible with their expectations. The result is based on delivering consistent customer satisfaction by implementing cost - effective communication strategies, marking the beginning of a new way of reaching your customers with your products and services and building customer loyalty and vice versa.

Measuring the effectiveness of the strategy is also essential to avoid being guided by assumptions and intuition and to be certain of what really works. A human approach is also essential to see the quality of our interactions. After all, social networks are a deep ocean full of users creating relationships of all kinds.

The MARCAF company, its managers and employees will benefit from improving their performance within the company with the help of interactive formats, social media and also the different aspects of business such as pricing, product and service segmentation, digital distribution and immediate communication.

2. Research Elaborations

At present, social networks can be considered an almost essential digital medium for companies or ventures since they have gained great importance for the development of establishments that want to expand within the Mexican territory or internationally. (Ocaña, P., & Freire, T.2022. Page 16)

An announcement is a simple public notice that seeks to provide information and invite to promote a certain reaction. Advertising has two basic objectives: to inform and to persuade, and although they are different, both are frequently present simultaneously. (Condor, Estrella, V. L.2018)

Advertising has an impact on how people understand life, the world and themselves, especially in relation to their values and their modes of choice and behavior. These topics are of interest to companies if they are looking to grow through digital platforms. Unlike advertising, visual identity allows the transmission of a good image, a living impression or everything that has to do with the nature of the company, that is, it is the projected portrait of itself, which is sought for the MARCAF distributor. (San Miguel Fernández, P.2012)

It is necessary that a company that distributes to different states of the Mexican Republic must implement a single communication and this will be achieved through interactivity through social networks, since the location of the establishment or the location of the user does not matter, the communication can be assertive and concise.

By correctly determining its content, it will be possible to attract the desired type of audience, with the support of Löbachs Bernd "Creative Problem - Solving Process" methodology, since it shows the design process as a set of relationships between the designer and the user. designed object, resulting in a technologically reproducible product. In this process, creativity is essential to select the correct data and apply it, when necessary, as well as understanding the procedure that is carried out to solve the problem. (Vilchis, L. C, 2000).

Finally, the results will be the improvement in the number of followers and the possible increase in customers through different media (Facebook, Instagram, Twitter) and even the company's website.

Advertising on social networks

One of the great changes in the world of advertising with the appearance of the Internet (and later of social networks) was the possibility for companies to show their advertisements in hundreds of spaces related to the reader's interests: a fundamental principle on which advertising on social networks is still based today. This allowed, for example, a company dedicated to the investment of financial products to show its services to the readers of several web pages dealing with economics or stock market investment (Mendoza Pacheco, L.2017).

Web pages were quickly filled with banners, small advertising spaces that tried to attract the user's attention through their content and their strategic distribution throughout the web. The idea of offering products or services directly to their target audience, as well as guaranteeing that they would only pay if the user clicked on the advertisement, won over and convinced companies. This model was taken over by social media advertising (Sierra, K. J. G.2023).

The concern of brands about how to impact their audience in a direct and segmented way seemed to finally have a solution through this new format, but over time the effectiveness of the ads began to be discussed due to bad practices such as the oversaturation of ads within the same web page or the emergence of invasive formats: who has not suffered the full screen banners impossible to close through the "x" in which when trying to close the ad actually opened the same? (Sierra, K. J. G.2023).

Thanks to the emergence of the social internet (also known as Internet 2.0), the main social networks have learned from bad advertising practices and, today, advertising on social networks offers companies and advertisers new advertising formats that are less intrusive, more segmented and more effective. (Moro, M. S., & Fernández, J. C. g2020).

Networks and segmentation

Since their beginnings, the main social networks such as LinkedIn, Facebook and Twitter have been dedicated to storing and classifying the activity of their users within their channels by categories and interests. This allows them to segment each and every one of the users who log on to their platforms thanks to what they indicate, say, comment and/or share (Rissoan, R.2016).

To give an example, when a user on Facebook indicates that they like a page of a smoked salmon brand, shares a recipe among their friends and later comments on a cooking recipe post, they will be automatically classified by this social network as a user who is interested in salmon, smoked salmon, cooking, gastronomy, cooking recipes and all those categories that we can think of under the axis of food, gastronomy and recipes.

In addition, the networks themselves work to keep the spaces free of intrusive and misleading advertising, analyzing advertising campaigns and user behaviors with respect to the advertisements and continuously implementing improvements so that advertisers and users have a good experience. (Sierra, K. J. G.2023).

Another thing is how companies use this potential to advertise on social networks, since the success of the ad is not determined by the tool (which in this case offers a thousand and one possibilities to impact the user through targeting options and different advertising formats) but by the ability of brands to offer relevant advertising content. (Branding, M.2021).

Segmenting the audiences of interest, analyzing what they think, worry about and want, and then working on different creatives, headlines, texts, call - to - action buttons and the pages they will visit when they click on our ad is one of the first steps to be taken by companies to advertise effectively on social networks (Sierra, K. J. G.2023).

Visual Identity

The corporate identity of a company is defined as a set of attributes and values that any company or any individual possesses: its personality, its raison d'être, its spirit or soul. The image that the company reflects through its personality will make it stand out from the rest, and place it on a larger or smaller scale. The company itself will make itself known through its own norms and behaviors, the company's culture. All companies are constantly sending out messages to their surroundings. The visual image is one of the priorities means that companies use most to transmit and manifest their identity, showing it to the public (Colcha Chavarrea, A. M.2016).

3. Results or Finding

Now it is the time to articulate the research work with ideas gathered in above steps by adopting any of below suitable approaches:

Following the media plan, the following publications were produced for the week of 16 - 21 January 2023.



Figure 1: Publication Author: MARCAF

In the week of January 30 to February 4, the official covers of the documents within the company were made, in addition to the letter head and a proposal for a barcode identification for the company's customers.



Figure 2: Letterhead Author: MARCAF

For the week of February 6 to 11, a pre - design of the interface of the website of the distributor MARCAF was created.



Figure 3: Start. Author: MARCAF

To apply the design already established on the official website of the company worked for two weeks (from 13 to 25 February), applying the necessary sections to disseminate the corresponding information and added sections for each product that is distributed.



Figure 4: Products that are distributed

Within the page was created a section of recipes with the products that are distributed in which was working in the weeks of February 27 to March 11 uploading weekly a menu different.



Figure 5: Recipe. Author: MARCAF

For the week of March 13 to 18, a photo session and editing of the company's products was carried out to update them on the page and create a catalog



Figure 6: Product 1 Author: MARCAF



Figure 7: Product 2 Author: MARCAF

During March 20 to 25 the catalog was made, including the products that are distributed and some specifications.



Figure 8: Catalog Author: MARCAF

During the week of March 27 to April 1 a 2D animation was made in which the different municipalities in which the company can carry product are included.



Figure 9: Routes 1 Author: MARCAF



Figure 10: Routes 2 Author: MARCAF

For the last weeks a 2D animation was created in which the products and services that MARCAF offers are described



Figure 11: Animation Author: MARCAF

In addition to the activities carried out above, different publications were created daily for social network profiles, including the following.



Figure 12: network profiles Author MARCAF

4. Conclusion

The study concludes that the strategic use of social media and a well - implemented media plan can significantly enhance business growth and customer engagement. The case of MARCAF serves as a testament to this, with the company experiencing increased activity on its social media profiles, a rise in the number of followers, and greater customer interest in its services and products. The study underscores the potential of digital platforms as powerful tools for business expansion and customer satisfaction.

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