

Dissertation

by Joshua Mark Ashleigh Sullivan

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Marketing Advances From Technological Development in the Advertisement Field

by

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Project submitted as part of the requirements for
the award of BSc (Hons) Business Information
Technology

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DECLARATION

I, ...JOSH SULLIVAN..... declare that I am the sole author of this Project; that all references cited have been consulted; that I have conducted all work of which this is a record, and that the finished work lies within the prescribed word limits.

This work has not previously been accepted as part of any other degree submission.

Signed :

Date :

FORM OF CONSENT

I JOSH SULLIVAN..... hereby consent that my Project, submitted in candidature for the B.Sc.(Hons) Business and Information Technology degree, if successful, may be made available for inter-library loan or photocopying (subject to the law of copyright), and that the title and abstract may be made available to outside organisations.

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Contents

1.0	Introduction.....	4
2.0	Literature review.....	5
2.1	Economic factor.....	5
2.2	What's changed over the past decade?	6
2.3	Social Media	8
2.4	Search engine optimisation.....	9
2.5	Internet based advertising.....	11
2.6	Online video.....	12
2.7	Measuring actions vs. impressions	12
2.8	Interactive TV	14
2.9	Brand specific commercial ratings	15
2.9.1	Mobile advertising and payments.....	16
2.9.2	Marketing-mix modelling	16
2.9.3	Email marketing.....	17
2.9.4	Traditional advertising methods	17
2.9.5	Posters.....	18
2.9.6	Display boards	18
2.9.7	Word of mouth.....	18
2.9.8	Companies chosen methods and their size	19
3.0	Methodology	21
3.1		23
3.1	Pilot Survey.....	28
3.1.1	Pilot survey explained.....	30
3.1.2	Pilot survey results and findings.....	32
3.2	Main survey	35
4.0	Analysis.....	37
4.1	Analysis of survey questions	37
4.2	Survey conclusion.....	46
4.3	Survey comparison – B&Q.....	47
4.4	Technology survey compared to a local plumbing company survey.....	50
5.0	Evaluation	52
6.0	Conclusions and Recommendations	54
6.1	Future work.....	56
7.0	Reflection	57
8.0	References.....	59
9.0	Bibliography.....	62

1.0 Introduction

The objective of this project is set out to compare the different impacts that different organisations have due to using their chosen method of advertisement. Organisations of all sizes will have various different methods of advertising and promoting their organisation but there is still the question of which is the best proven method to boost custom in their company. Previous research has shown what companies have found to be the best method for them so far, but as technology advances there is increasingly more options available for organisations of all sizes, some organisations depending on their type of business would not benefit from some of the methods chosen by other companies. Multimillion pound organisations would not have the same methods of advertising as a small local business organisation.

The main aim of this project is to come to the conclusion of which marketing methods will be beneficial for different types of organisations of all sizes using modern technology, but also being cost effective to the organisation. Methods of advertisement can also change and expand for some organisations if their business grows enough to be able to expand which can then allow them to choose the more expensive methods of advertisement to attract a wider range of target audience.

The principle of cost could also be an issue for most organisations, as some advertisements can cost thousands and may not even benefit the organisation a great deal due to it targeting the wrong target audience. Location is also crucial when advertising to not attract the wrong type of custom not fully understanding what the organisation is all about, or even where the organisation is based. Local building trade organisations will avoid travelling certain distances for jobs as they might not be financially feasible, so stating the location of the business is important to make the customer fully understand. No matter what method or where the advertisement is, there must be clear indication of what the business is, including the services or products they sell. Prior to any advertisement there must be clear indication as to what target audience is needed to be acquired, this can then help determine where the advertisement will need to be published to grab the attention of the chosen target audience.

2.0 Literature review

2.1 Economic factor

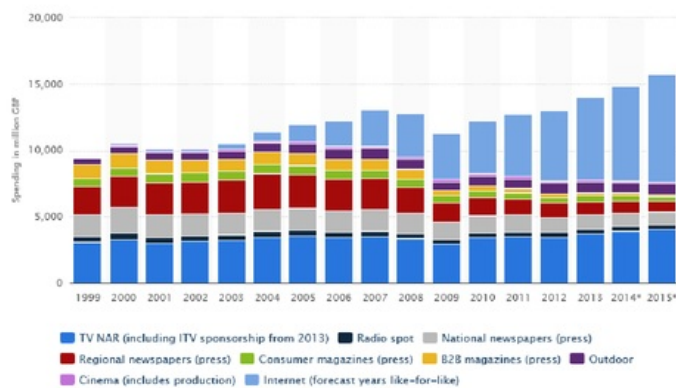
Advertising since the gain in technology has risen due to all the different routes that an organization can take when looking to advertise, the traditional method to advertising during the 19th century was through posters and display boards where the only third party needed was a design artist at most to illustrate any images or writing that was needed for the posters and display boards.

With the advances in technology, there is also an advance in the amount of jobs that are available as there is more reason for more employment for the creation of all the new designs and features to be produced.

Since the advance in technology the total advance spending for 2008 was £8.35bn and then a rise to £10.25bn in 2013 and now is projected to reach over £15bn in 2015:

(1)

The timeline presents advertising spending in the United Kingdom from 1999 to 2013, with forecast to 2015, by media. Radio ad spending amounted to 357 million British pounds in 2010. Internet advertising was forecast to exceed 7 billion British pounds in 2014.



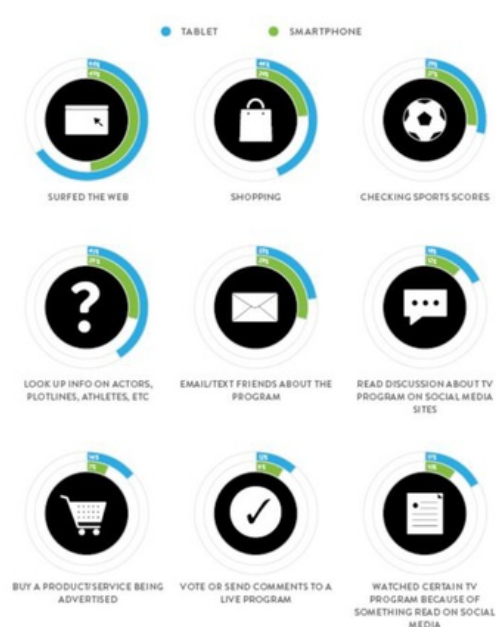
(2)

2.2 What's changed over the past decade?

Over the past 10 years there has been a significant difference in technology and the way organisations function. Organisations 10 years ago would communicate by email or phone call, but since the release of the iPhone in 2007, the whole business communication has been revolutionized for the way organisations can now communicate and exchange data. The release of the smart phone was the start of mobile advertising, in which adverts were then built into all apps and websites to grab the user's attention. This was a money making idea, as the user would either purchase the product from the advert or would pay the app provider to remove the advertisement from their app. Recent statistics show that mobile advertising is set to exceed to \$28 billion this year alone. (3) App advertisement does also need to be thought through with regards to the target audience, organisations such as Sky TV would advertise their company through an age appropriate app or website. The advert will then need to be related to what type of app their target audience would use, an app for a game could be used on a music app acquiring the younger target audience.

TV advertising is still a big advertisement method with a big expensive price to it, but now there is even more ways for the public to shop, but in the comfort of their own home. A TV advert could grab the user's attention which in turn could drive them to surf the internet for their product and purchase it in less than 5 minutes.

The chart below shows statistics on what activities mobile users do during TV programs and adverts:



Most of these activities could be instigated by a TV advert, making the user think of a particular product or service that they could research, and then possibly purchase with minimum effort. This is proven to be a good method as it can boost sales at all hours of day and night.

Mobile advertising is a good form of advertisement but in today's world of advertising, organisations need to pay to get any attention off the public, the more paid by the organisation will result in the more noticeable the organisation will become. (4) A large proportion of today's generation trust a business through another person's experience, whether it be through reviews or recommendations, by either a known person or through another business. (5)

There are many types of customer reviews that the audience will listen to, an analysis of what reviews will influence the public showed that:

- (6)
- 32% do so if there are multiple customer reviews.
 - 30% give them equal trust when they believe the online review is authentic.
 - 26% say it depends on the type of business.

The study of the 10 technological advances marketers can't live without run by Bob Liodice, shows that the top 10 research methods of today had a dramatic impact on organisations that now the marketers 'can't live without' including;

- Social media
- Search engine optimization
- Interest based advertising
- Online video
- Measuring actions vs impressions
- Interactive TV
- Brand specific commercial ratings
- Mobile advertising and payments
- Marketing mix modelling

(7)

2.3 Social Media

Social media sites have developed with more and more customers on them each day, which is a good form of advertisement as social media sites will have a wide range of target audience to choose from. Certain actions can be performed on social media such as Facebook, where they will monitor who is interested in the business and will give the company a figure to compare how much custom has been developed from social media advertisement. Other actions that can be performed on social media sites are liking a page, so that it can be shared to their friends which has a chance of them looking further into the company, advertisement pages can also contain links to their own website inviting the users to shop from their business in the company of their own home or workplace. After research into this Nielson found that 78% of people trusted consumer recommendation (7), this means that people are more likely to trust a company if another person has verified their trust in them. Social media is used by organisations of all sizes as they all have the facilities to market any business or event, the famous social media page Facebook is used by organisation as big as B&Q hardware retailer to advertise all their latest deals and offers to capture customer interest and is also used by those such as local pubs and clubs to advertise their business and events that they may be holding. (8)

2.4 Search engine optimisation

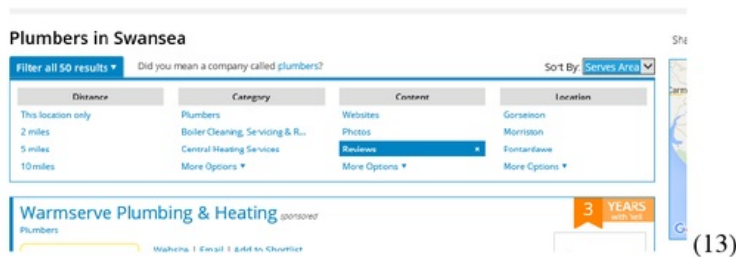
This method is a good cost effective method of advertising, most of the time users will use the top 10 links off a search engine. Organisations will benefit from being at the top of a search run by a user through a search engine, depending on the business and the business name some companies will be at the top of the search. (9)

To get to the top of a search the website must have a few key factors;

- Must have quality sites advertising a link to your website
 - Search engines believe that if a well-known website will promote your website then it must have a quality of data worthy of promoting
- Anchor text in back links
 - Unlike when webpages used to overuse anchored text just for a link to go back a page, search engines now will look for overuse of this and therefor will not get the website higher up in the ranking. A balanced use of “click here” buttons to go back a page will get a website higher up the rankings than others.
- Avoiding keyword spam
 - Knowing what keywords need to be in the code page and what keywords needs to be in the visitors page is an important role. Images that are saved under “alt” tags will need to go in the code page so that users will not discover them being totally irrelevant to their search, keywords for visitors are best used in titles, headings and paragraphs but overuse of keywords will not rank websites higher as they are then classed as spam sites. A fair balance of keywords on each page, title and heading of the website is more likely to gain rankings than others. (10)

Businesses such as hardware stores will not have every product relating to hardware but some organisations will recommend another known company that will have the item that the customer requires. Yellow pages online is one of the favourite websites when searching for services online, users may enter into any search engine what service they are looking for in their area and in the top 5 results there will be yell.com with their list of their businesses that provide the services that have been searched for by the user in the users chosen area set in the postcode or town option.

Yell.com also use the payment method to put the organisation in the top 10 results when they fall under the user's criteria and location, reviews are also a big part of the yell.com website where users can post about their experience and rate the organisation out of 5. A website such as DIY.com which is B&Q's main website is at the top of the search due to them being the biggest hardware store in Britain. (11) Other searches such as looking for the local mechanic garages will depend on location stating which one is the closest to the users current location, this approach is used by yell.com which will take your current location and provide the user with the closest location services depending on the users search, filters can also be changed to show the company with the best reviews so that users can read previous customers experiences before putting their own trust into the company. (12)

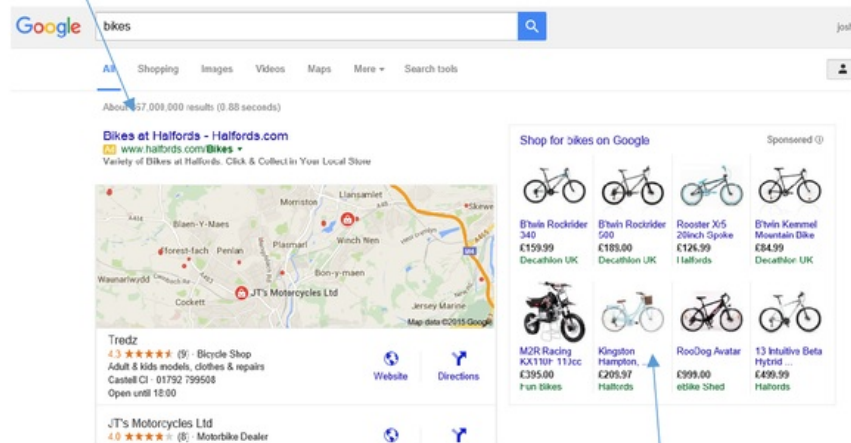


Search engines have also added their own functions to advertising, originations can now advertise their website through search engines by the business paying to get an advertisement link at the top of the search engine when a use searches for a key word that is to do with your organisation.

All adverts are verified before going live to make sure that the business has not used as many key words as possible to come up on every users search, overuse of keywords will not be published live on the search engine but others that have got an adequate level of keywords will be published so that when a user searches for a certain item or service their website will be shown at the top of the list as an advertisement link.

Searching for a service such as bikes will show you all the live websites but will also show as below with all the advertisement links that are being sponsored to be at the top of the users list. (14)

Sponsored advertisement at the top of the list.



(15)

Sponsored links on the right hand side of the live

2.5 Internet based advertising

Advertising through internet targeting is all to do with monitoring the behaviours of the users and what they search for on the web, advertisers will then use that data to advertise the data that could be relevant to the users. If a user will search for internet providers the advertising provided to them will be other internet providers so that only relevant data will be provided to them boosting the organisations chances of getting more custom from advertising.

This method of advertising works well for the organisations that are advertising their business as they only pay a set price for each time their advertisement gets shown on the web, this reduces the cost of showing it to every user and increases the chances of getting more custom showing it to those who are searching for related services or products.

The advantage for internet based advertising is that they are monitored by the nation's largest media and marketing trade associations, the association released regulatory principles for privacy protection where the advertisers and the user's website clear the data so that no further action can be taken without the users consent. (16)

2.6 Online video

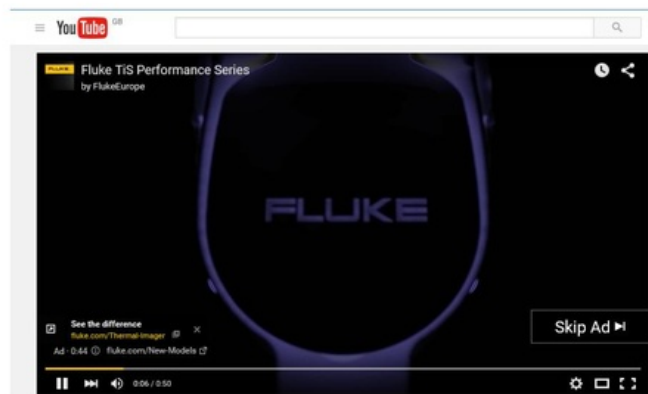
Online video advertising is mainly done on video based apps or websites such as YouTube or Google videos, video advertising works by the organisations advertisement playing prior to loading the users selected video. There are different types of video advertisement on YouTube where some will let you skip them straight away, some will let you skip them after a certain amount of seconds and others will have to be watched all the way through.

The below image is showing an example off YouTube where the advertisement video is shown before the video selected, this type of advertisement allows the user to skip the video after 5 seconds. But not all videos will allow you to do this, depending on the package that the advertiser has purchased there will be set amount of time for advertising. (17)

2.7 Measuring actions vs. impressions

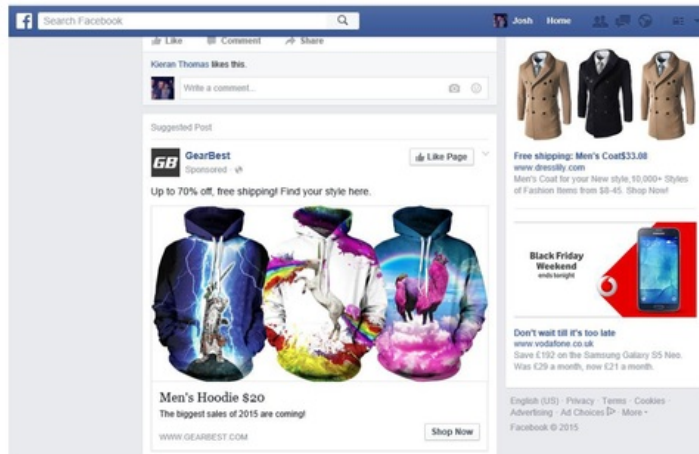
Actions Vs. impressions is all about the cost per click advertisement method, organisations who are advertising their business on other organisations webpages have chosen the cost per click method where the advertiser pays for each time their advert gets clicked onto by the user, the price of each click is set by the advertising organisations maximum cost per click. (18)

These adverts are based on any internet page, Facebook also runs an advertisement section on the right hand side of the page where organisations pay to advertise their company which can be run by cost per click. This option also benefits the organisations that are advertising their company because they can then see how many clicks have been made on their advert over a certain period,



this can then be referenced against their custom from that period to analyse whether their advertisement has boosted their sales for that period.

The below image is showing Facebook's advertising approach where their adverts are permanently on the right hand side switching from one advert to another after a set time, they also have more advertisement appearing on every users news feed as they scroll through giving users the option to click through to the organisations website to shop. This is more beneficial than the side adverts as the user is looking on their news feeds for their friend's updates rather than on the side at the adverts.



(19)

2.8 Interactive TV

Interactive TV advertising did take off until the late 70s early 80s when DVR (Digital Video Recorders) were released allowing users to record their programmes and watch them later, this then prompted them to fast forward past the adverts to continue watching their programme. The downside to DVR's being used were the advertising organisation return of custom from the advertisement, the adverts will have a number of viewers that are tuned into that channel at the time of the advert being aired but the users could be recording which means they would not have seen the advert. (20) A recorded TV programme can go one way or the other, the user could watch the recorded programme including the advertisement multiple times or the user will fast forwards through the advertisement resulting in the user never seeing the advert.

A survey from 2010 showed that 47 percent of adults preferred to watch live TV as oppose to recording it which 27 percent of public preferred. (21)

The up side to interactive TV advertising is the advertising organisations such as BrightLine iTV or the bigger organisation Canoe Ventures are the advertisement technology companies, Canoe ventures was heading to revolutionize TV advertising at one stage but now they have been relegated to video on demand and TV everywhere in 2008. (22) Further down the line the company is laying off 120 of its employees due to the project not taking off to performing standards, the company Canoe is now focusing on Video on demand advertising only. (23)

2.9 Brand specific commercial ratings

The problem with the main TV commercial adverts were the return of custom statistics, every organisation want to know how effective the advert has been and what impact it has had on the organisation. The only statistics that could be analysed were the amount of views that were tuned in to the channel to view the advert at the time, cross referenced with the increase in custom during the period of the advert being aired on the channel. This was inaccurate for many reasons;

- Views recording the program rather than watching it live
- Views taking commercial breaks to do what they need to do not to miss any of the storyline of the film/program
- Adverts may be advertised on the wrong type of channel such as game consoles being advertised on a young children's channel such as CBBC.

Brand specific commercial ratings is all about the return of investment for each advertisement, the association of national advertisers investigated new methods of advertising the increase the return of investment figure. After analysing and investigation the ANA (association of national advertising) found multiple features to help boost investments for organisations: (24)

- Separating data into smaller chunks to better inform the decision making
 - In-market copy testing tool to optimize the creative rotation
 - A look at the quality of the advert compared to their competitors live adverts
 - A look at which programs are best followed after certain adverts
 - Duration of the advert and its impact
 - Duration where users lose focus and loose interest
 - The return of interest for branded adverts related to the program
- (25)

2.9.1 Mobile advertising and payments

With the advances in mobile technology there has been a growing market for organisations to widen their advertisement to mobile technologies and mobile payments, with more and more devices than before such as mobile phones, tables, laptops and computers it is easier for customers to make a purchase. Organisations of all sizes can have their own website with the E-commerce factor to enable anyone at any time to log onto their website and make a purchase of their products or services, payment methods such as PayPal have helped make customers feel safe when making online payments to prevent fraud or theft. (26) There are many different forms of mobile advertising but the main one is built into apps that are downloaded by the user, apps such as YouTube have apps that play either before or after the video the user has selected has played, other apps such as games may advertise during the game or before it. Statistics through mobile advertising are helpful to organisations, the statistics can show how many times the user has clicked on the advertisement set on the app to see how many users have seen the advert compared to how many have clicked further to research the product or service. This can then be compared with the level of custom during the time of the advert to monitor any changes since the advert has been released. (27)

2.9.2 Marketing-mix modelling

Organizations market mix modelling is all about the organization can look at all their marking data from previous to see what method has worked better for the organization. Technologists came up with the idea involving weaving together all the data from the organizations statistics such as the:

- Economic data
- Industry data
- Category data
- Advertising data
- Product data
- Market outcome data

Weaving all the data from these statistics will come to a new conclusion for the organization to boost their market techniques which in turn will boost the level of

custom and also reduce the cost of the overall advertising to result in a greater profit.

(28)

(7)

2.9.3 Email marketing

Email marketing does have its benefits if the organization can gain the right type of customers, due to the data protection act customers email addresses cannot be publicized for other organizations to obtain. Organizations can only obtain email addresses from the customers direct, companies will obtain email addresses by assigning the customer with a club card or a reward card as an incentive. Once the organization has obtained the customers email address the company can then send out their promotional offers to each customer direct.

B&Q offer this service where the customer can sign up for a club card which in turn will return the customer with discount vouchers and offers that are exclusive to them, B&Q do this by monitoring the customers spending habits so that they will not receive offers and vouchers on items that aren't related to items that they buy. (29)

This method is beneficial to both the customer and to the organization, the customer will only receive vouchers and offers related to items of their interest and the organization will receive a higher sale to promotion ratio as each email will be of interest to the customer based on their spending habits. (30)

2.9.4 Traditional advertising methods

Traditional advertising methods are the basic forms of advertising that technology cannot change, these are methods that are part of a day to day form of a member of the public. The downfall to these forms of advertising are analysing the return of custom through the advertisement, the organization is unable to record how many members of the public have viewed any of the advertisements or heard of it to compare it to the gain in custom for that current period. (31)

2.9.5 Posters

Poster advertising methods are traditional methods that have been worthy forms of advertising since the 19th century and are still used in today's market by both large and smaller organizations. Poster advertising is the basic advertising method that has made an impact on organizations giving that the advertisement is set in the appropriate place targeting the right target audience. (32)

2.9.6 Display boards

Display boards of all sizes are still used in today's advertising market, with all the different sizes and types of display boards there is option for any organization to advertising using one.

Small organizations such as cafes or pubs will use display boards outside their property to advertise their specials or deals to attract passing by custom.

Local businesses such as builders will use banners either on their own property or from a customer's property to attract more custom from passing by members of the public.

Larger organizations such as car manufacturers will use the billboard type of display board for passing motorists to get their attention.

2.9.7 Word of mouth

Organizations passed on through word of mouth will be either through a member of staff being a friend or relative or it will be based on the quality of work that has been done by that organization, this is personal feedback from one of their customers
(13)

2.9.8 Companies chosen methods and their size

Research into the best organisations of the UK undertaken by Liz Pillans will show the best company

After looking at organisations of different sizes and their methods of advertising there seems to be an interest in social media advertising of organisations of all sizes, below is a list of the top 5 big organisations according to researcher Liz Pillans; (33)

Rank	Company
1	 TGI Fridays http://www.tgifridays.co.uk company profile
2	 Sytner Group http://www.sytner.co.uk company profile
3	 American Express Services Europe Limited http://www.americanexpress.co.uk/ company profile
4	 Marriott Hotels International Limited http://www.marriott.com/careers company profile
5	 Admiral Group http://www.admiralgroup.co.uk company profile

(33)

After looking into the top 5 organisations in the above image they all have a common advertising method, they are all on Facebook promoting their business. Analysis of their Facebook pages showed some similarity, all of the pages were used to get Facebook users to like their Facebook page so that they can receive up to date posts about the organisation.

Facebook pages have become more developed for organisations to help promote their business, with added functions such as;

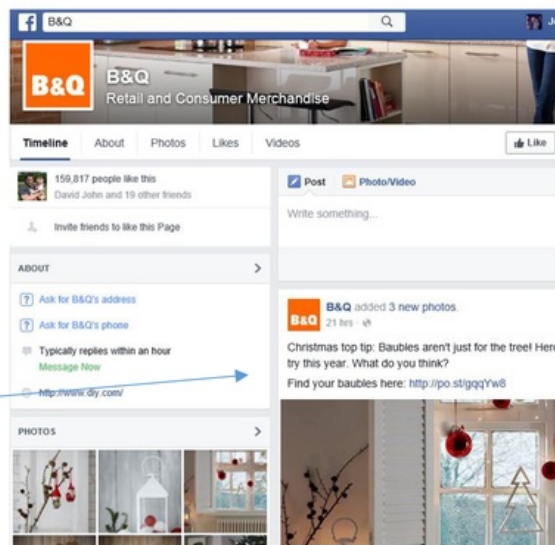
- Search for your nearest branch so that the user can see which the closest store to them is
- Invite friends to like this page to promote the advertisement
- Shop now links to navigate the user straight to the company's main website
- Call functions for mobile users
- See similar pages to company companies
- Book now functions for food retailer companies

All of these functions will benefit an organisation that advertises there company through social media, these functions will give the user ease of use when visiting their Facebook page.

The main aim of using social media advertising is to get other users interested in the organisation which in turn will generate more custom. The below images show the amount of users that have liked an organisations Facebook page. (34)

The image on the right shows B&Qs Facebook page with all its helpful functions for the users including

1. Invite a friend to like this page
2. Links to their main website
3. Advertisement of their latest deals



(35)

3.0 Methodology

The idea of how new organisations would choose their route of advertisement was thought of while looking into a study of new technology being released in the graphics field, this prompted the thought of how it could benefit organisations that are trying to improve their customer base through advertising. After looking more into graphical advances in advertising it then led onto vocal advertising but some still had their traditional advertising methods in place as well as the new technology features which lead to the query of what made these organisations keep the traditional advertising methods when there is new technology out there that can broaden their customer base.

Taking the deductive approach and researching the question of what makes organisations choose their advertising methods then became a hypothesis that certain organisations according to business type and size do have specific advertising methods that work best for businesses of that type and size. The deductive method was chosen as the idea started from a theory which then led to the hypothesis ready for it to then be researched and confirmed, the benefit of using the deductive approach is there is a clear idea of what is trying to be investigated and proven rather than observing a situation and then taking time to look at patterns and changes. Research was then conducted into organisations of certain types and similar sizes to compare advertising methods and how they differ. (36)

The solution to this problem that some organisations could face when looking into new advertising methods is to follow a trusted source that has researched how certain advertising methods have previously effected organisations that adopted these methods, after comparing a variety of organisations of different types and sizes there would be a conclusion as to what would be the best type of advertising method to take for an organisation of any size and type.

To come to the conclusion of what advertising method would be most effective to each type of organisation there was first some investigation into chosen organisations to identify what advertising methods that they have experimented with and their results. Research was done in-depth cross-referencing organisations articles with case studies about their particular advertising method that was effective or ineffective. Smaller local organisations that were not publicised online were personally interviewed to gather key information relating to the topic in hand, some organisations revealed statistics on some of their advertising methods. Some organisations kept a log of their advertising method of how many customers used that certain advertisement for their own analysis of how effective that particular advertising method has been so that they can be compared to their other advertising methods, this then gave them accurate data ensuring the positivism of the data rather than following interpretivist that can't be guaranteed, positivism data has the advantage of already being proven as accurate data rather than interpretivist who provide data that is not verified and sometimes not even researched which leads it to be inaccurate data.

This can then show the organisation which form of advertisement is being proven to be effective or ineffective. After all the data was collected from the different sources of online, interviews and primary data it was all then categorised according to the size and type of the organisation ready to be cross referenced to show each category of organisations best chosen advertising method.

The results from this investigation were categorised in the size of the organisation and whether they;

- Providing a product
- Providing a service
- Providing a product and service

After investigations were done on a variety of organisations from each of these categories an overall conclusion of what was the best proven method of advertising in each organisation type and size was completed, this conclusion can allow organisations to look for in the field of which their organisations falls under to identify which advertising method would be most effective to them. These values of data will be up to the standard ready to complete the conclusion after comparing the statistics with multiple organisations.

In the survey the objective is to gain the conclusion of what advertising method is most effective to members of the public to gain the understanding of how effective technology based advertising is. The survey is aimed at members of the public of any age and gender, as the survey is being released for any member of the public to access and participate there is limited control of who participates which reduces the chances of there being an even amount of participants in each gender and age bracket. (37)

The survey was prototyped by releasing a pilot survey to correct or amend any errors or any structure of the questions and answers that were unclear to any members of the public participating in the survey, from prototyping the survey there were some amendments to the structure of the questions from some feedback from the pilot survey participants that were corrected ready for the final survey to be released.

Once there is a suitable sample of results the survey portal would be closed so the results can be analysed, the results will be analysed by comparing all entries in age category. By comparing the results by age the result could show that technology advertising is a trend of the participants that grew up around technology advertising rather than those who have watched the technology change for the better or the worse.

3.1

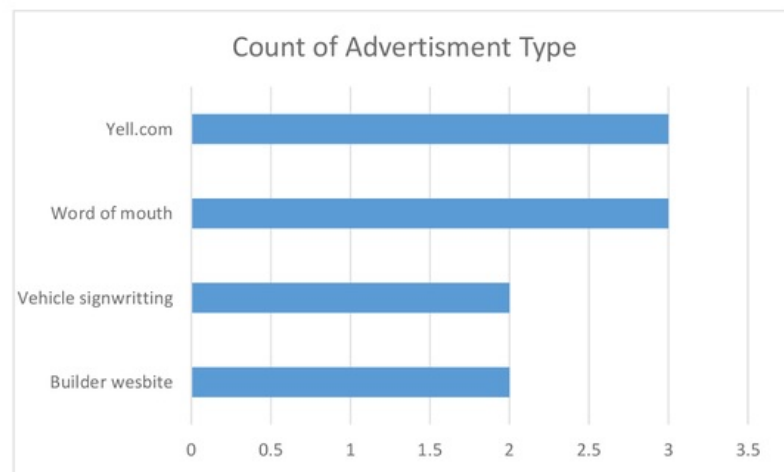
This chart is showing a small section of job from a small local plumbing business, the report below is showing a list of jobs with their advertisement methods and also the job value, from these fields a business is able to analyse what method of advertisement is bringing in the high value jobs. This chart not only shows and records all jobs that have been done but the business can see whether it is worth doing the small jobs for the quick money or the big jobs with more money taking in the duration time it takes to complete the job, on some occasions it may be more efficient to perform a load of small jobs with 1 member of staff rather than multiple staff on a lengthy time job.

Job Number	Customer Surname	Job Type	Advertisement Type	Job Value	Job Duration
1	Jones	Boiler install	Yell.com	£1,200.00	2 Days
2	Laurence	Tap exchange	Builder website	£25.00	1/2 Hour
3	Thomas	WC suite	Builder website	£1,650.00	4 Days
4	Key	Shower exchange	Word of mouth	£50.00	2 Hours
5	Lloyd	Move gas pipe	Word of mouth	£35.00	1 Hour
6	Dean	WC cistern repair	Vehicle signwriting	£25.00	1/2 Hour
7	Evans	Onsuite install	Yell.com	£1,475.00	3 Days
8	Edwards	leaking tap	Word of mouth	£20.00	1/2 Hours
9	Morgan	WC suite	Yell.com	£1,500.00	3 Days
10	Barrett	Bath exchange	Vehicle Signwriting	£150.00	2 Hours

(38)

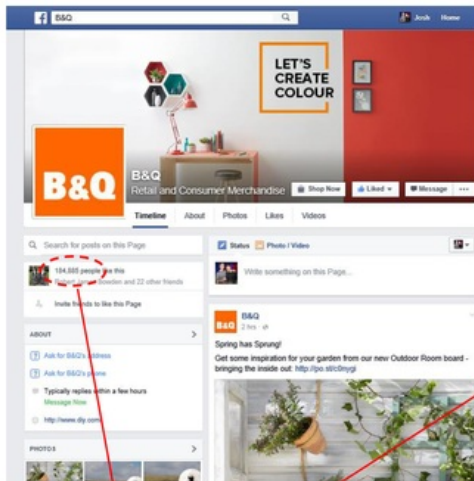
A simple chart from the above statistics of a small local plumbing company shows all their current advertisement methods with the volume of jobs that have been gathered from them over a small amount of time, this form of reporting can also be analysed by the business over a 12 month period to show what times of the year is the busiest for the organisation.

This form of reporting can also be used for when an organisation will introduce a new form of advertisement to record and analyse whether it has been a success.



Organisations such as local tradesmen do have benefits of advertising on social media websites but not as many as big international organisations, local tradesmen social media pages will get their page passed around or liked and shared by users in the local area to expand their custom within their service area.

B&Q Facebook page



(39)

Local plumbing organisation Facebook page

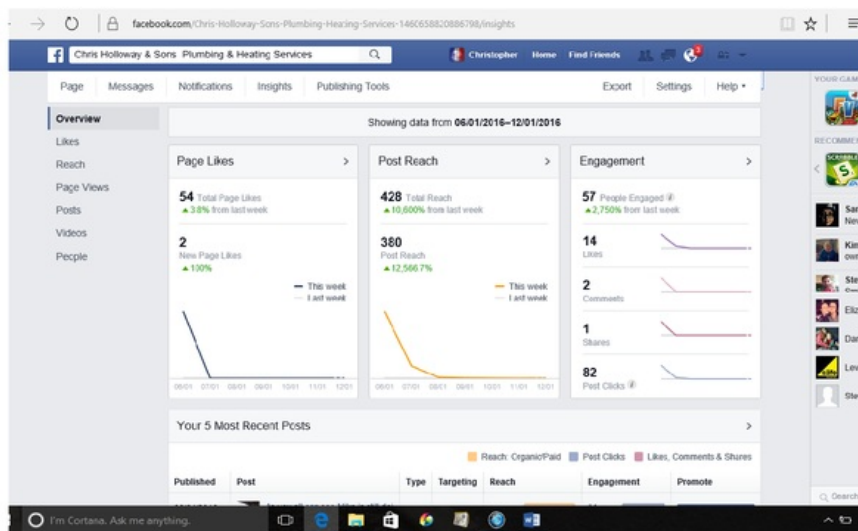


(40)

The 2 images above show the difference between B&Q's and Chris Holloway and sons plumbing and heating Facebook page. The biggest difference between the 2 are the amount of likes that the 2 pages have had, B&Q has had 184,887 likes whereas the plumbing company have had 70 likes. This is beneficial for both of these organisations, the businesses that are selling a product aim to expand and ship worldwide to widen their custom whereas the plumbing company would prefer to stay local as they are providing a service.

As a result, social media advertising can be used by any organisation that has the intent to gain more custom and promote their business no matter what type of organisation it is or what size it is. Organisations that are well known and provide products rather than a service are the ones that have the most custom on their pages especially if they are an e-commerce organisations that allow users to place orders in the comfort of their own home or on the move.

The below image shows the amount of activity from the local plumbing organisations social media advertising, the statistics show any activity on the page or any images or updates that have been liked or shared by users over a period of time.



(41)

To keep the users interested in viewing the page there must be a point of interest on the pages to get them to revisit the page, news or offer updates are the points of interest that keep the users attracted to the organisations.



This post by B&Q on their Facebook page has been liked by 2.3K liked and has been shared with 193 to their friends on Facebook, the likes and shares will be posted on the users timeline for all the users on their friends list to view which gains more custom and more followers on social media pages such as Facebook. (39)

3.1 Pilot Survey

The pilot survey was created and released to evaluate the responses to make sure the questions had the correct structure, the pilot survey was tested with a sample of 10 participants of different ages and gender to make it a fair sample to evaluate their responses and gather first hand feedback on any questions the participants may have had such as misunderstanding from incorrectly worded questions or if their answer was not applicable to any of the ones provided. (42)

1. Please select your gender
 - a. Male
 - b. Female
 - c. Unspecified
2. Please select your age range
 - a. Under 20
 - b. 21-30
 - c. 31-40
 - d. 41-50
 - e. 50+
3. Do you think traditional advertising methods are still a viable source to use in today's market?
 - a. Yes they are still important
 - b. Maybe but not as much
 - c. No they are not important
4. I don't know
 - a. Do you think technology has been beneficial?
 - b. Yes technology has helped boost advertising
 - c. Maybe, technology hasn't had a great effect on advertising
 - d. No technology hasn't helped boost advertising
 - e. I don't know

5. Which social media sites do you use?
- a. Facebook
 - b. Twitter
 - c. Instagram
 - d. Google
 - e. YouTube
 - f. LinkedIn
 - g. I don't use social media
6. Do you find social media advertising to be an annoyance or beneficial
- a. Yes I find advertising annoying
 - b. Yes certain adverts that block my activity
 - c. No they don't bother me
 - d. I don't use social media
7. Do you follow advertisements on social media sites?
- a. Yes I follow organisations
 - b. I view organisations pages but I don't follow them
 - c. No I don't follow organisations
 - d. I don't use social media
8. What purpose do you follow organisations on social media for?
- a. Offers and promotions
 - b. Public support
 - c. I don't follow organisations/ I don't use social media
 - d. Other: please state_____

3.1.1 Pilot survey explained

Question 1 in this pilot survey is simply asking the recipient their gender, the purpose of this question is to establish a gender difference in how many recipients have taken the survey from each gender so it is not a gender bias amount of results. The final evaluation will show the male analysis compared to the female and the unspecified category.

Question 2 is asking the recipient to state which age bracket that would be categorised in, this question is a vital part of the conclusion as it will show whether the technology side of advertising is a new factor in the young ages or whether it is a factor throughout other age groups or all categorises.

Question 3 is asking “Do you think traditional advertising methods are still a viable source by organisations in today’s market”. This question is in place to gather whether the participants would still use traditional advertising methods such as posters and signs in today’s advertising market with what other methods that are available in today’s market.

Question 4 is asking “Do you think technology has been beneficial financially for the advertising organisations”. This question is in place to establish whether the participant feels that technology has made them engage more in advertising since developments in different function and features available in today’s advertising market. This will then allow me to cross reference it with question 3 to analyse whether different age groups are more engaged by digital technology or traditional advertising.

Question 5 is asking “Which social media sites do you use?”. Participants can choose from the list selected or/and include their own, this will then allow an analysis of the type of social media the participants use. The statistics from the question will allow an analysis of the participant’s beliefs in social media comparing it to what social media is used and how many use each one.

Question 6 is asking “Do the advertisements on social media websites bother you?”. This question is in place to establish if advertisements on social media are effective or whether they are known to be annoying. This will then give the conclusion whether it is an age factor of them being annoying or whether they are effective. This response will be cross reference with the amount of user that use social media taking into account in the conclusion the amount of participants that don’t use social media not to give an inaccurate evaluation.

Question 7 is asking “Do you follow organisations on social media websites?”. This question will give an analysis on how effective social media advertising is and if it has had an impact on the participants social media behaviour with advertising. These responses will be cross referenced with question 6 on how many participants find social media to bother them crossed with how many of them follow organisations on social media.

Question 8 is asking “What purpose do you follow organisations on social media for?”. This question will allow the responses question 7 from the participants that follow organisation to state why they follow them on social media, this question will be cross referenced with question 7 and question 6 to establish the amount of users that use social media and follow organisations cross referenced with the reason why they follow organisations. This will then give the conclusion to what the organisations do on their social media websites to get members of social media to follow them and possibly gain custom.

3.1.2 Pilot survey results and findings

After the pilot survey was designed and revised it was then released to a selection of the public, the pilot survey was released to a total of 10 people of all different ages and views on the topic. The pilot survey was done personally on a 1-1 basis to record the participant's results on how they found the surveys questions and answers available. The aim of this method was to outline the grammar problems with the structure of the questions or the answers to address them in the final survey, this will then reduce the amount of invalid data that could be obtained in the actual survey results.

The benefit of running this pilot survey is so that the results from the final survey that will be used in the final conclusion hypothesis will not include redundant data due to the user not fully understanding the question or not having the correct set of answers. The pilot survey allowed the aspect for response from human interaction so there would be first hand responses to any questions asked about the questions or the answers.

Once the sample of 10 responses was completed there was room for improvement before the final survey could be released, the responses from the pilot survey could then be analysed to improve the questions and answers on the final survey. Below is the results from the pilot survey:

	Q1	Q2	Q3	Q4	Q5
Luke	Male	21-30	Yes they are still important	Yes- technology has helped boost advertising	Facebook, Twitter, Instagram, Youtube
Mark	Male	41-50	Yes they are still important	Yes- technology has helped boost advertising	Facebook, Google, Youtube
Peter	Male	50+	Maybe but not as much	Maybe- technology hasn't had a great effect on advertising	I don't use social media
Andrew	Male	31-40	No they are not important	Maybe- technology hasn't had a great effect on advertising	Facebook, Youtube
Sue	Female	41-50	Maybe but not as much	Yes- technology has helped boost advertising	Facebook
Lesley	Female	41-50	Yes they are still important	Yes- technology has helped boost advertising	Facebook, Youtube
Jade	Female	Under 20	I don't know	Yes- technology has helped boost advertising	Facebook, Twitter, Instagram, Youtube
Chris	Male	Under 20	No they are not important	Maybe- technology hasn't had a great effect on advertising	Youtube
Michael	Male	21-30	Yes they are still important	I don't know	Facebook, Twitter, Instagram, Youtube
Paul	Male	31-40	Yes they are still important	Yes- technology has helped boost advertising	I don't use social media

Q6	Q7	Q8
They don't bother me	I view organisations pages but I don't follow them	I don't follow organisations / I don't use social media
Yes certain advertisements that block my activity	No I don't follow organisations	I don't follow organisations / I don't use social media
I don't use social media	I don't use social media	I don't follow organisations / I don't use social media
Yes I find advertisements to be annoying	Yes I follow organisations	Offer and promotions
Yes certain advertisements that block my activity	No I don't follow organisations	I don't follow organisations / I don't use social media
Yes I find advertisements to be annoying	Yes I follow organisations	Offer and promotions
Yes I find advertisements to be annoying	Yes I follow organisations	Offer and promotions
Yes I find advertisements to be annoying	Yes I follow organisations	Public support
Yes certain advertisements that block my activity	I view organisations pages but I don't follow them	Offer and promotions
I don't use social media	I don't use social media	I don't follow organisations / I don't use social media

After releasing the pilot survey, feedback was noted about the structure of the questions that the participants did not understand. Some questions that are too vague or did not make sense to the participant was noted so that the structure of the question could be redesigned so that any user that would take the final survey without the authors supervision would have no problem with completing it with a full understanding of each question.

Below is the feedback that was noted in the pilot survey along with the changes that were made to make the question understandable:

Question number	Question before the change	Question after the change
1	Please select your gender	No change needed
2	What age bracket do you come under?	No change needed
3	Do you think traditional advertising methods are still used in today's market?	Do you think traditional advertising methods are still a viable source to use in today's market?
4	Do you think technology has been beneficial?	Do you think technology has been beneficial for our advertising market
5	Do you use social media websites? If so which ones:	No change needed
6	Do you find social media advertising to be an annoyance or beneficial	Change in the description of the answers applicable
7	Do you follow advertisements on social media sites?	No need to change
8	What purpose do you follow organisations on social media for?	No need to change

Some participants that completed the survey did find that some of the questions didn't have enough detail for them to understand what the question is asking, 3 questions in total were changed so that the participants of the final survey would understand what the question is asking them.

1 set on answers were also changed as the answers provided were seen to be bias towards social media and did not have the option for their answer or any other option for them to fill in their answer as appose to selecting one from the multiple choice questions.

Once the questions and answers were restructured according to the feedback they were then set up ready to go into the final survey for it to be released.

3.2 Main survey

Due to the survey being opened to the public there was limited control on what gender of participants took part in completing the survey. With there being more females than males and unspecified participants this did skew the results slightly but not enough to effect the quality of the data from these participants.

After evaluating the feedback and results from the pilot survey, slight amendments were made to the structure of the answers and it was then released to the public for responses. After running the survey for 1 month there were 93 respondents. However 84.78% of these respondents were female and only 14.13% were male and 1.09% were unspecified.

There were respondents from each age category including:

Sample

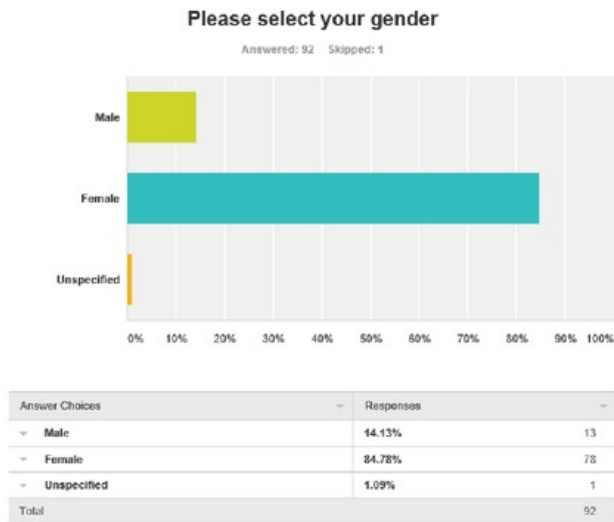
- Under 20
 - 1 male, 2 female
- 21-30
 - 4 male, 11 female, 1 unspecified
- 31-40
 - 2 male, 23 female
- 41-50
 - 0 male, 23 female
- 50+
 - 5 male, 20 female

4.0 Analysis

4.1 Analysis of survey questions

1. Please select your gender

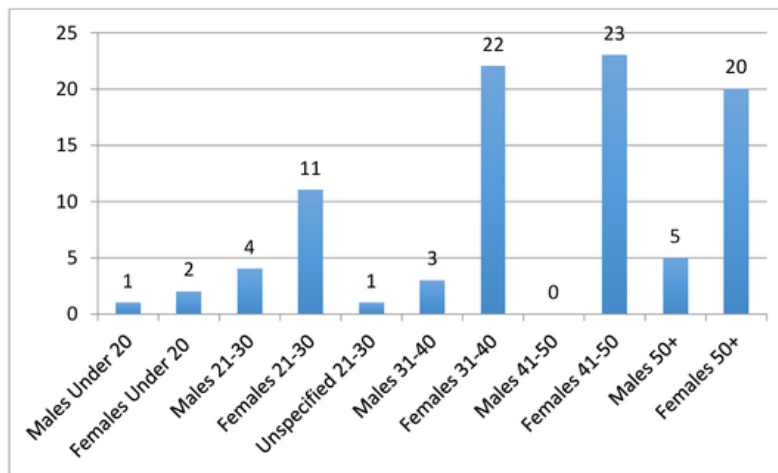
- a. Male
- b. Female
- c. Unspecified



In this question 92 responses out of 93 were completed, 13 were male, 78 female

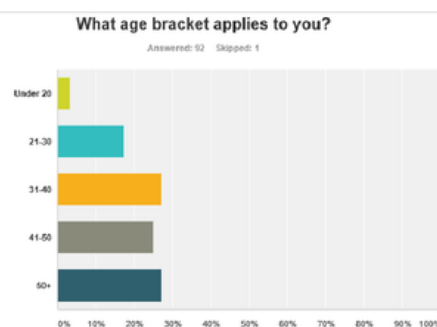
and 1 unspecified. With 84% of the participants being female and only 14% of the participants being male the results could be skewed slightly but the majority of the questions are not gender relevant.

From the mixture of different ages through different genders there is a slight bias result with females to males and also an advantage with the female results in each age bracket but the questions included does not apply to any particular gender so will not affect the accuracy of the data.



2. Please select your age range

- Under 20
- 21-30
- 31-40
- 41-50
- 50+



In this survey the majority of the participants were aged 31-40 and 50+ both having 25 responses each out of a total of 93 participants? Throughout the different age brackets there are a suitable amount of participants in each age bracket apart from the Under 20s category which had 3 participants.

This could affect the conclusion as the participants in the Under 20 age bracket are more likely to be up to date with all the latest technology and features available to enhance technology advertising, whereas the participants in their 40s/50s would have experienced advertising before any advances in the technology advertising.

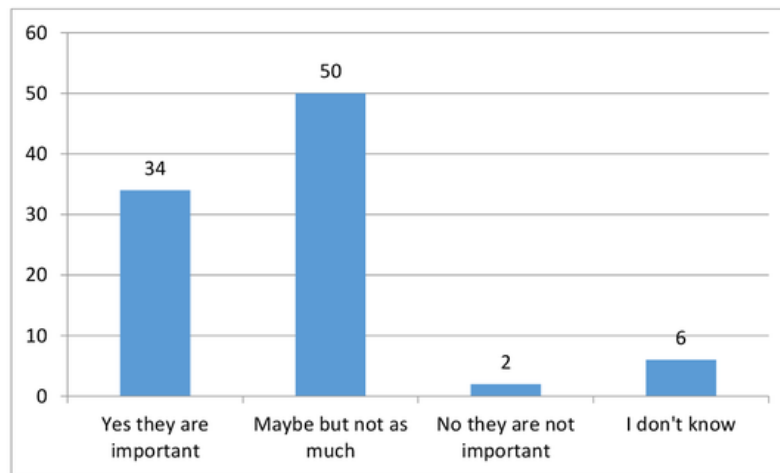
Answer Choices	Responses
Under 20	3.26% 3
21-30	17.39% 16
31-40	27.17% 25
41-50	26.90% 23
50+	27.17% 25
Total	92

3. Do you think that traditional advertising methods are still used and are important today?
- a. Yes they are still important
 - b. Maybe but not as much
 - c. No they are not important
 - d. I don't know

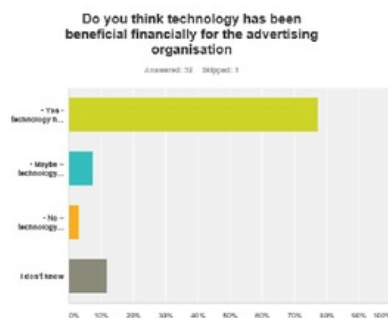
Answer Choices	Responses	
Yes they are important	36.96%	34
Maybe but not as much	54.35%	50
No they are not important	2.17%	2
I don't know	6.52%	6
Total		62

In this question the statistics show that 36.96% of the participants said "Yes they are important", that signifies that the general public are still noticing the traditional advertising methods in their day to day activity. Therefore this method is proven to be affective but 54.35% of the participants said "Maybe but not as much", this means that there are still traditional advertising methods being used but are not as much since the advance is technology advertising.

From these statistics over half of participants thought that traditional advertising methods are used but not as much as they used to be. Just under half of the participants said that traditional advertising methods are a viable source in today's advertising market leaving the rest of the participants saying that traditional advertising methods were not important or they did not know.



4. Do you think that the advance in technology has benefitted organisations
 - a. Yes technology has helped boost advertising
 - b.
 - c. Maybe, technology hasn't had a great effect on advertising
 - d. No technology hasn't helped boost advertising
 - e. I don't know



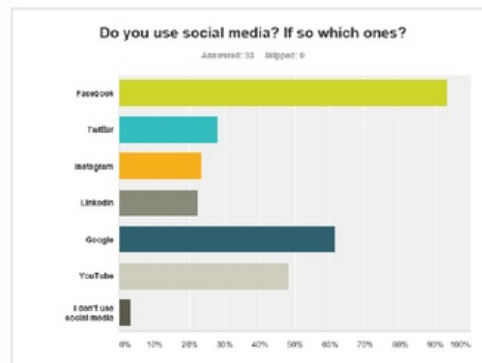
In this question 77.17% of the participants said “Yes – technology has helped boost advertising”, so out of the 93 participants 92 of them answered the question and 71 of the participants said that technology has helped boost advertising in today’s market. This means that traditional advertising methods could be a thing of the past with new technology allowing new functions and features to be implemented in new advertising methods which can grab the public’s attention more than the traditional advertising methods can in today’s advertising market. The statistics below show that 77.17% of the participants said “Yes – technology has helped boost advertising”, only 3.26% said “No – technology hasn’t helped advertising”, 7.61% of the participants said “Maybe – technology hasn’t had a great effect on advertising” so more participants thought that that technology hasn’t had a great effect on advertising rather than it hasn’t helped all together and 11.96% said “I don’t know” but even disregarding the I don’t know category these statistics clearly show that the general conclusion is that technology has boosted advertising.

Answer Choices	Responses
• Yes - technology has helped boost advertising	77.17% 71
• Maybe - technology hasn't had a great effect on advertising	7.61% 7
• No - technology hasn't helped advertising	3.26% 3
• I DON'T KNOW	11.96% 11
Total	92

5. Which social media sites do you use?

- a. Facebook
- b. Twitter
- c. Instagram
- d. Google
- e. YouTube
- f. LinkedIn
- g. I don't use social media

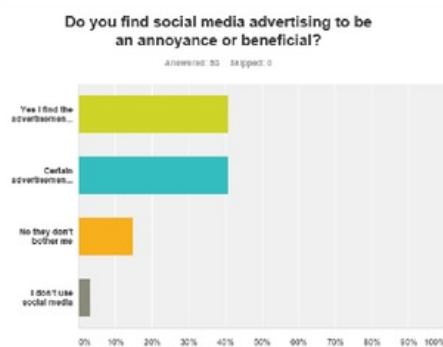
Answer Choices	Responses	
- Facebook	85.55%	87
- Twitter	27.85%	28
- Instagram	23.65%	22
- LinkedIn	22.55%	21
- Google	61.25%	57
- YouTube	48.55%	45
- I don't use social media	3.22%	3
Total Respondents: 93		



This question was to provide statistics on what social media sites that the participants use, disregarding the 3% that don't use social media the statistics show that over 90% of the participants use Facebook which is 86 out of 93 participants. The second most used social media site was Google with 61% of the population using Google as their social media site, the third most used social media site was YouTube, the other social media websites were only used by under 30% of the participants so would not have as great of an effect with advertising as the top 3 most used social media websites as they will not reach as many users. This question will provide a conclusion for organisations on which social media advertising method would reach the most views and gain more custom.

6. Do the advertisements on social media websites bother you?
- Yes I find advertising annoying
 - Yes certain adverts that block my activity
 - No they don't bother me
 - I don't use social media

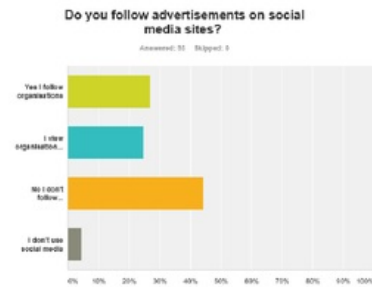
Answer Choices	Responses
Yes I find the advertisements to be annoying	40.86% 38
Certain advertisements annoy when they interfere with my activity	40.86% 38
No they don't bother me	15.05% 14
I don't use social media	3.23% 3
Total	93



This question has the intent to find out if the social media advertising is actually being effective and catching the user's attention or whether the advertisement on social media is more annoying and ineffective. 40.86% of the population said "Yes I find advertising to be annoying" and 40.86% said "Certain advertisements annoy when they interfere with my activity" whereas only 15.05% said "No they don't bother me" excluding the 3.23% that answered "I don't use social media". So overall the vast amount of the participants found advertising to be annoying especially if the advertisement is obstructing their activity that they are performing,

7. Do you follow organisations on social media websites?

- a. Yes I follow organisations
- b. I view organisations pages but I don't follow them
- c. No I don't follow organisations
- d. I don't use social media

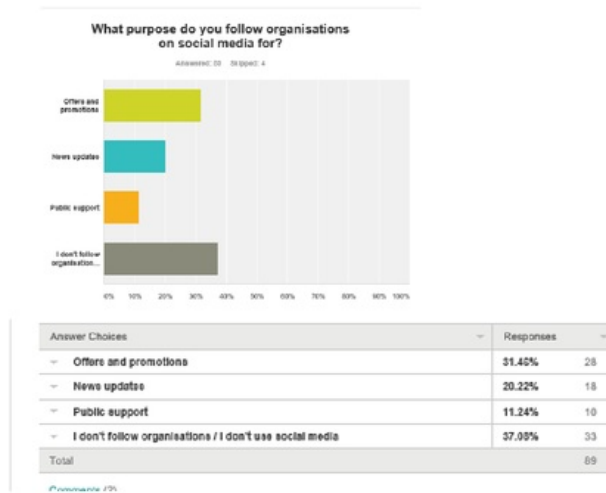


Answer Choices	Responses
Yes I follow organisations	26.55% 25
I view organisations' pages but I don't follow them	24.73% 23
No I don't follow organisations	44.09% 41
I don't use social media	4.30% 4
Total	93

The statistics from this question show that 26% of the participants follow organisations on social media, 23% of participants view organisations but don't follow them on social media websites whereas 44% of the participants don't follow organisations on social media and only 4% of the participants don't use social media. From these statistics the majority of the participants don't follow organisations on social media, the 23% of the participants that view organisations but don't follow them show based on these statistics the organisations advert will reach roughly 1 in 5 social media users. These figures are a rough estimate based on the data from the survey but with Facebook reaching 1.59 billion users and constantly growing with 1.04 billion users active daily on Facebook there is a large opportunity of Facebook users viewing organisational pages. (43)

8. What purpose do you follow organisations on social media for?

- a. Offers and promotions
- b. Public support
- c. I don't follow organisations/ I don't use social media
- d. Other: please state_____



This question shows the reasoning behind why participants follow organisations on social media advertisements, the purpose of this question is to analyse how many of the participants that follow organisations on social media actually follow them for any support or updates or whether they just follow them for the offers and promotions.

31.46% of the participants follow the organisations for the offers and promotions, so 28 out of the 89 that answered were just following the organisations for the benefits, 20.22% of the participants follow organisations for the news and updates, 11.24% of the participants follow organisations for the public support and the remaining 37.08% of the participants don't use social media or don't follow organisations on social media.

4.2 Survey conclusion

Overall the highest amount of participants don't follow organisations on social media or don't use social media, the second highest amount of participants follow organisations for the news and updates leaving the 2 lowest responses that follow organisations for support and to keep up to date with them.

From the results on from the survey the social media advertising the most popular social media advertising website is Facebook with 87 out of the 93 participants using it and 25 of them following organisations on social media there is a good chance that advertising on social media would be a beneficial move with some of the top social media sites hitting over 1 billion users. Social media advertising is mainly used by big organisations such as B&Q who are around the world organisation who can then advertise their organisation to the public with the strong possibility that there is a store locally to the user.

Answer Choices	Responses	
Facebook	93.55%	87
Twitter	27.36%	25
Instagram	23.86%	22
LinkedIn	22.58%	21
Google	61.28%	57
YouTube	48.38%	45
I don't use social media	3.22%	3
Total Responses: 93		

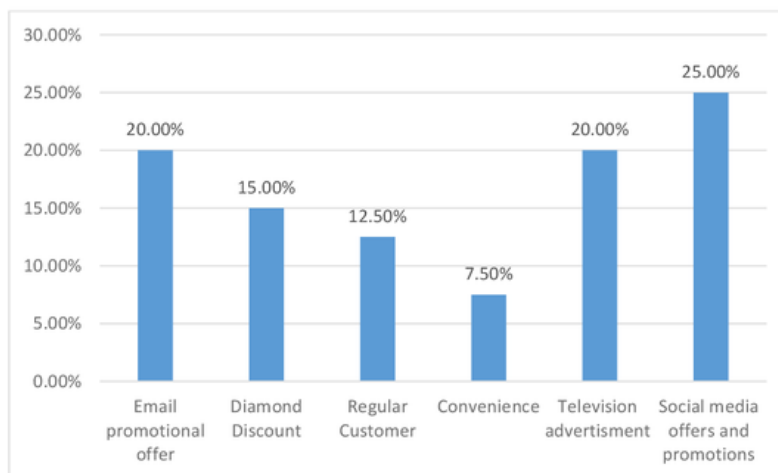
Organisations that incorporate e-commerce as part of their business are also one of the top benefiter of advertising on social media, links can be made from the social media page to their e-commerce website where users can purchase products or services online.

Answer Choices	Responses	
Yes I follow organisations	26.88%	25
I view organisations' pages but I don't follow them	24.73%	23
No I don't follow organisations	44.09%	41
I don't use social media	4.30%	4
Total		93

4.3 Survey comparison – B&Q

This is an internal survey conducted by a local B&Q store that asked their customers a series of questions as they were leaving their store to gather some feedback on why they chose to shop in B&Q that day. The purpose of the comparison involving this survey is to gather some external and in-depth results on whether any advertising methods prompted customers to shop in B&Q, these results will be cross-referenced with the advertising survey to show whether there are any trends in advertising methods.

To analyse the results even further the comparison of the technology survey and a survey from a local B&Q store were compared to analyse the results. Questions that were both relevant were compared to each other to analyse whether there are any trends in advertisement methods.



Above are the results from the question “What made you choose B&Q for today’s shopping” from the in-store B&Q survey where customers were asked as they were leaving the store after they have completed their shopping.

The above survey was sampled by 40 customers as they were leaving the store and the results show that the 3 highest options chosen were;

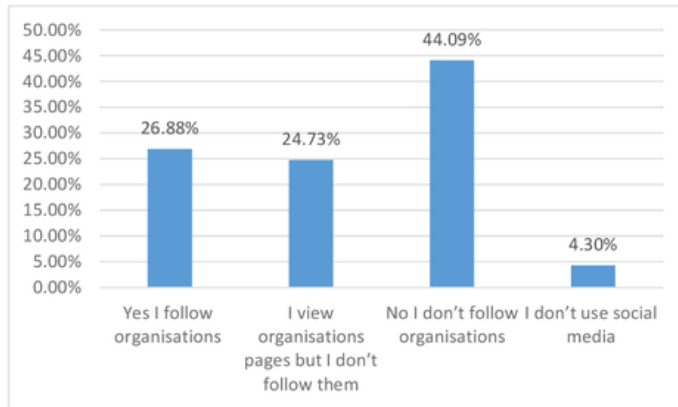
- Social media offers and promotions at 25%
- Email promotional offers at 20%
- Television advertisement at 20%

These 3 options that had the most results in them are all advertisements that use technology to create their advertisements.

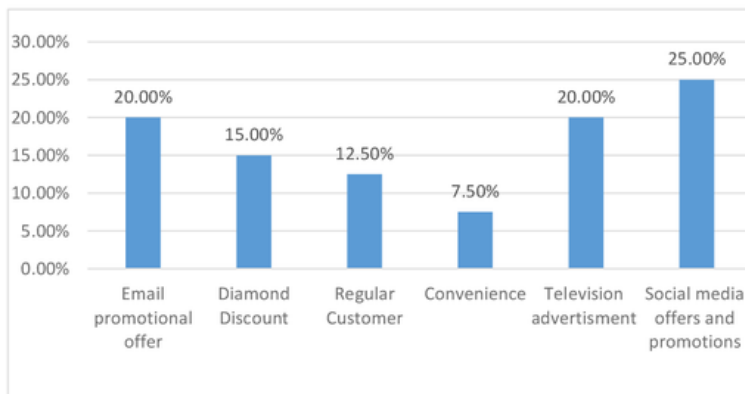
As a result large organisations such as B&Q are better off using social advertising methods that can reach a large variety of the public so that they can best advance their number of customers.

Below is a comparison from the results from B&Q's survey to the technology survey on the question;

"What made you choose B&Q for today's shopping" in the B&Q survey and "Do you follow organisations on social media" in the technology survey.



Technology survey
“Do you follow organisations on social media?”



B&Q survey
“What made you choose B&Q for today's shopping?”

From comparing the results from both surveys on the questions that are most relevant to each other, the results showed that the most popular form of advertisement is the social media approach.

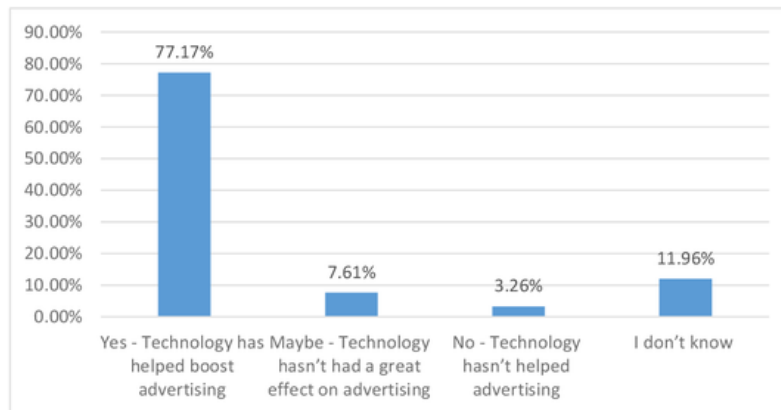
By comparing the question from each survey the method is proven to be effective, with 51.63% of participants in the technology survey either following organisations on Facebook or viewing organisations pages that is over half of the participants that took place in the survey, and 65% of the participants in the B&Q survey choosing the shop in B&Q through their advertisement methods the social media approach is proven to be the best advertising method for this particular organisation.

4.4 Technology survey compared to a local plumbing company survey

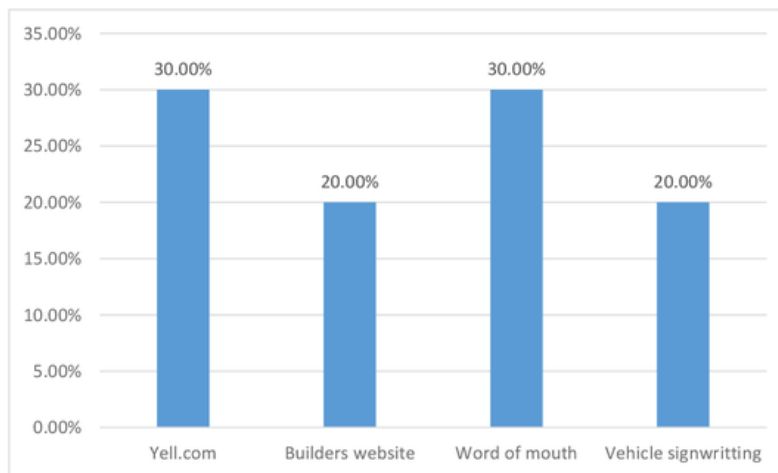
This survey was created by a local plumbing organisation for them to analyse what form of advertising is returning the most custom, the results from this survey were gathered from asking their customers at the end of the job how they found out about them. The purpose of comparing the plumbing survey and the technology survey is to compare whether the public results of has technology boosted advertising and comparing it to the plumbing results to support their results.

Below is the analysis from the results from the technology survey to a survey performed by a local plumbing company.

The survey created by a local plumbing company had the intent to find out how their customers found out about them, the analysis below is showing the advertisement type that the customers used to find out about the local plumbing company compared to the question “Do you think that the advance in technology has benefitted organisations?”.



Technology survey;
 “Do you think that the advance in technology has benefited organisations?”



Plumbing survey:
 “How did you find out about us?”

From the above results the plumbing statistics show an even match of the amount of participants that found the organisation through traditional advertising methods compared to the amount of customers that found the organisation through technology based advertising methods. However the technology survey shows that 77.17% of participants believe that technology has helped boost advertising, this could mean that the local plumbing company could need a larger sample of data to be able to conclude the best form of advertisement that would be beneficial to them.

5.0 Evaluation

As expected from the research data the social media approach is the best form of advertising throughout all organisations regardless of their size and type. Organisations of all sizes and types are using social media for their advertising to a certain extent, social media has the option to promote organisations and many other functions that are available for advertisers to use to enhance their social media advertisement. Depending on the type of organisation some that have always used certain methods like traditional methods are still using them in today's advertising market, organisations such as pubs and events are still using traditional methods such as posters and signs to attract the public's attention.

As expected with the constant advance in technology, organisations are open to sample new advertisement methods are all heading towards the internet for expansion. Organisations that are selling a product are all heading to gain a website and a some even a mobile app both with online secure payments for customers to shop in the comfort of their own home, online shopping is becoming more advance because it is more convenient for them.

The other aspect that was predicted in the literature review is the benefits that entice customers to return to the same organisation, sending out discount vouchers for returning customers has prompted them to revisit the same organisation. This method has been applied to most organisations of any type, tradesman as well as product sales companies can offer customers a discount for returning customers.

The results from the survey backed up the hypothesis in the literature review with regards to the advertisement methods that are used in today's advertising market, some of the traditional advertisement methods were favourite more than expected but was still within the expectation of the traditional advertising methods still being used by many organisations in today's advertising market.

The objective that are set in the literature review to:

Compare the different impacts that different organisations have due to using their chosen method of advertisement

And

To gain the conclusion of what advertising method is most effective to members of the public to gain the understanding of how effective technology based advertising is

Have been met and explained in the methodology once all the research into the organisations and the results from the survey were completed and analysed to come to the conclusion.

The aim to come to the conclusion of which marketing methods will be beneficial for different types of organisations of all sizes using modern technology but also being cost effective to the organisation is explained in the conclusion of the project. To establish the different advertisement methods that would be effective for each type and size of organisation the research into current organisations current advertising methods and the effects that are having from using those advertising methods were compared to give the conclusion as to which methods are being most effective.

Overall the answers from the survey were higher than expected, the expectations were for a high amount of participants to favour social media but the actual amount was more than expected. The results for the traditional advertising were significantly lower than expected, the expectation in the older generations was to be considerably higher in traditional advertising methods but most of the older generation favoured new methods rather than traditional ones, this could be down to technology evolving into today's world for everyone to be a part of.

If this project was to be run again there would be a slight few differences to help get a deeper investigation, a deeper look into specific organisations would help give a more accurate look on which advertising methods would best benefit some organisations or give others an insight on which advertising methods wouldn't be the best method for them with reasoning behind it.

6.0 Conclusions and Recommendations

To conclude from the results from all the research of both primary and secondary data the results show that there are many different advertisement methods that are available to be used by any organisation no matter what their size or type but, only certain advertisement methods will be effective for certain organisation types and sizes.

From conducting this project and looking at different organisations of different sizes and types it has shown what advertising methods are the most effective methods for all different organisation but has also shown an advertising method that organisations of all sizes and types have in common. The method that is used by nearly every organisation of all sizes and types is social media, the social media advertising method is the one that can reach millions of users and can be designed and promoted to your requirements.

The advantage that allows all organisations to use social media is they can be distance set so that a local tradesman is not traveling miles for a small job that can be done by a local tradesman.

The added benefit that is the reason why the majority of organisations use social media advertising is that it's free until you want to promote your page and add in some of the features to help boost views so trailing the basic version for free is no loss to any organisation if no custom comes from it.

Product sales organisations would refrain from using a distance set range as they can take payments online and post their products so they could aim to reach custom worldwide.

The surveys paid a massive part to reaching the objectives and aims in this project by identifying what the general public's feeling were about social media, the responses showed that 26% of the participants that took the survey actually follow the organisations on social media websites. Seeing as the survey is on a small scale of participants the result could be much more if a larger sample of participants were sampled. The results analysed still showed that the majority of the participants believe that technology is the future for advertising with the social media advertising method being the favourite, shortly followed by the traditional advertising methods that are still in use and have been developed over time to enhance them.

As a whole the advertising method that the organisation chooses will depend on their target audience and the price they want to spend promoting their organisation, the simplest and effective way to advertise any organisation would be the social media approach which is shortly followed by the website and mobile app. The website and mobile app can still be used by any organisation but only some organisations such as the product sales companies will receive the full benefits of using a website and mobile app.

Below is a table that shows the different types of organisations of different sizes with the recommended advertising methods under each type and size organisation:

	TRADE SERVICES	PRODUCT SALES	INFORMATION SERVICES
SMALL LOCAL COMPANY	• Social media • Search engine optimization • Traditional methods	• Social media • Traditional advertising methods • Internet based • Mobile advertising and payments • Website and online payments	• Website • TV & Radio
MEDIUM REGION BASED COMPANY	• Social media • Traditional methods • Website	• Social media • Mobile advertising and payments • Website and online payments	• Website • TV & Radio
LARGE INTERNATIONAL COMPANY	• Social media • TV & Radio • Traditional methods • website	• Social media • Internet based • TV & Radio • Website and online payments • Mobile advertising and	• Website • TV & Radio

	payments
	• Online video

From this table the advertising methods show that the favourite choice of advertising methods is social media, from the investigation previous the results show that social media that is used within organisations has shown to be effective by gaining custom and expanding their market. The added benefit to a product sales organisation using social media is by also using a mobile advertising and payment method where users can gain custom from social media and transfer them over to their website where products can be purchased from.

6.1 Future work

To analyse these results in a more in depth way a repeat of the survey would show a more accurate result conclusion, the repeat of the survey would be completed exactly the same as the initial one with the hope of the same amount of results to make the survey a fair size sample. To make the survey a fair sample the repeat would be beneficial if there were a more gender balanced sample so that there are no gender bias results, this would show whether there are trends over it being gender based but will also show a difference over time when new technology is released.

New technology could be released to the public at any time and could skew the results of the first survey as technology will be more advanced in the advertising market but as the questions as quite brief they don't focus on any date period apart from the past to the present. The repeat of the survey would be initiated within the year not to let technology get too advanced to skew the results of the first set of results from the initial survey.

As well as making the 2nd release of the survey more gender based it also needs to be more age balanced so there as a fair sample of results in each age bracket, with it being age balanced the conclusion will reflect what each age category will believe in about the technology in advertisement making the results fair. Gathering results from each age category will identify whether the participants believe in the advertisement that they were brought up around or whether they believe that a certain advertising methods is more effective due to the change in technology.

7.0 Reflection

During this report I have learnt a lot in many different ways, from learning how much preparation and thought there is in advertising as an organisation to time keeping skills to complete the report.

From looking at organisations advertising methods and the effect they have had for the organisations it has made me have a different look on any advertising method and how effective they can be even if they don't have any effect to me.

Throughout looking at different advertising methods it made me realise how many different advertising methods there are available for an organisation of any size and of any nature, the comparison between different ones and the organisations that use them has showed me the best form of advertising that can be used for a certain organisation.

Another factor that has been learnt throughout this report is preparation and time keeping skills, a clear plan and dedication to sticking to it would have resulted in the project being completed on time if not before the estimated date of completion. Preparation into tasks being broken down into sub tasks with date limits would have kept the project on track for the completion date leaving extra time for any additional work that could have been included and extra time for proof reading and finishing touches for improvement.

This project has also showed me how much more work there is to initially looking at some facts and figures and cross-referencing them to come to a conclusion, with a time scaled schedule in place the quality of work could have been improved with the amount of extra time that could have been awarded to the report after completing ever tasks and subtask that would have been allocated initially in the project plan.

Overall if this project was to be repeated it would be improved with the amount of extra time that would be allocated for extended work that would be included, a clear project plan that would be completed step by step would allow room for extra quality and extra work to be included improving the comparison and conclusion overall.

Looking in depth at different organisations and their ways of advertising has changed the way I would think about advertising my own organisation, the conclusion from this project would help me identify which advertising method would be most effective to the organisation with the most benefits.

Now that there is a clear indication of what tasks that would need to be completed in a project of any size they could all be implemented in the project plan to ensure full quality would be in-place without adding in tasks at a later stage of the project where it could affect the whole project which can be time consuming depending on the task.

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