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SOCIAL MEDIA AS A DEVELOPING POTENTIAL FOR EASTERN SLAVONIA

DRUŠTVENE MREŽE U ULOZI RAZVOJA ISTOČNE HRVATSKE

ABSTRACT

Social media marketing has changed the surface of marketing. Tourism, SME's and big companies have intensively used social marketing techniques to improve their brand strategy and sales promotion. The old and expensive media is no more an obstacle in market approach because they can be very cheap. The example of the Swiss village Obermitten (2011) has proved that you can achieve high engagement, visibility and media equivalent of several million € without any knowledge of sophisticated technology or programming skills. This case study has shown that SME's can achieve great success.

'...The amount of information on the web is really exploding. They say that from the beginning of human history all the way up thru 2003 you took all the information that has ever been recorded, you take all the books that have been written, all the films that's been produced, that's about 40 egzabytes of information that was produced in all human history up to 2003. This year (2011) the World is producing about 800 egzabytes of information... and all that lines up on the web...' (Denis Woodside, 2011).

Key words: SMM, Social media marketing, Facebook as an economy development tool, Tourism on social networks

SAŽETAK

Razmjerno nova pojava, internetske društvene mreže, prilično su promijenile načine promišljanja promocije. U turizmu, malom i srednjem poduzetništvu, ali i kod velikih tvrtki, izazvana je pomutnja u kreiranju planova za predstavljanje tržištu i osmišljavanju strategija prodaje. Nekada skupi i nedostupni oglasni kanali postali su vrlo dostupni i prilično jeftini. Aktivnosti na društvenim mrežama povećavaju vidljivost svakoga tko se njima bavi, čak i bez značajnih financijskih ulaganja. Primjer Švicarskog mjestanca Obermitten, pokazao je da se bez velikog poznavanja tehnologije ili programiranja može postići medijski ekvivalent od nekoliko milijuna € s vrlo malo ulaganja. I danas je to jedan od najboljih primjera kako mali poduzetnici mogu postići veliki uspjeh.

Osim toga internet kao medij kao medij je doživio snažan uzlet u razmjeni informacija. Procjenjuje se da je od početka pisane povijesti do 2003 godine sve što su ljudi stvorili moguće spremiti na 40 egzabyta (1 Egzabyte = 1 milijarda Gigabyta) diskovnog prostora, a samo 2011 godine na internetu se pohranilo 800 Egzabyta informacija.

Key words: Društvene mreže, Facebook u službi razvoja istočne Hrvatske, Razvoj turizma temeljen na društvenim mrežama,

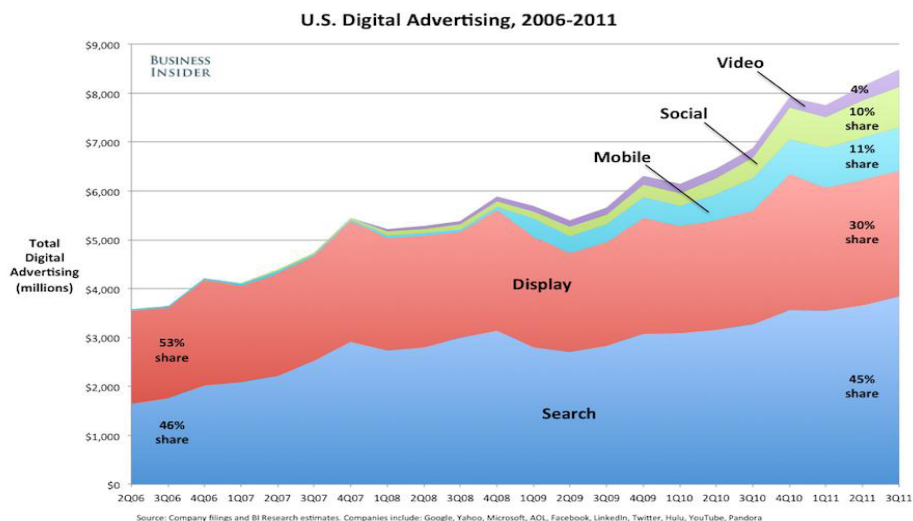
1. Introduction

Facebook, Twitter, Youtube, Qoura, Pinterest, Foursquare and a lot of other social networks have caused the phenomenon that's began to be called Socialnomics. It was coined of the terms Social and Economics. These new term best describes the impact of social networks on business and show that social networks are now indispensable in the business. Estimates go up to the point that Eric Qualman (Qualman, 2009, p. 186) predicts that companies not using social marketing will not exist more than 5 years from today..

2. How Social media marketing hapend

The most famous social network today, Facebook, developed in 2004 but until 2007 had not had a significant penetration among the population. Twitter has experienced its full affirmation during the Earthquake in Haiti when all communication channels broke down except the transmission of small packets of information - which Twitter actually is. Technological development and low price of Hardware capable of Internet access, made it possible to have a great acceptance rate among the general population. The emergence of so-called smart phones (smartphones) has strengthened the penetration process. According to a survey conducted by Microsoft and MIT, the fastest growing group of users of social networks today is people 50+ without any programming knowledge. Easy to use and inexpensive devices lead to the rapid adoption of social networks among the 50+ population. Of course, companies accepted this challenge because they're investing in advertising where the customers are. Last year it was around \$45 billion in the U.S. according to magazine Business insider (2011).

Picture 1. U.S. Digital Advertising, 2006 - 2011



Immense growth of the Internet usage didn't leave everywhere positive results. According to a survey conducted by www.futureexploration.net (December 16, 2009) the end of press in Croatia could happen by 2023.

Picture 2. Newspaper extinction timeline



Source: www.futureexploration.net

Also, television is losing the race with Internet. Based on Forrester Research results, Forbes article predicts that by 2016. the investment in web marketing will reach today's investment in television advertising (Forbes, 2011).

Where is Croatia?

Croatia has quite a good position based on the research published by the companies Drap and Netokracija (Netokracija and Drap, 2011). Because of a slightly delay, we accept what has survived the test of time and proved to be best practice at more developed markets. It is important to mention that Internet penetration has reached a high 70% of households in Croatia and this can be classified as regional leader. According to a study (Ringel-Morris, Teevan &, Panovich 2010.)

the majority of activity on social networks is related to technology, tourism and entertainment facilities.

Table 1. What Do People Ask Their Social Networks, and Why? A Survey Study of Status

Message Q&A Behavior

Question Type	Percent	Example
Recommendation	29%	Building a new playlist – any ideas for good running songs?
Opinion	22%	I am wondering if I should buy the Kitchen-Aid ice cream maker?
Factual knowledge	17%	Anyone know a way to put Excel charts into LaTeX?
Rhetorical	14%	Is there anything in life you're afraid you won't achieve?
Invitation	9%	Who wants to go to Navya Lounge this evening?
Favor	4%	Needing a babysitter in a big way tonight... anyone??
Social connection	3%	I am hiring in my team. Do you know anyone who would be interested?
Offer	1%	Could any of my friends use boys size 4 jeans?

Question Topic	Percent	Example
Technology	29%	Anyone know if WoW works on Windows ??
Entertainment	17%	Was seeing <i>Up</i> in the theater worth the money?
Home & Family	12%	So what's the going rate for the tooth fairy?
Professional	11%	Which university is better for Masters? Cornell or Georgia Tech?
Places	8%	Planning a trip to Whistler in the off-season. Recommendation on sites to see?
Restaurants	6%	Hanging in Ballard tonight. Dinner recs?
Current events	5%	What is your opinion on the recent proposition that was passed in California?
Shopping	5%	What's a good Mother's Day gift?
Ethics & Philosophy	2%	What would you do if you had a week to live?

Source: Ringel Morris M., Teevan J., Panovich K. (2010) *What Do People Ask Their Social Networks, and Why? A Survey Study of Status Message Q&A Behavior*, Microsoft Research Redmond, WA, USA; Massachusetts Institute of Technology Cambridge, MA, USA 2010.

Croatia's has proclaimed Tourism as one of the most important industries. Coordinated activities on social media could increase passengers in transit (especially in Eastern Slavonia because of the construction of the Corridor Vc) and tourists who visit the Croatian coast. The example of the Swiss village Obermitten showed the potential impact of social networks on tourism.

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