

E-Marketing and New Media

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Abstract

The article used data from the official site of the marketing agency and press releases to analyze the role Facebook and blogs play in the success of a marketing campaign. Internet, e-marketing and social media are the leitmotifs of the 21st century, therefore it is important to know how to better market products or services. The numbers and the interviews from the agency representatives were analyzed using the qualitative approach. The paper has shown that Facebook and blogs reach the younger target better and help increase market share and sale volumes. Facebook and blogs establish a real time connection between clients and marketers. The results generated are specific and cannot be generalized to all marketing campaigns.

Keywords: e-marketing, Facebook

Introduction

It is widely understood that nowadays marketing plays an essential part in the development of a business. From startups, local stores to even multinationals, every type of business can enjoy the benefits of a well-organized marketing campaign. Marketing is directly connected to progress. Bad marketing means no or little progress.

Internet is an excellent communication tool that can reach tens of millions of users. Over the past 10-15 years a huge number of people started to use the Internet and social media on a daily basis to share impressions, ideas, videos, photos etc. Keeping this aspect in mind, marketing departments began to use social media as a channel to market their products or services. Most Internet users have Facebook pages and read blogs with different themes. Therefore, the question that arises is how effective are these two social media in this context? The results of a marketing campaign created through traditional channels are visibly higher than an Internet marketing campaign? Do blogs increase the visibility of that particular campaign?

Specialists in electronic marketing have admitted in the end the importance of the Internet as a marketing instrument. Electronic marketing is not only about the latest web sites and classifications made by search engines. It means using the Internet as a means to receive and respond properly to the needs of the market in which you activate. The Internet is not only a technology. It had opened a completely new way to market products or services. In many ways, the Internet is the most efficient marketing tool that has ever existed. It gives the opportunity to companies to interact with the market at a new scale. Now companies and clients can find more about each other than before.

The aim of this paper is to see whether these two tools, i.e. *Facebook* and *blogs*, are effective in the context of a marketing campaign and if they are used at their maximum capacity. To this effect, I used as a case study the ROM campaign “Romanians are smart” from 2011.

The Internet marketing is not meant to overtake traditional marketing, but to complete it. Internet marketing represents a way to reach clients faster, connect better with them, interact on a daily basis if possible in a familiar way. This modern type of marketing campaigns are just adapting to the constant changing business world.

E-marketing and New Media

The Internet has already a significant influence on the way companies, businesses communicate with clients, on the way people are looking for a job, the way consumers find information, services and goods, and the way news and advertisements reach the target customers. The Internet is an extraordinary communication tool, a tool which reaches thousands of millions of users worldwide. Internet marketing compared to traditional marketing means fewer expenses, but every marketer must bear in mind the fact that the first type does not exclude or substitute the second one, but instead, they complement each other. The buzz created around a social media marketing campaign usually tends to die pretty fast, it lasts around a week. Viral marketing is about excitement, everyday should bring something new and exciting. Not to lose the moments, the marketers should use both e-marketing and traditional marketing, like brochures, billboards, advertisements on radio and television.

Social media characterizes the 21st century. During the recent years, social media applications (social networking sites, wikis, blogs, video sharing sites, etc.) have contributed to the incredible growth of human

interaction that we are facing nowadays. There are millions of Internet users just one click away from marketers and the product or service they promote.

Through the use of social media, marketing agencies and companies are actually creating a name for themselves in the online space and also increasing sales prospects. Social media has a significant contribution to the growth of a company in its market sector and can also help that company in becoming a brand globally recognized. Marketers have noticed that these tools are effective in boosting traffic to the official website and in identifying relevant target customers. Social media platforms act as main sources when it comes to referral leads and by contacting only those suitable contacts, the referral leads turn out to be of high quality.

When a company has created a good network on a platform it is recommended to communicate with the contacts because in this case marketers have a higher degree of certainty that their message will be read and answered to. Interactivity between companies and target customers leads to loyal customers and greater visibility in the online. On the Facebook, Twitter, LinkedIn, YouTube pages or the official website of the company, customers or celebrities can post comments or even better, testimonials. Testimonials of celebrities have a significant influence on a customer's decision to acquire a product. In such a way companies build credibility through social media.

Even if a company has accounts on all social media platforms, not all may reach their objectives. It also depends on the nature of products or services the company is promoting, the way the message is formulated and the target customers. To enjoy the benefits of a viral marketing campaign, there are three conditions to meet: the marketer must send the right message to the right end-users in the right environment. Companies and marketing agencies promote their products or services through viral marketing at a very low cost compared to a marketing campaign with the traditional tools or a campaign broadcasted on television. Despite the low cost, they reach a level of awareness that can be equal to the awareness gained from marketing campaigns broadcasted on prime time.

Michael A. Stelzner, the founder of Social Media Examiner magazine, the world's largest online social media magazine, in the report from 2014 presents the findings of a survey he conducted on marketers and social media. The number of participants is amazing, more than 2,800

marketers offered to answer his questionnaire. The results show the reader how social media is used to promote a product or service.

The questionnaire focused on the different aspects of social media, what the top platforms used by marketers are, how much time they spend, the benefits of social media marketing, future plans, etc. For example, 97% of the participants answered positively to the question if they are engaged in social media marketing and 92% of the them stated that social media plays an important role in the promotion of a product. The percentage rose from 86% in 2013. More than half of the marketers, 68%, mentioned their plan to increase the use of blogging in the future. Facebook, for business to customer marketing, and LinkedIn, business to business marketing, represent the two most used social platforms for marketers.

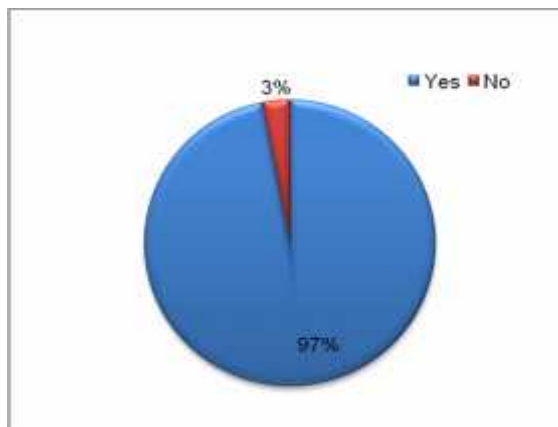


Figure 1. The use of social media (Stelzner, 2014, p. 7)

The marketing campaign and the companies promoting the product or service benefit most of all from increasing exposure. For 92% of the participants, social media have generated more exposure than any other marketing tool. The next benefit is represented by the increasing traffic the business is enjoying, according to 80% of the marketers. 72% of the interviewees use social media in their marketing campaigns to develop loyal fans. In comparison with the previous year to the report, 2013, the percentage of the entire area of benefits has increased and the most significant difference regards the development of loyal fans, 72% in 2014 versus 65% in 2013.

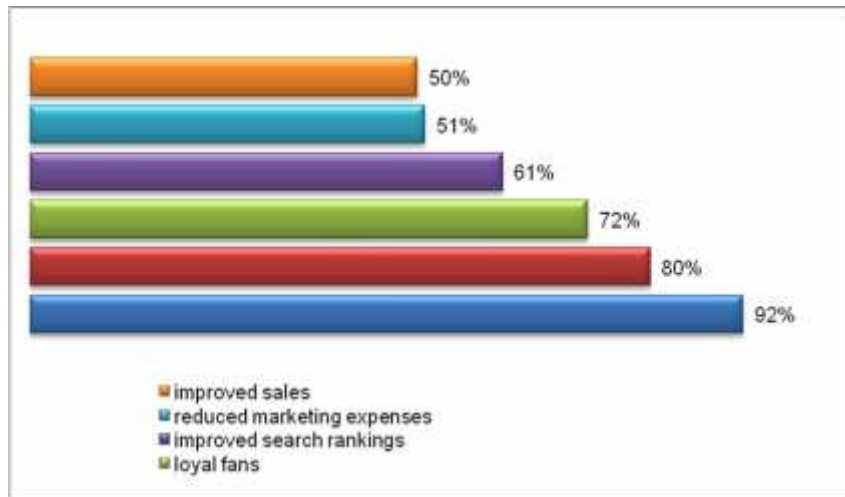


Figure 2. Benefits of social media (Stelzner, 2014, p. 17)

The next aspect of the report is about the social media platforms marketers use. Top 5 consists of Facebook, Twitter, LinkedIn, YouTube, blogs. It is important to mention that these five platforms have maintained this hierarchy since 2012. Since 2013 a slight decrease was registered in the case of blogs, from 58% they reached 55%. The decrease was enough for YouTube to be on the fourth position in this top 5.

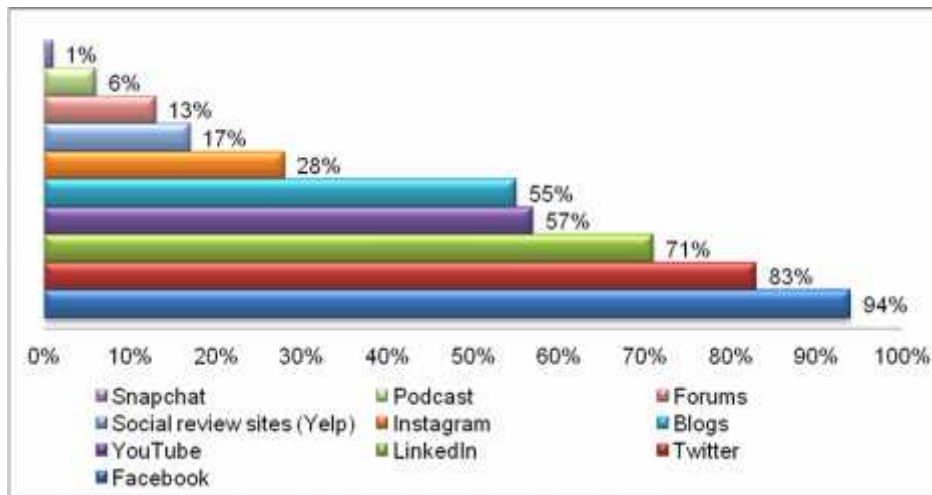


Figure 3. Social media platforms (Stelzner, 2014, p. 23)

When asked about future plans in planning marketing campaigns, the participants presented their intention to increase the use of blogs, YouTube, Twitter, LinkedIn and Facebook. To the question, what form of

social media they prefer, 90% of the marketers answered Facebook ads followed by 20% LinkedIn ads, 17% Twitter ads, 10% blog ads.

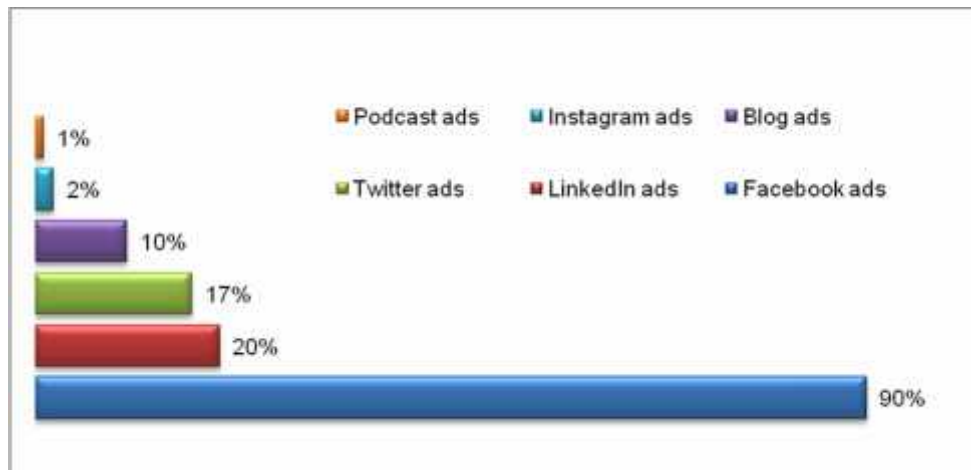


Figure 4. Paid social media (Stelzner, 2014, p. 39)

It is important to mention that e- marketing does not mean only social media. It also includes promotions of products or services via email, search engine optimization, press releases, online ads, sponsorship, websites, wikis, podcasts, but these tools do not produce the same results as the above mentioned social media platforms.

Research Methodology

In the previous chapter we have presented the results obtained last year in a survey by Michael A. Stelzner. For this paper we have chosen to interpret the quantitative research already existing in order to analyze the campaign “Romanians are smart” and also to be allowed to make statistically representative predictions.

The fact that the sample is significantly big, 2,887 participants, allows us to generalize the results and even make predictions for the years to come. The sample is made up of people who activate in this domain, who have ideas about how this domain works and how to make use of the available marketing tools in order to obtain significant results. The level of experience in the social media marketing of the participants varies from less than one year to more than 3 years. The marketers use different approaches, some focus on written content, some on visual assets, videos and audios. The age of the participants varies between under 20 and under 70, under 20, 20 to 29, 30 to 39, 40 to 49, 50 to 59, 60 to 69. 71% of the

interviewed marketers range between 30 and 59 years old. And the median age of all 2,887 participants was 40 to 49. Related to gender aspect, there were more women than men, 62% versus 38%

The questionnaire drafted by Stelzner is focused on the different types of social media platforms, what are the top platforms used by marketers, how much time they spend on these platforms, the benefits of social media marketing, future plans, etc. For example, to the question related to social media marketing, if they are engaged or not in this type of marketing, 97% of the participants answered positively. A significant percent of 92 of these 97% stated that social media plays an important role in the promotion of a product or a service. The percentage has registered a significant raise from 86% in 2013. More than half of the marketers, 68% more exactly, stated they plan to increase the use of blogging in the future in their marketing campaigns. Facebook is a very effective tool in the case of business to customer marketing. With 1.4 billion Facebook users, according to Mark Zuckerberg's presentation at the latest conference in San Francisco in March, current year, it would be hard for Facebook not to enjoy the above mentioned status (Forbes, March 25th, 2015).

With regard only to Facebook, <http://www.statisticbrain.com/facebook-statistics/> has conducted a study on 27 January, 2015. According to this web site, there are 1.44 billion monthly active users worldwide, 680 million mobile users, 7 million apps and websites integrated with Facebook. Every 20 minutes 1 million links are shared and 3 million messages are sent. With such figures it is impossible not to consider including Facebook in the marketing strategy. In 2008, according to the same web site, Facebook was registering 1 billion users. In approximately 7 years the number of Facebook users has raised by 44 million. Imagine the "Facebook boom" which will be experienced in the future years.

In January 2015, there were 7,800,000 Romanian accounts on Facebook, most of them were registered in Bucharest, more than 1.6 million, then Timisoara and Iasi with over 280,000. Most of the Romanian users are between 25 and 34 years old, 29.9%. 25.5% range between 18 and 18 and 18.8%, between 35 and 44 years old. Also in January there were reported to be between 6 and 7 million active accounts. An active account is an account which has been accessed during the past 30 days. Related to gender, 48% of the users are women and 52% men.

The average activity of these users is of 10 likes during the past 30 days and 5 clicks on the sponsored advertisements. This is translated into

30 million clicks on sponsored advertisements during the last 30 days by the Romanian users. The above figures are provided by Alexandru Negrea, who is a well-known trainer and consultant in social media in the report from 2015 "Marketing și Comunicare pe Facebook".

The interviews given by the representatives of the McCann Erickson agency and Kandia Dulce, the promoters of the campaign which constitutes our case study, to the press reveal the success of the campaign obtained with such a small budget compared with the scale of the results. These figures together with the tips mentioned previously have led to a great marketing campaign.

ROM Campaign "Romanians are Smart"

The Description of the Campaign

Prejudices have existed and manifested themselves in the character of some people from years and years back. Prejudices appear because of gender, political opinion, nationality of a person, religion, sexuality, age and many other reasons. Prejudices not only affect human relations but also international relations between states. They can damage the image of a person or a state. And this aspect was the trigger of the ROM campaign in 2011 "Romanians are smart".

"Romanians are smart" is one of the successful campaigns made by the agency McCann Erickson Romania. McCann Erickson has created the famous campaigns for Vodafone, Cif, Pizza Hut, Coca-Cola and has numerous awards for its work in Romania and also abroad, at the Cannes Festival, for example. McCann is the only advertising agency in Romania to win two times in a row the award "Agency of the Year" at Golden Drum.

Kandia Dulce, the largest confectionary manufacturer in Romania, includes an extended portfolio of brands like Kandia, Primola, Laura, Novatini, Silvana, Fagaras, Uilpio, Magura, Anidor, Sugus and, last but not least, ROM Autentic.

ROM Autentic has become in time a symbol of Romania and it is absolutely natural to take action when Romanians are not appreciated and even denigrated. This chocolate is a piece of our history, of our identity. ROM is ours, our descendants, our descendant's descendants. ROM encourages people to speak up, say what they think, be what they are, and not to be afraid to be different. Romanians appreciate good humor and this is what ROM keeps in mind when coming up with all of their campaigns.

ROM makes fun of trouble, adds humor and a bit of irony about us when revealing authentic sensations.

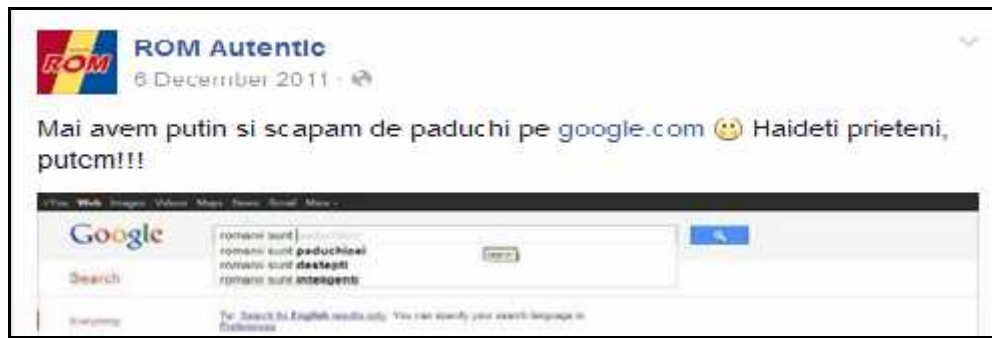


Figure 5. Screenshot from the official Facebook page of the campaign

In 2011 it was brought to the attention of the public the fact that when searching on the Internet about Romanians, “Romanians are...”, Google self-completed with negative answers, no matter of the language: English, Romanian, French, Italian, Spanish, German. These were the languages included and analyzed in this campaign. Romania had a bad reputation in other countries. Goggle searches indicated that there was a serious problem of perception and therefore the image of the country was not good.

The negative image of Romanians on the online was one of the reasons why ROM Autentic came up with the campaign, “Romanians are Smart”. ROM wanted Romania to be the first country to ever change its image on the online in such a short notice, one month time. Other reasons are to become leaders on the chocolate market, satisfy the customer’s needs, increase market share, increase in sales, recognition.

The brains which planned this campaign and made it happen and to whom credit go are Adrian Botan, Catalin Dobre, Dinu Panescu, creative directors. They were helped by Arpad Rezi and Laurentiu Stere, art directors, Sebastian Olar and Alexandru Vicol, copywriters, Raluca Voinea, account director and Alina Cuzmin, account manager.

Campaign Plan

The ROM campaign was launched in November 2011 and reached its peak on the 1st of December, the National Day. Therefore it was a short but powerful and comprehensive campaign, as it succeeded in making

Romania the first country to change its image on the Internet in such small period of time.

The campaign started by seeding the online space with the offensive screenshots generated by Google. This led to the outburst of traditional media, which turned this issue into the topic of the day. The solution came after three days, when the campaigners directed ROM's webpage to www.romaniansaresmart.com, where people could generate positive searches on Google. Having just a small amount of money as budget, they decided to invest all the money in Google Adwords and Search Engine Optimization (SEO). In just three days [Romaniansaresmart.com](http://www.romaniansaresmart.com) became the number one search for "Romanians are...".

McCann's next step was to use online influencers and recruit top personalities who can offer their support to this campaign. They partnered with top 10 Romanian bloggers and also launched a series of testimonials. The peak of the campaign was reached on December 1st, the National Day, when Realitatea TV broadcasted live statements given by public figures and normal people as endorsement.

The agency targeted young, active people, average age 25-35, from urban and rural areas, both genders, both students and employees. People who had a clue what communism is about were also targeted. ROM campaign wanted to bring forth the notion of tradition and strong sensations.

The campaign was split into two phases. The first one, teasing the public opinion by revealing the problems stated on the Internet, searches like "Romanians are stupid", "Romanians are ugly", etc.



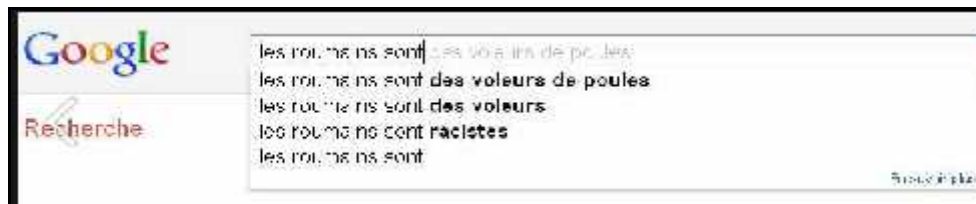


Figure 6. Screenshots from Google

The second phase was about revealing the solution to change these searches, to clean and improve Romanians' image on the online. The ROM marketing team created a website where people could generate positive searches in the languages mentioned above. Google's predictions will not change unless enough searches are gathered.

Communication Channels and Tools

McCann Erickson team made use in this campaign of all channels of online communication and marketing. They have created a website where people were encouraged to look for "Romanians are smart" (<http://www.romaniisuntdestepti.ro/>). They posted banners on partner web sites, redirecting users to the campaign web site (<http://www.romaniisuntdestepti.ro/>). Facebook proved to be a very useful instrument because it really amplified the situation. Facebook not only did communicate the idea, but also called the page visitors to action. Blogs were integrated in the marketing strategy. Bloggers wrote about the campaign, generating many positive searches. The famous bloggers contacted by McCann Erickson were followed by hundreds of other bloggers. On Youtube appeared short videos with Romanian celebrities describing in a few words the Romanians. Apart from these tools, the agency appealed to television. The message of the campaign was presented on news, on prime time.

McCann Erickson planned their campaign very effectively. Out of all these tools, this paper will concentrate on the efficiency of Facebook and blogs in the success of the campaign, as they are the most popular in Romania (Cocioabă, Negrea, 2014, p. 41).

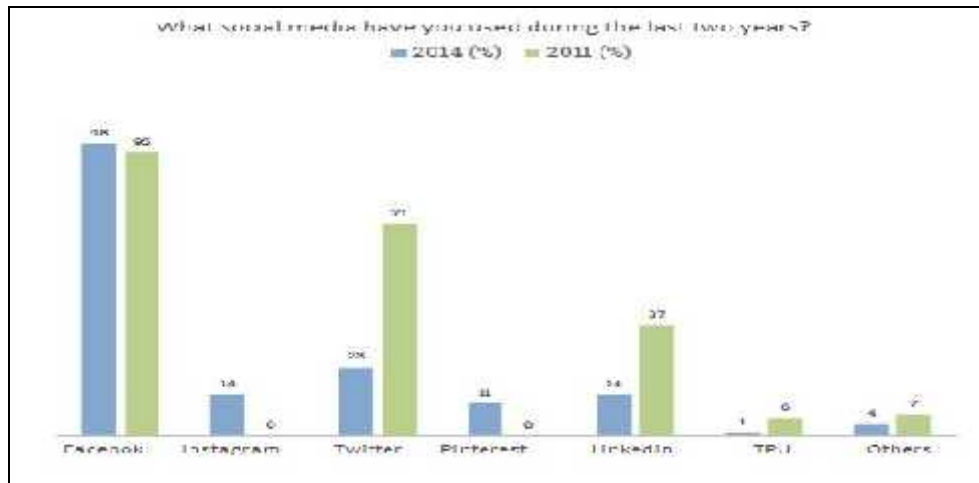


Figure 7. (Cocioabă, Negrea, 2014, p. 41)

In 2014, in Romania, according to Internet World Stats, there were 11,178,477 Internet users out of the 21,729,871 inhabitants. Slightly more than half of the Romanian population has Internet access and out of these 11,178,477 people, 5,374,980 have Facebook pages (<http://www.internetworldstats.com/stats4.htm>). Therefore, *Facebook* can be a very profitable tool in marketing campaigns if the tips mentioned in the previous chapter are kept in mind. For example, McCann Erickson started to post comments on the 15th of November, “After the articles and the shows in France and Italy that have offended all the Romanians, now we are punished on the Internet also”.



Figure 8. Screenshot from the official Facebook page

McCann Erickson put accent on continuity and on involvement. They continued posting comments regularly, updates about the positive searches on Google, encouraging users to participate in the process of changing Romania’s image on the online. The marketing team organized

some contests on Facebook, where participants could win from chocolate bars to T-shirts if they tagged someone with a positive message or if they came up with a rhyme for the already given beginning. 136 persons, among them, Marius Manole, a famous young Romanian actor, were tagged on the photos with positive and encouraging texts. It is very important to attract users on Facebook page and make them want to be a part of the campaign. The agency posted quizzes asking for the users' opinion on how Romanians are and most of the participants answered "smart", 118, followed by "educated", 32, "good people", 26.



Figure 9 and 10. Screenshots from the official Facebook page

The budget allocated for Facebook marketing was of 2,000 euro. Another strategy which is often used in campaigns, and very efficient, is celebrity- endorsement advertising, when famous persons use their fame to promote a product or a service. For "Romanians are smart" were contacted from singers to TV hosts and sportsmen and doctors: Gica Hagi, George Ogăraru (football players), Dan Puric (actor), Mircea Diaconu (actor and politician), Zoli Toth, Puya (musicians), Mircea Badea, Dani Oțil (TV hosts), Gheorghe Turda (folk singer), Ilie Năstase (tennis player) and many others. All these celebrities appeared in short videos, each of them saying a few

words about how Romanians are. Then these videos were posted both on Youtube and on Facebook.



Figure 11. Screenshots from the official Facebook page

Only during the last years *blogs* started to be used as a means of marketing a product or service. The agency STANDOUT is a communication agency and online marketing which is specialized in blogs and social networks and was founded in 2007. This agency has conducted so far 4 studies (2008-2009, 2010-2011, 2012-2013, 2014-2015) on the efficiency of the Romanian blogs (SABR). The latest study has shown that three quarters of the main readers have acquired products or services when they were recommended by the blogs they followed. A small increase was registered, 67.19% compared with 63.1% from the previous study. Also 77.64% of the readers have changed or strengthened at least once their opinion about a product, a service or a company after reading bloggers' points of view. The trend is the same in this case, it rose from 70.6% in 2013 (<https://www.standout.ro/influenta-blogurilor-de-incredere-in-randul-cititorilor-in-crestere/>).

"Top Social Brands", the study that the magazine Biz has been conducting for 7 years, shows clearly that companies are more and more interested in communicating with consumers and clients via social media, especially through blogs. The number of companies that see the potential of blogs is consistently increasing (Uşurelu, 2014).

The same agency revealed that all the readers are active users with accounts on social media and the greatest percentage of them has a Facebook page, 87.7%. 97.4% of readers bring into discussion with their friends the subjects they see on blogs. The study conducted by STANDOUT also revealed that 91% of the readers access their favorite blogs at least once a week.

For ROM campaign they contacted top ten Romanian bloggers, who were then followed by hundreds of other bloggers. We will mention: Manafu, Zoso (Vali Petcu), Raluxa, Cabral, Chinezu (Cristian china Burta), Buhnici, iMunteanu, Mariusescu, Patranoiu Dana, Auras Mihai. Silviana Cosma's blog is currently inactive. She was one of the top bloggers who collaborated with McCann Erickson. The budget for bloggers was also of 2,000 euros.

Each of these bloggers has promoted the campaign "Romanians are smart" with a personalized heading. For example, Zoso said that Romanians are intelligent. Raluxa stated that Romanians are creative, and Chinezu, that Romanians are just incredible. In Munteanu's opinion, the Romanian people are incredible. Manafu, Cabral, Marius Sescu said that Romanians are smart like the rest of thousands of bloggers promoting this campaign.



Figure 12. Romanians are intelligent



Figure 13. Romanians are just great people



Figure 14. Romanians are good persons

Results

The official Facebook page of the campaign, ROM Autentic, has registered an increase in the number of fans: 6,221 people liked the page.

In only one month, the campaign registered fantastic results: 664,332 Google searches were generated, 2,500,000 Romanians were reached through the campaign, sale volumes increased by 20% and market share raised by 8%. In such a short time ROM campaign has generated 487,320 euro of online media and 577,600 euro of traditional media. In December 21st 2011, according to piticu.ro, blog written by Cristi Dorombach, announced that results have begun to appear: 163,779 searches in Romanian, "românii sunt deștepti", 133,892 searches in French, "les Roumains sont intelligents", 137,782 in English, "Romanians are smart",

62,948 in German, "Rumanen sind intelligent", 79,628 in Italian, "Rumeni sono intelligenti" and 78,829 in Spanish, "Los romanos son inteligentes".

The campaign was rewarded with the Silver Lion at the category Direct Lions - Best Low Budget Campaign at the International Festival of Creativity in Cannes. In 2012 the campaign won prizes in all participating festivals. At the New York Festivals, "Romanians are smart" won the Gold World Medal at the category Marketing Effectiveness, Silver World Medal at the category Public Relations/ Brand Communications and Bronze World Medal at the category Interactive. New York Festivals has a history of 50 years and every year it is recognizing and awarding excellencies in creative communication, in television, Print, Outdoors or Mixed Media. In the meantime, New York Festivals is proud to have been acknowledged as the festival with the largest international jury.

In Romania this campaign has won first place at both categories, Cross – Media Integration and Branded content and blogging campaign at the Ro New Media festival. At Effie Awarding Gala, the most significant gala because it recognizes and honors the campaigns that have really registered significant results, that have kept their promise and have exceeded their objectives. At this gala, "Romanians are smart" won the Gold Effie at the category Food and Bronze Effie at the category Media Efficiency. Last but not least, at BestAds 2012, this campaign positioned once again on the first place at the two categories Campaigns and Social Media. Going through all these prizes and recognitions, one can agree that McCann Erickson have planned and organized a very effective marketing campaign. "Romanians are smart" reached the markets from Japan and United States of America.

The end of the campaign has generated a great number of news releases. Adplayers.ro is an advertising, marketing and media Romanian daily which stated that the campaign "Romanians are smart" was made with a small amount of money. McCann Erickson had a budget of under 20,000 Euro, according to a close source of the adplayers.ro agency. When asked about the campaign's budget, Gabriela Munteanu, Marketing Director at Kandia Dulce, did not want to comment on that information. Instead she confirmed that the value of the investment was small comparatively to the buzz generated by the campaign. Adrian Bote, Creative Director of McCann Erickson agency was also asked the same question by adplayers.ro. He confirmed that the budget allocated for this campaign had not exceeded the price for "a medium class automobile".

After some research, prices for medium class cars vary from around 16,000 Euro for Renault Laguna to around 23,000 Euro for a Mazda 6. Therefore, the medium price for a medium class car is around 20,000 Euro.

At the end, Romanians changed the predictions existing on the Internet. Romania was the first country in the world ever to have changed its image on the online.



Figure 14. Screenshot from the official Facebook page

It is very important to mention that the purpose of the campaign was reached due to all the communication channels and tools, not only Facebook and blogs. Television, the official web site, banners, YouTube, all made possible this campaign. McCann Erickson agency thought and planned ROM campaign very well. They have tried to reach every category of consumer: from the young ones, sitting all day on social media to the older ones, reading papers, watching television, news every day.

Facebook and blogs not only present the situation to the Internet users, but also encouraged them to take action on the official web site or directly on Google, generating positive searches. These two tools were used as incentives to determine people to make a difference in the process of changing the image of Romania abroad. Facebook and blogs are effective marketing instruments in “Romanians are smart” campaign.

Conclusions

The fact that for this paper we have chosen to analyze quantitative research allows us to make predictions for the future. Keeping in mind the fast blooming history of Internet, e-marketing and social media, the current situation and statistics, we can therefore predict that marketers who will engage in their campaign Facebook and blogs, if they are suited for the promoted product or service, will obtain significant results. The balance between costs and results tilts towards results, meanings that Facebook and blogs are effective marketing tools.

Now, after 3 and a half years the image of Romania on the online is divided: in some countries the searches are still positive, on google.ro and google.fr, while in other countries the searches are the same as before the campaign, on google.it and google.es.

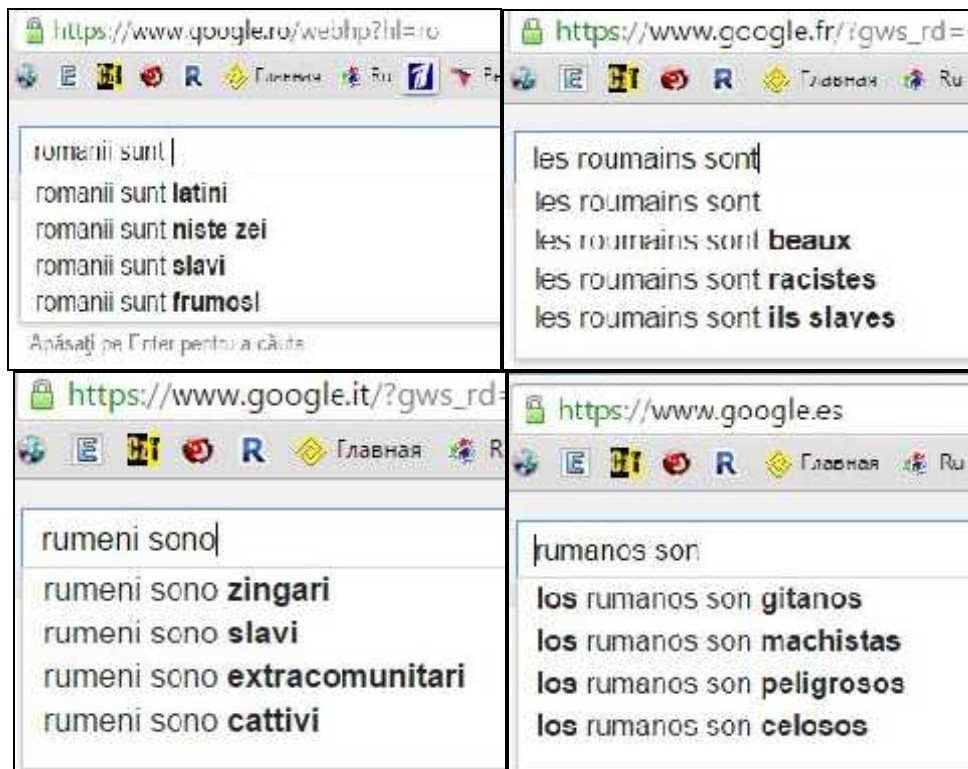


Figure 15. Screenshots from Google search engine

Dinu Panescu, group creative director of McCann Erickson, declared for Wall-Street in 2011, an online economic and business newspaper, that the campaign would still continue after the date of December 1st and he encouraged people to write with no fear about their

success, to write about good things in relation to our nation. Even though “Romanians are smart” was an image campaign, it has generated an increase in sales of 10% compared with a regular month (<http://www.wall-street.ro/articol/Marketing-PR/114169/ciocolata-rom-schimba-imaginea-romaniei-pe-internet-la-o-luna-de-la-lansarea-campaniei-romanii-sunt-destepti.html>, retrieved May 24th, 2015).

Rom campaign “Romanians are smart” proved to be a very well thought and organized marketing campaign. The results stand as solid proof of the good use of knowledge and market awareness by the marketing agency. McCann Erickson managed to generate positive searches and considerable revenues with a comparatively small budget. The marketing agency planned the campaign so as to combine all types of marketing tools, focusing mainly on online marketing tools.

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