A l d a

I C E L A N D

Alda

ICELAND

100% NATURAL

MARINE COLLAGEN

LEMONADE

NATURAL PROTEIN

SUGAR-FREE

33cl

DIGITAL CONCEPT DEVELOPMENT
6TH SEMESTER

11/05 - 2017

Alda

ICELAND

Digital Concept Development
6th Semester

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INTRODUCTION

Alda Iceland is an fairly new player on the lemonade market and with their marine collagen infused lemonade they wish to enter the danish market. This project researches and examines how Alda can promote their product through both traditional and digital marketing while addressing the desired target group. Furthermore the project addresses how Alda through a strong social media strategy and influencer marketing can increase brand awareness. This report contains insight into the concept development process, all the way from initial brainstorm and research through to design and testing and elaborates on these.

Alda
ICELAND

PROBLEM DEFINITION

How can Alda promote their product on the danish market while developing a brand identity, that is true to their values.

- Which popular companies in relevant industries can Alda be inspired by and how?

- What are current health and wellness trends in 2017 and how can they be utilized in a social media strategy that promotes Alda as a healthy and sustainable product.

TOOLS AND METHODS

SECONDARY RESEARCH
Collection of data from allready existing research.

LITERATURE REVIEW
Investigating existing materials, in this case existing extranets looking for inspiration.

MIND MAP
A diagram used to visually organize ideas by hieraki and relationship among the ideas.

SKETCHING
Creative technique to generate qualitative ideas and then discussing, developing and iterating on those ideas.

USER TEST
Testing if the created contet could work on the desired target group.

BELBIN
Test used to identify each team members prefered roles and responsibilities.

SCRUM
Framework used to manage the development process and structure the workflow.

PROTOTYPE
Preliminary version of a product obtained before commencing the actual production of it.

INSIGHT

In terms of user research the team has decided, after an initial discussion and search for existing data on areas of interest, that the team's approach should be focused around secondary research in the formative phase. This decision was taken because the team felt that the added value of doing primary research on our own such as interviews or surveys would not be sufficient to justify the resources spent on it and that this would not provide better or more useful information to the project than already existing research on the subject. The research was centered around a report from Global Wellness Summit, similar products on the danish market which could be competitors to Alda, what kind of social media trends is booming in 2017 and what possibilities do the team has to create a social media strategy that would promote Alda in a successful way. The team has an explorative approach on researching in this phase which also allows the team to gather existing data on the field.

In terms of formative research the team were interested in uncovering three areas: Health and wellness, similar products in the market and social media platforms as digital marketing versus traditional marketing. Therefore the team has constructed the following research questions:

- What are the current trends in health and wellness?

- Which similar product exist on the danish market and how do they promote themselves?

- What are the benefits and downsides to traditional marketing and digital marketing?
    - Which approach suits the danish market and Aldas situation most?

HEALTH AND WELLNESS

The team came across a report from the Global Wellness Summit, which explained the latest health and wellness trends for 2017. The Global Wellness Institute is a non-profit organization with a mission to empower wellness worldwide by educating public and private sectors about preventative health and wellness. The institute consists of a panel of over 500 wellness experts from 46 nations that gather to debate the future of wellness, which creates one uniquely authoritative and global view of the trends set to unfold.

One of the latest trends is about the authentic, clean beauty. Today you don't only want to look good, but also feel good and even doing good, which all is a part of today's beauty aesthetic. It is also important to embrace products which are ethically sourced, without hurting neither animals or humans in the process, and that are natural without being boring or ineffectual. This trend or mindset of the consumers corresponds really well to Aldas value proposition which is also the direction the team wants to go with when promoting Alda to the danish market.

Another trend in the beauty scene revolves around the idea of prevention instead of repairing. This trend deals a lot about prevention and forestalling the aging as this is done by creating health and wellness from the inside but combining it with the form of preventative cosmetic augmentation, such as lasers, fillers, micro lifts etc. These adjustments is to avoid playing catch, up in your 50s, 60s and 70s by doing major plastic surgeries. This is where Alda has the upperhand of having created a natural product that is supporting towards preventing the signs of aging and helping to a more healthier skin and overall wellness. With all the beneficial skincare components and collagen protein that Alda Lemonade contains and with the health and wellness trends to back it up, Alda seems to, compared to the health trends, have a fairly good chance of being well received into the danish market, if the promotion turns out successful.

http://www.globalwellnesssummit.com/wp-content/uploads/Industry-Research/8WellnessTrends_2017.pdf

WHAT DOES THE COMPETITORS DO?

The second thing the team decided to search data about was the similar products on the market. If Alda wishes to enter the danish market they would have to consider being one out of many, since the danish market is full of related products to Alda's lemonade. It is important to investigate the current market as it is gives crucial data that will be used to differentiate Alda's lemonade from their competitors.

The team believes that in depth research of the market will provide data about the competitors' strengths and weaknesses which will be valuable knowledge when creating a strategy that allows Alda to stand out among the other brands. By searching on the internet, the team discovered the big brands on the danish market. The team decided to take a look on their Facebook and Instagram pages to see what they do to create engagement from their target group. Some of the bigger brands is Palæo and San Pellegrino. Palæo is a danish brand that is known for their ginseng shots and their stone age inspired restaurant. They currently have 13.000+ likes on Facebook and on average they are posting once a week. While their Instagram has 4277 followers but has an average 1-2 posts a week. They are mainly using the same content on both platforms but seem to have more staged pictures on their instagram, where they for instance line up their fruit and vegetable shots together with the ingredients that was used to create the product. Palæo does not create post with videos that often, even though video content is what is trending on the social medias at the moment, according to Hootsuite who researched and created a report about Social Media trends that is put into practice in 2017. Hootsuite is a platform for managing social media and their service is commonly used to manage online brands and to submit messages to a variety of social media services, including Twitter, Facebook and Google+. The lack of use of video content is a common case for San Pellegrino which is an international italian brand that makes mineral water and real-fruit soda. San Pellegrino is one of the more popular brands in Denmark that can be found almost anywhere, from supermarkets to cafés and restaurants. They have at the moment over a half million likes on Facebook and over 11.000 followers on Instagram.

When comparing those brands to some of the smaller ones that can be found on the danish market such as; Fremvand, Fatdane and Macarn, there isn't much of a difference between the type of content they provide. The major difference is the consistency of uploading posts and how frequently they post. Most of the smaller brands don't post once a week, but sometimes it can take more than 2 or 3 weeks before they put something new up. The amount of videos posted is also low compared to the amount of pictures. The content still stay the same in both the big and small brands, which usually consists of pictures of the product, videos and competitions.

The team also looked on the engagement level of the different brands. One of the good examples of doing something wrong is San Pellegrino. Even though they are a really successful brand, which is well known in the danish market, they still are lacking engagement in their social media platforms. As mentioned earlier, they have half a million likes on Facebook, but their average likes per post is about 50-100. Some of their posts can go all the way up to 800 likes per post but often it is way under 50 which seems fairly unimpressive compared to the amount of likes the page itself has. However their Instagram is doing better compared to their Facebook but it is still not on a positive level to have a great consumer engagement.

https://infomedia.dk/indsigt/artikler-analyser/social-media-trends-2017/

TRADITIONAL MARKETING vs. DIGITAL MARKETING

In order for the team to be able to promote Alda in the danish market, they would need to know what possibilities there is with marketing. Do they take the traditional marketing approach or they do go strictly with digital marketing? Looking at the different factors within each of their pros and cons, cost, accuracy and trust, are three very distinctive aspects in the two marketings. Digital marketing is without doubt more affordable and only costs a fraction of the traditional media price to reach the same amount of people, or more, and you will be able to direct the marketing a lot more precise towards the given target group. Traditional marketing shoots more broad than precise, hoping it will reach the desired target group. When it comes to trust, social media marketing uses content to cultivate trust over time. Traditional marketing can come across as more forceful as it forces an opinion on a buyer in hopes that it will affect if exposed enough. However because of its longevity, people are accustomed to traditional marketing. Finding ads in magazines and newspapers, or reading posters at the busstop are still familiar activities and people still do them all the time.

Another research done by the Pew Research Center says that 69% of the women in the US. is on Facebook, while 32% is on Instagram. This supports the group's hypothesis about women are more active on Facebook and that it also may be the case for the danish women.

The teams learnings about the marketing possibilities resulted in that the most common use of the two marketings is either a combination of both or where one is a primary approach and the other one is a supporting secondary approach. Also an added bonus is that social media marketing is a two-way communication as the consumers have a public and shared platform with the company. Feedback is always a great asset to help develop the service and products as it is the customers who funds the company and its growth.

http://uhurunetwork.com/social-media-vs-traditional-media/
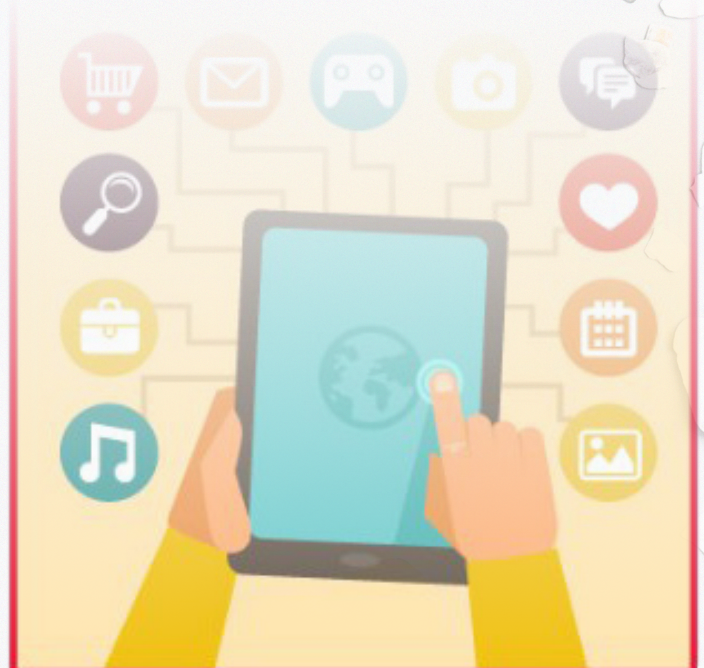
CONCLUSION ON RESEARCH

The research about health and wellness trends helped the team to get inspired on how they will plan their social media strategy and what kind of value propositions that should be focused on while maintaining Alda's brand values. At the current market for similar products, the team found out that there is a lot of products that uses both Facebook and Instagram to promote themselves. One of the issues that was repeating for all the brands was their content was not consistent enough. It was either too few or too many posts, and sometimes there have not been posted for longer periods of time. In 2017 you still see companies using traditional marketing while trying to follow up on digital marketing by using social media platforms. The team figured out that a social media strategy should be the primary approach to promote Alda, but traditional marketing could potentially be used in a supporting role.

By combining the current knowledge from the research together with the ideas, the team will be able to create a social media strategy that will help Alda to get out and be seen on the danish market.

TARGET GROUP

Alda has specified that their desired target group for the Lemonade is as wide as women aged 30 to 60 years in Denmark in a B2C market. This is a very broad and undefined segment and it thus open for the team to define a more specific target group. Alda wants a icebreaker target that they can target on the danish market and that reflect Aldas brand. Following Aldas brand values and identity and evaluating the market competitors and their target groups, the team has constructed the following demographic and psychographic characteristics for the target group.

DEMOGRAPHY

Gender: Women.
Age: 30-60 year olds.
Location: Denmark. Larger cities, e.g. Århus, Copenhagen, Odense, Aalborg, Esbjerg.
Income: Mid, 20.000 dkk/month +
Status: Single, in relationship and married.

PSYCHOGRAPHICS

Concerned with health and appearance.
Wants a healthy lifestyle, but doesn't have much time.
Enjoys going online in the evening, daily user of Facebook and Instagram.
Tends to favor quality over economy.
Values sustainability and ecology.
Wants an easy way to sustain healthy skin.

Furthermore the team has created the following persona reflecting the target group:

PERSONA

Christina

Runs her own Hair salon

Demographics:
Age: 36 years
Gender: Woman
Income: 21.000 dkk/month
Location: Inner city, Copenhagen
Education: Hairdresser
Family: Boyfriend and one child (girl, 9 years old)

Primary Goal: Wants to stay healthy and maintain her appearance in a busy family and work life.

Secondary goal: Wants to find fun and interesting ways to enjoy healthy drinks

Values: Authenticity, fun, sustainability and ecology.

Fears: Not appearing beautiful and looking older.

Sales pitch: Make Alda Lemonade a part of your everyday life to maintain your skins strength and durability for years. We'll even show you fun and delicious ways to enjoy Alda Lemonade.

IDEATION

MINDMAP

The whole process of a mind map is very framework based and helps list out every association you have surrounding your subject. By using mind map you will be able to see the trail from one idea to another as it is basically structured as a diagram that connects the associating ideas around a specific subject which then leads to other ideas.
(http://lifehacker.com/how-to-use-mind-maps-to-unleash-yourbrains-creativity-1348869811)

The five main characteristics of Mind Mapping:

- The main idea, topic or focus is specified in the central "box"

- The main associations branches out from the main idea

- The main associations contain a central image or keywords that are drawn or written on the connection line.

- Less important topics appear as "twigs" on the branch concerned.

- The branches form a structure with related points.
(http://www.mindmapping.com/da/teorien-bag-mind-maps.php)

1st MINDMAP

The first mind map includes the different marketing methods/parameters Alda could base their social media strategy on. By listing each method/parameter, the group is able to get a clear overview of the discussed categories Alda is able to use for their social media strategy.

The mind map contains different types of lines, shapes, and fonts, to create a better understanding of the content of the mind map. The main box with the bold capital font is the "main" subject where most of the other boxes have their roots. The striped lines is when two (or more) segments have any kind of connection between each other. The "cloud" box is where segments are combined, where as the regular squared boxes are individual ideas.
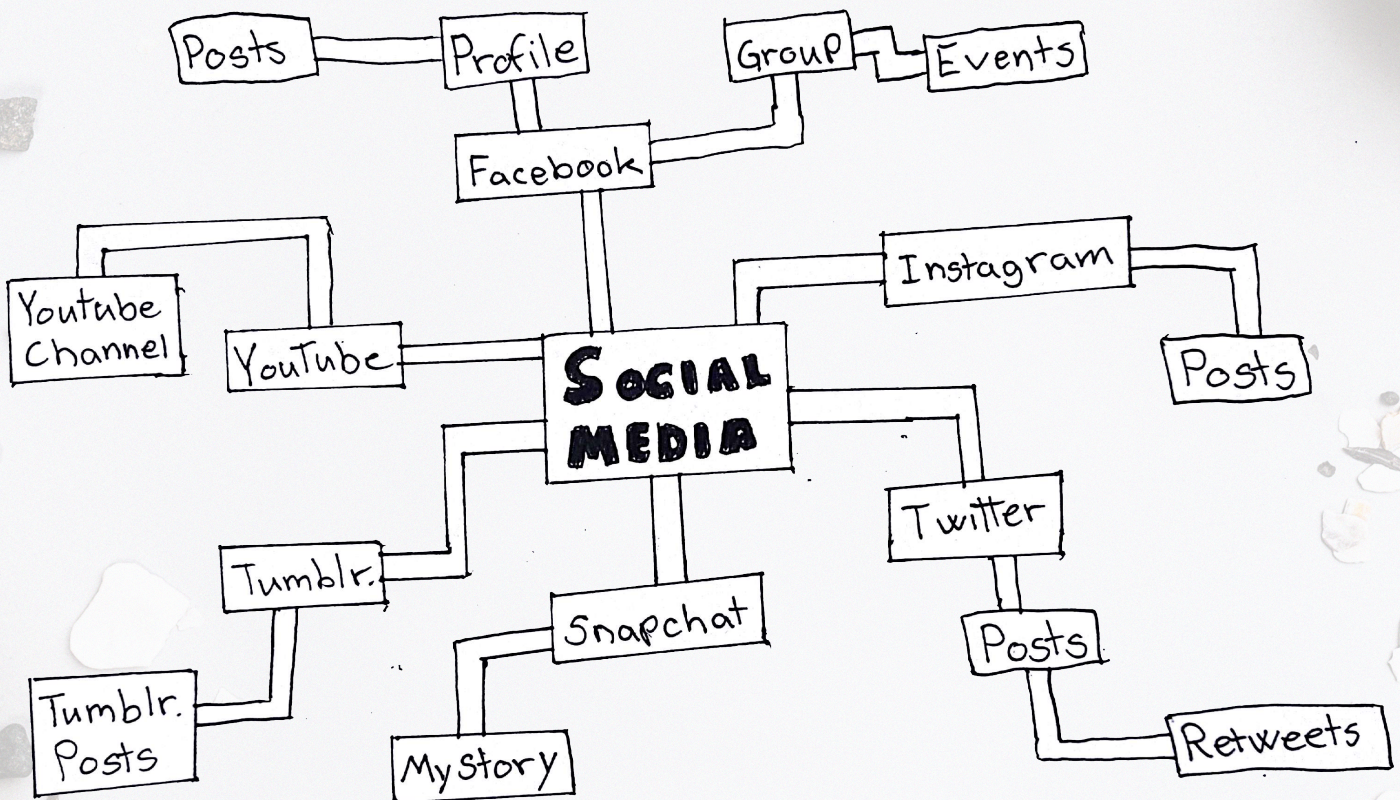
2nd MINDMAP

The second mind map contains the different social media platforms and methods Alda could promote their marketing through, and how they should be utilizing these social medias.
When combining these two mind maps, a concept idea can be created and further researched to fulfill the problem description. Some of the ideas from the mind maps are gonna be further researched upon to see if it is relevant for the project, and the idea can either be used to support the project or discarded if the idea ends up being irrelevant.
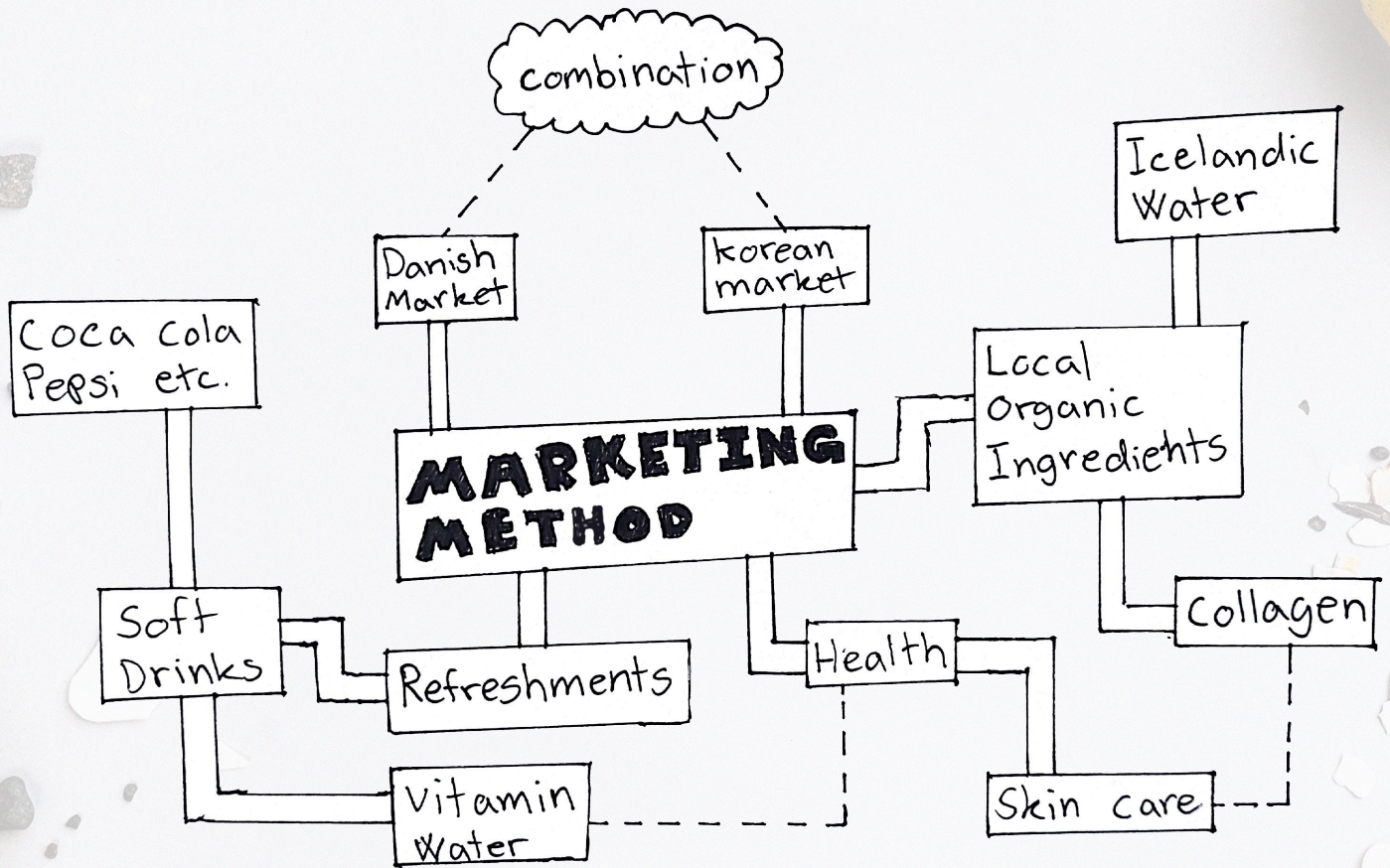
SOCIAL MEDIA STRATEGY

Following up on the findings during the research phase the team has created a social media strategy to promote Alda on the danish market.
To best reflect both Alda and their target group in the social media strategy, the team has used the persona created in the target section as the starting point. Facebook and Instagram has been chosen as the social media channels as they are the most popular networks at the time. Furthermore Alda is already somewhat established on these networks.

First the team has established a goal for the social media campaign to best determine the purpose of the campaign.

Primary Goal: Gain 2.500 followers on facebook in Denmark by June 2018.
Secondary Goal: Gain 1000 Followers on Instagram in Denmark by June 2018

To reach these goals the team has then set a series of key activities which will be performed to reach the set campaign goals. Furthermore the team has determined a series of key metrics on which the Facebook and Instagram pages and posts success and alignment with the campaign goal will be measured continuously.
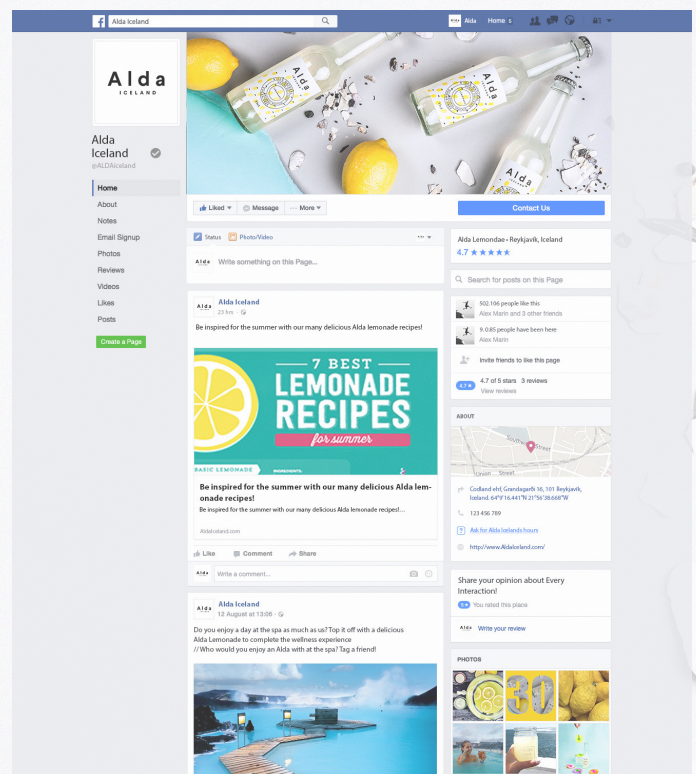
FACEBOOK PAGE

Key Activities:
- Share a mix of engaging content, relevant links and videos
- 5 posts per week on average
- Engage with followers
- Engage with influencers

Key Metrics:
- Follower count
- Engagement %
- Like to comment ratio

Full picture see Appendix #1

INSTAGRAM

Key Activities:
- Share a mix of engaging content and videos
- 5 posts per week on average
- Engage with followers
- Engage with influencers

Key Metrics:
- Follower count
- Engagement %
- Like to comment ratio

On Instagram it would be beneficial to use hashtag to generate interest and traffic to Aldas profile. After looking into hashtag popularity and evaluating the relevance of various hashtags, the team has decided on a few stable hashtags, which can be used in most of Aldas posts on Instagram:

Hashtags:
- #Alda
- #Fresh
- #Healthy (Rank 70 overall hashtag on Instagram)
- #Healthylife
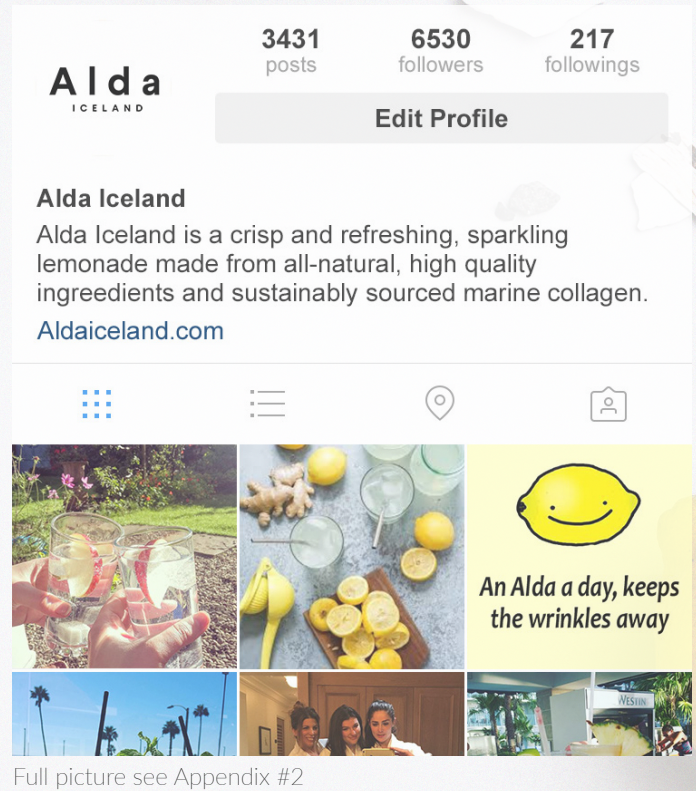- #Lemonade
- #Wellness
- #Aldamoment

With the inspiration from similar products on the market and the knowledge obtained about health and wellness trends in 2017 the team has then decided on a series of content topics for posts to promote Alda on social media:

Alda's heritage/values:
Small facts and stories about Alda's Icelandic heritage and company's values.

Tag-a-friend/Who would you share an Alda with?:
Tag a friend you would share an Alda with.

3431 posts **6530** followers **217** followings

Edit Profile

Alda Iceland
Alda Iceland is a crisp and refreshing, sparkling lemonade made from all-natural, high quality ingredients and sustainably sourced marine collagen.
Aldaiceland.com

Full picture see Appendix #2

Alda Iceland

♥ **394 likes**
Alda Iceland Show us your #AldaMoment #Collagen #Lemonade #Summer #Sun #SmoothSkin... more

Full picture see Appendix #3

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Drinks inspiration:
Inspiration to how you can combine Alda lemonade with other ingredients to make fun and delicious drinks.

Competitions:
Competitions of different sizes, e.g. "Tag a friend you would enjoy a day at the spa and an Alda with and win a day at Lubker Spa & Wellness".

Product info/Did-you-know?:
Interesting small facts and info about Alda. E.g. "Did you know the water used in Alda has been slowly filtered through layers of volcanic rock, creating some of the purest water in the world".

#Aldamoment:
Enjoying an Alda with friends at the spa, the beach or in the city? Share your #Aldamoment with the rest of the world.

Furthermore the team has decided to utilize influencer marketing. The team has evaluated that influencer marketing would help reach the target group by having a person whose opinion and choices the target group understands, supports and are inspired by, vouching for Alda.
(https://blog.kissmetrics.com/guide-to-influencer-targeting/)

After going over various relevant influencers suchs a celebrities, health and wellness experts and bloggers of various kinds, the team has decided that singer, actor and blogger Szhirley would be a good fit.

The team feels that Szhirley reflects the target group in many ways, both demographically and psychographically and that she would be a great advocate for Alda and it's identity.
Szhirley already writes about related health and beauty products and about womanhood in general on her blog, so posts about Alda would fit right in.
While we can't determine for sure how Szhirley's followers on her blog, facebook and instagram look demographically, the majority do seem to reflect the target group.

Szhirley would be sponsored to write/post about Alda and the benefits of drinking Alda on her blog or social media channels.

Through these activities the team believes that Alda will be able to reach and engage the target group, while reaching the set campaign goals and increase the awareness of Alda on the danish market. It is however important to note that both key activities or content topics may be subject to adjustment or be changed entirely throughout the campaign, if metrics show that some are not performing to an acceptable standard. As the campaign progresses the social media team will know the target group and the preferences in larger detail and will be able to adjust content to fit that.
(https://blog.kissmetrics.com/guide-to-influencer-targeting/)

(http://www.grouphigh.com/social-media-influencers/)

USER TEST

After completing the social media strategy and creating examples of content for the platforms, Facebook and Instagram, the team decided that user tests was the next step. The user tests was executed to obtain feedback to the current strategy. The tests was done by interviewing women in the age of 35 to 50, which was in the desired target group. It took place in the pedestrian street in the center of Odense. The type of interview was unstructured and was done by asking several questions surrounding their impressions on the Facebook and Instagram posts. The purpose with the feedback from the the given target group is to gain knowledge or insight on the impact and content of the social media strategy.

Questions asked:
- Do you have Facebook?
- Do you have Instagram?
- How often are you online on those platforms?
- Do you have any preference in your type of content? - Regular posts, video, pictures or articles.
- Do you ever participate in Facebook competitions?
- What are your initial impressions of this post?
- Do you understand what this product is?
- Would you be interested in learning more about it?
- Does this product appeal to you and would you purchase it?

After the interview, the team collected all the answers and reviewed them. The team went through 23 participants in the interview, where all were users of Facebook, but only 15 (63%) out of the 23 women had Instagram as well. This supports the idea of the team's hypothesis on that most of the target group are mainly users of Facebook, which is also consistent with the research. Most of the participants had a clear idea about the product being beneficial for your skin however they could not determine what exactly made it beneficial for the skin but most guessed it would be associated with vitamins. The overall impression of the lemonade seemed positive and the majority of the participants was very intrigued by the product. They also supported the idea of promoting it through the social medias, although they also expect some supporting traditional marketing as the target group is very familiar with traditional advertising.
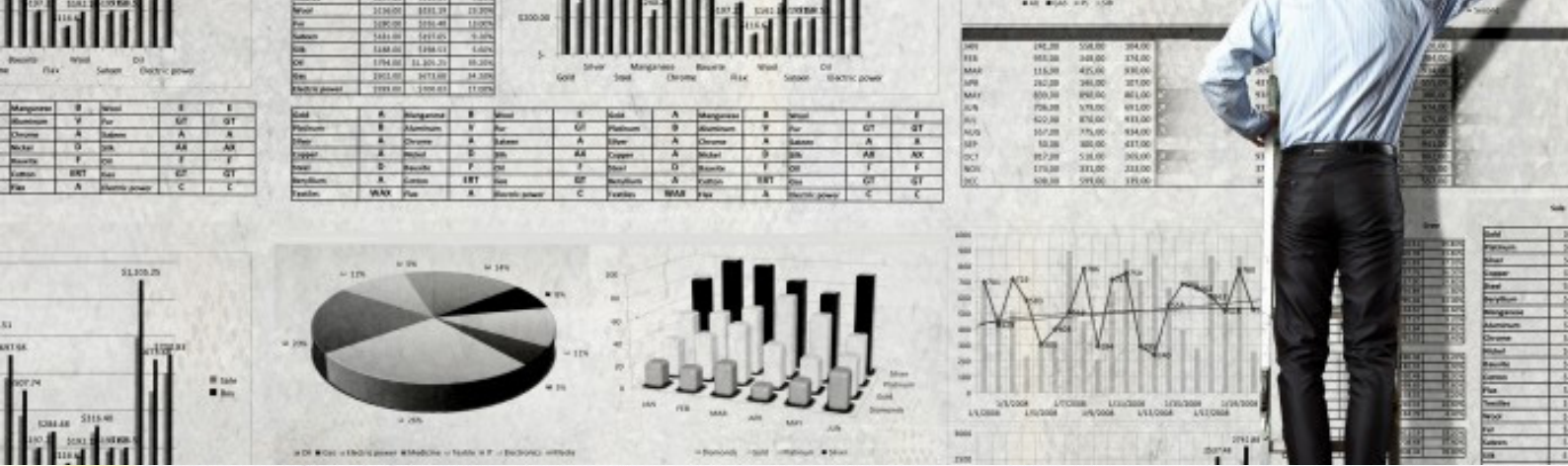
PROJECT MANAGEMENT

SCRUM AND THE TEAM

Alda is looking for marketing ways to best promote their product in the danish market and with a flexible project with, at times, iterative process, the best suited project management method would be Scrum compared to Prince2, where big changes during a project is nonexistent.

The Alda project contains a developing process where Scrum is effective as it is an agile project management method that is adaptable to changing requirements. The team has previous and successful experience with working with each other and therefor follows the same structure and previous distributed Scrum roles; the developer team consists of the whole team, Amy, Ermin, Morten, and Ruben. The continuing Scrum Master of the project is Amy and the Product Owner for this project has been the teachers.

WORK PROGRESS

The SCRUM masters job is to ensure that the team is following the process of SCRUM. For instance, by making sure that there is held a Daily Scrum meeting to create an overview of the process while figuring out the many and different challenges that the team may have encountered during work.

A great way of structuring the daily scrum meeting is to ask the 3 standard questions:

- What did you do yesterday?

- What will you do today?

- Are there any difficulties in your way?

Scrum is great for creating structure and overview when a project contains a lot of different aspects. One of the first things is to list up all the necessary tasks (Product Backlog) that needs to done to complete the project and its criteria. The list is logically categorized by priority to achieve the most efficient workflow.

The developer team works in sprints and a sprint is time based. When starting a sprint the Product Owner and the developer team decides on what tasks from the product backlog they will each complete during the many and different sprints. These tasks from the product backlog will then become a part of the so called sprint backlog. This way the team can easily complete all the important tasks in their sprints and advance the project.

During the daily scrum meetings, different completed tasks can be reviewed by the other team members however most of the completed tasks have been fulfilling the teams requirements and did often not require further reviewing besides proofreading. This is a result of the teams previous work experience as a team. Also the team was assembled based on the individual team members belbin results, and with the combination of known strengths and personality.

The teams workflow has been based mostly on the advantage of previous work and common communication skills. Scrum has become a common project management tool for the team and the structure and benefits of it have been greatly implemented in all of the teams work. Efficient teamwork can be achieved through great understanding and experience.

AMY

Primary:
Plant
Secondary:
Recource Investigator

MORTEN

Primary:
Shaper
Secondary:
Implementer
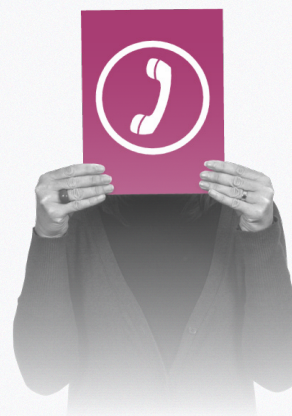
ERMIN

Primary:
Recource Investigator
Secondary:
Shaper

RUBEN

Primary:
Plant
Secondary:
Recource Investigator

BUDGET

Social media is an extremely affordable marketing tool, considering the level of returns you can potentially earn, and being aware of its estimated costs can help you budget your strategy efficiently. However it is often nowadays completely free to create an account on most social media platforms, so what you'll actually be paying for is the human effort it takes to manage a strategy. And depending on Aldas take on the social media strategy, the cost can vary depending on what approach they will take towards managing social media.

As a company you have four options or ways to manage a social media platform, no matter how big or small the budget is, but always keep in mind that the bigger the extent you want the strategy to reach, the more it is likely going to cost you. So for a company it is important to already set some specific goals, preferably measurable, before diving into the world of social media.

THE FOUR APPROACHES

1) Full-time workers:
Decide on hiring either a full-time worker or a team to manage the social media accounts and execute the given social media strategies.This budget consist of the worker(s) salary.

2) Consultants, freelancers, and contractors:
Find a freelancer, or find one through networking, to find candidates to handle your work on a per-project or per-hour basis.

3) Agencies and firms:
One of the popular options, is to work with a marketing agency on a monthly retainer to plan, execute, and manage your social strategies.

4) Hybridization:
There is no limitations, so you can mix and match the different approaches to suit your business best.

EMOTIONAL IMPACT AND ACTUAL VALUE

With no clear knowledge of the size of Aldas budget, it has been difficult for the team to create an actual budget for the social media strategy since a social media strategy is not a tangible product. Also an important pricing factor such as emotional impact and actual value, should be taken in consideration when elaborating on the extent of the budget. A social media strategy is and can be extremely influential tool when dealing with consumers, however that influence can sometimes be difficult or near impossible to measure, since digital marketing is not a tangible product.

An estimated budget can be made depending on what approach Alda decides upon, but for now the budget for the product will consist of the actual salary for the working hours.

How much does social media marketing cost? [Web page] audiencebloom.com 04-05-2017 [cited 04-05-2017] (http://www.audiencebloom.com/much-social-media-marketing-cost/)

REFLECTION

THE KOREAN MARKET

At the beginning of the team's research process, a different approach was brainstormed and researched upon surrounding the idea of marketing Alda to South Korea. The korean aging consumer demographic is set to be 40-60 year olds and is a key target group for the beauty industry which is consistent with Aldas brand. However the team decided eventually not to continue with the korean market, as there was a lack of available research on the korean market, which would have resulted in the report being based upon unreliable and superficial resources. Although through a dialogue with the client, Tómas was very intrigued by the korean approach as he told the team that he had already been getting inquiries from Korea concerning Alda. The korean market seems to have potential but substantial research was needed to validate the hypothesis.

Going from the idea of promoting Alda to South Korea, the team decided to try and implement some of the k-beauty mindset into the new concept, which is prevention instead of repairing. However the team encountered, throughout the research phase, difficulties with obtaining valid secondary data and the connection to the K-beauty mindset. A lot of the secondary data found through internet search showed to be often based on personal opinions from bloggers and not backed up by substantial research. This challenged the team to gather the needed information, and through research, the team managed to find several reports containing substantial and valid information that had been written by well acclaimed experts and researchers on the area of interest. The connection of Korea was however long gone, but the current health and wellness trends backs up the idea of prevention instead of repairing. And one of the improvements that could have been done for the user testing, was to let the target group sample the taste of the lemonade as this would have been interesting to witness whether they like the taste of the product or not. And would it have had any influence on their decision to purchase the product?
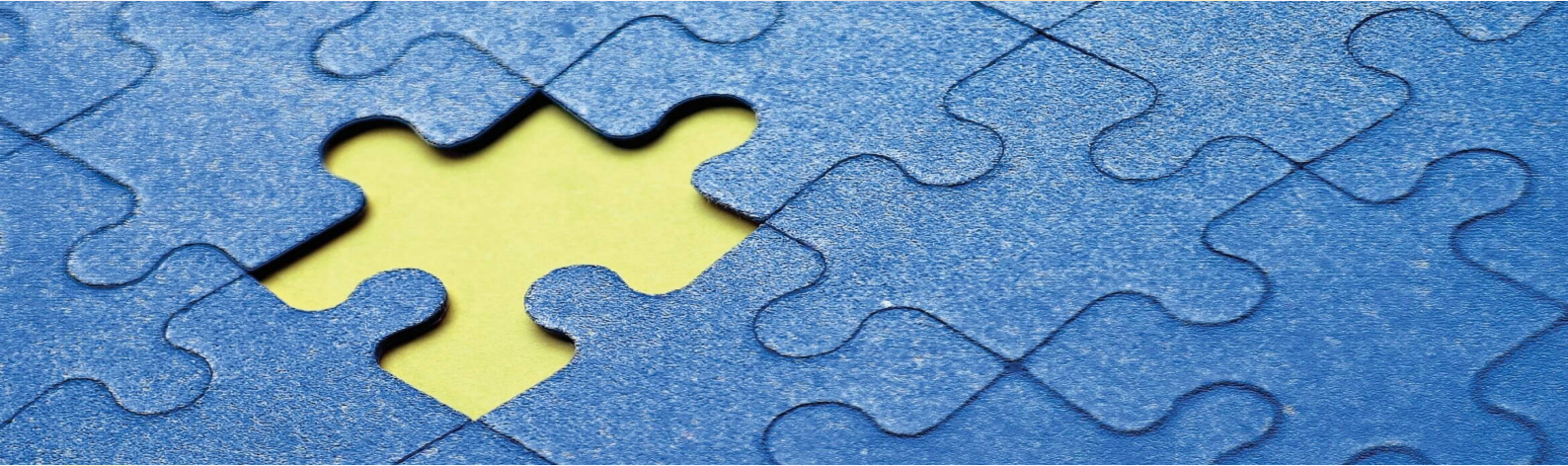
CONCLUSION

In consistent with the many current health and wellness trend, Alda fits well into the market of healthy drinks. Some of the existing competitors, promote themselves as either organic soda or soft drink, and looking at some of the bigger and more popular brands in Denmark such as Palæo, where the brand values consists of natural ingredients and healthy supplements.

Alda has the potential of being marketed as either a soft drink or a nutritional health product, and looking at the popularity of existing brands, Aldas lemonade content, the marine collagen, has a higher marketing and differentiating value to reach popularity along with the many current health and wellness trend of having authentic and clean ingredients, which is a highly valued proposition on the danish market. The trend of health and wellness have long been visible throughout the modern society and it seems like it is here to stay as people are always searching for new ways to boost vitality.

Through the teams structured content planning on how to apply the social media strategy, the team believes that it will prove successful as the initial promotion of Alda. The social media strategy is based on research of current health and wellness trends, research on existing competition and their approach to social media. However a social media strategy can at times be difficult to predict being successful or not, as there are many others important factors and aspects to take account for. A visible indicator to base its level of success, is to reach the established goals set in the social media strategy. The amount of followers, engagement, likes and comments are a great way to follow the progress of development on the given social media platform and at the same time, it creates a higher level of activity that can be accounted for as a key metric for success.
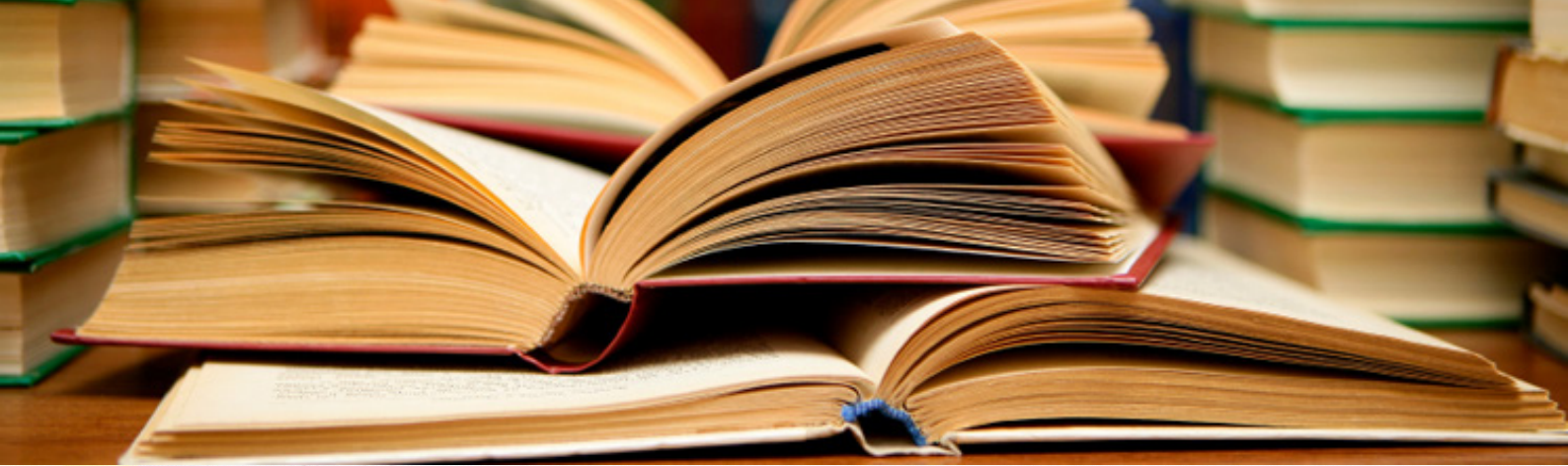
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APPENDIX #1

APPENDIX #2

APPENDIX #3