

ROMANIAN MEAT MARKET: SOCIAL MEDIA MARKETING EFFORTS AND RESULTS

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Abstract

As the Romanian meat market expands, producers need to find new promotional tools. In recent years, more and more companies have an increasingly significant presence on social media. The aim of this paper is to correlate the type of message conveyed by the brand on social media with audience interaction. Five companies operating in this field were included in the study, analyzing the messages they send via social networks. Thus, a set of variables was established in order to analyze the correlation between messages and impact. In this respect, we have identified keywords related to the taste and the naturalness of the products. The study revealed that posts that ask for public interaction have a high impact. The results of the study show a high correlation between posts highlighting taste and naturalness qualities and the feedback received.

Key words: social media, audience interaction, promotional tools, digital marketing