

# Social Media Marketing Impact on “Kosmonte Foods” Company

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## Abstract

*Marketing of social media is using platforms of social media and websites to advertise a product or a facility. SMM is a form of marketing on the internet which uses different social networks to create communication and marketing. It covers mainly activities which consist on social separation containing videos and images aiming marketing, also advertising in media. The purpose of this is to create advertising opportunities to Albanian businesses through social media also discussing advantages and disadvantages of SMM. This is the reason why surveys are used to collect primary data. For secondary data we used internet sources we have chosen the company “Kosmonte Foods” to see its effect on 100 people who use the company products. In conclusion we sum up that “Kosmonte Foods” not only is a company which covers a good part of the marketing, but also social media has had a great effect on sales and informing the public about the products. Also advertising and recommending Albanian businesses and their facilities online.*

**Keywords:** Online Marketing, Social Media Tools, Social Media Marketing.  
**JEL Nr.:** M310, O350

## 1. Introduction

Internet is a global network consisting of many networks connecting with each other where we can look up different information.<sup>1</sup> Marketing on the internet is a process of advertising products, facilities or online companies. According to statistics 2.5 billion people use internet world wide. Marketing through social media means to the attention through social media.<sup>2</sup> For example Twitter is a social website which allows its users to share messages and updates with others. Facebook is a social network which allows users to share updates, photos, events and many other activities. On this paper the discussed issues and objectives are:

- What is Social Media Marketing?
- Why do we need a website and being online?
- Analysis the Kosmonte Foods Company in the aspect of social media marketing.

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<sup>1</sup> [www.InternetWorldStats.com](http://www.InternetWorldStats.com)

<sup>2</sup> [www.LearnMarketing.net](http://www.LearnMarketing.net)

- Results based on surveys.
- Conclusions and Recommendations.

Most important Social Media tools used in Albania include:

- Facebook
- Instagram
- Twitter
- LinkedIn
- YouTube
- Google etc.<sup>3</sup>

## 2. What is Social Media Marketing?

Marketing is defined as everything we do to promote and grow your business involving valuing the marketing, advertising, publicity, selling and sharing. With traditional forms of marketing all these things include printing formats or handing personally. While online marketing uses the power of social media to reach targets without paper, phones or going personally. SMM is using platforms of social networks and websites to promote products. SMM is adopted mainly for businesses which want to build and expand relationship with the target group and to give their brand a human and reachable image. All companies which offer internet facility for their costumers starting from Facebook, Instagram, Twitter, LinkedIn, E-mail marketing etc.<sup>4</sup>

### 2.1 Facebook

Facebook main platform of global network, it is probably the most important resource of social marketing. Facebook has recently introduced a new way of advertising. Facebook has released a form of helping trader to show their products. The biggest release of Facebook was in 2016 with Canvas. Similar to canvas a collection create especially for mobile phones and planed to go win more users with Facebook before sending them to the advertised website. Maz Sharafi head of Facebook said that the aim of this format is to help companies increasing their sales through mobile phones.

The collection is planed that the Facebook itself chooses and advertises products that consumers want from the catalogue. So the product is shown in the News Feeds of the users in a form of a video or image. If someone clicks the video it shows a catalogue of 50 different products. If they click a product it shows the website they can buy it.

### 2.2 Twitter

Twitter is an online news and social networking service that users share and interact with limited 140 characters tweets. Registered users can post tweets, but those who are unlisted can read them.

*How do make Twitter profitable?*

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<sup>3</sup> [www.socialBankers.com](http://www.socialBankers.com)

<sup>4</sup> [www.google.al](http://www.google.al)

Every day twitter contributes on politic debates, sharing ideas through news articles. Every day this activity on twitter contributes continually in all societies and political spectrum. Surely Twitter is also filled with conversation which connect with our daily life. Sometimes they important some not. For some people twitter has the key role to create relations with friends and family.

### 2.3 *E- mail Marketing*

E-mail marketing is a commercial message to a define target through which a company or a product is advertised. This form of marketing creates trust and loyalty to words the company. It's the key for marketing strategies in the most of websites and most companies measure their success in this way. Every email to send to a potential client or actual one is considered email marketing. Usually includes using email to send adverts, to seek business or to ask sales or donation to create trust in it's brand.

### 2.4 *LinkedIn*

LinkedIn is a social network which tend business and employment and acts through websites and applications. Founded on 28 December 2002 and started on 5<sup>th</sup> May 2003 is mainly used for professional websites involving employers posting vacancies and employers CV. Linked In allows members to create profiles and connections with each other in a social network which can represent professional relation in real world.<sup>5</sup>

## 3. **Why do companies need a website?**

Many users, consumers, costumers, prospective clients, partners and other businesses get different information through web. Technology today is everywhere and this is mainly done by business, being present in the market. Introducing your business on the internet is a good opportunity create bridges though a great numbers of users and potential clients. That's why it is important to be online, but most of all to have what to introduce.<sup>6</sup>

### 3.1 *To analyze an Albanian business in the social media marketing, we have chosen 'Kosmonte Foods'.*

Kosmonte Foods is established in 2000 and it located in Field Kosovo. It is a leader in selling and distributing of food item in the region with over 402 products. As of the biggest distributors of food items in Kosovo, Kosmonte foods is engaged to have diversity having a wide range of products like, milk, meat, frozen vegetables, tea, coffee, beverage and other exclusive products. In 2006 it started operated in Albania and from 2007 in Dubai as well. In August 2012 it opened a branch in Dusseldorf, Germany. The aim of the company is to get to a certain age group and to have diversity in the market. It's approaches to internet are lots to name just some:

- Facebook with 14000 follower and posts new products sale.

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<sup>5</sup> <https://www.socialbakers.com/suite/social-media-analytics-and-reporting>

<sup>6</sup> [http://www.internetsociety.org/globalinternetreport/2016/?gclid=Cj0KEQjw0IvIBRDF0Yzq4qGE4IwBEiQATMQIMUm05\\_aAzLubzFUmARNZTJrc1oh-SqCyn28jcpjQehYaAhQD8P8HAQ](http://www.internetsociety.org/globalinternetreport/2016/?gclid=Cj0KEQjw0IvIBRDF0Yzq4qGE4IwBEiQATMQIMUm05_aAzLubzFUmARNZTJrc1oh-SqCyn28jcpjQehYaAhQD8P8HAQ)

- Instagram plays an important role, mainly to past products for children like “Monte” or yogurt Yogobella.
- Linked In this point this program is totally formal and professional, where job adverts are mostly posted.
- Google where we can find their homepage and a fully detailed description as the company.

To find out more about this company we have prepared a survey for consumers. During this survey we got positive reaction mostly. Most of the consumers were informed about this company. Consumers had different thoughts influenced by TV commercial and social media. Our scope is to show in how much in percentage (%) consumers are informed through social media and how much do they value this company through these networks.<sup>7</sup>

### 3.2 Questionnaire about the “Kosmonte Foods” Company.

The following question are demographic question about you	
01	Where do you live: Tirana Durres Other city Village
02	Gender: Masculine Feminine
03	Age: 18-25 26-35 36-45 46-55
04	Education: Secondary High education University Master Degree
05	Employment status: Employed in public sector Employed in private sector Self employed Unemployed A Bachelor student

Give your evaluation (1-10)

\*Minimum number 1, Maximum number 10\*

1-How much are you informed about Kosmonte foods products?

1 2 3 4 5 6 7 8 9 10 Overage evaluation: 8

2-How much are Kosmonte group products in Albanian market?

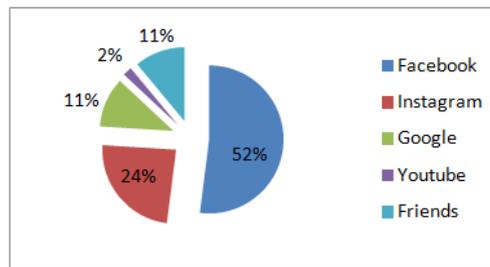
1 2 3 4 5 6 7 8 9 10 Overage evaluation: 8

3-Do social medias influence you to buy these products? If yes, how much? Which social media informed you about this company:

1 2 3 4 5 6 7 8 9 10 Facebook Instagram Google Youtube Friends

<sup>7</sup> <https://www.google.al/#q=kosmonte+foods>  
<https://duapune.com/employers/61425>  
<http://www.njoftime.com/member.php?33539-Kosmonte-Foods-sh-p-k>

**Graph 1**



4-How much do you value them in terms of quality based on taste, package and expiry date?

1 2 3 4 5 6 7 8 9 10      Overage evaluation: 9

5-Are you will to pay for certified products like these ones?

10% 30% 50% 70% 100%      Overage evaluation:80%

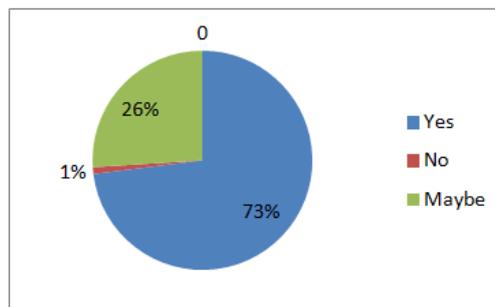
6-How much warranty do the products have which you buy in shops?

1 2 3 4 5 6 7 8 9 10      Overage evaluation: 8

7-Do these food items fulfill the necessary things to satisfy consumers?

Yes No Maybe

**Graph 2**



8-How credible are commercial which are organized between product consumer?

1 2 3 4 5 6 7 8 9 10      Overage evaluation: 8

9-How much do commercial according to your view point on consumers about these products?

1 2 3 4 5 6 7 8 9 10      Overage evaluation: 8

**Graph 3**



*This graph shows the increasing in sales through social networks (2012-2016).*

## Conclusion and Recommendations

Based on surveys we concluded that Kosmonte Food company is a company which owns a good deal of the market. It has a variety of products, which offers many choices to consumers. According to people surveyed they know the company for the products such as kinder, jogobella, pana cotta, monte and we as a group suggest to get information for other products of Kosmonte company . Social media is a strong point of the company because consumers are informed through social media as shown on the graph. Social media has had a great effect on sales and informing the consumers. As for the prices, consumers were satisfied; they were even willing to pay 80% because they were satisfied. Below there are some recommendation why you should advertise products or facilities that your company offers online, if you hadn't done this yet.

Other company for sure are online.

- Your advert costs less.
- Internet is popular.
- Information is available everywhere.
- Information can be changed as easily.

You should be careful on target audience in order to get high results. It has also important to know the number of viewers. For this you need a system available from the website which you are advertising, telling you how many times your advert was viewed. Often the members of viewers is decisive for your final price on the advert. Studying this details is as important as being online.

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