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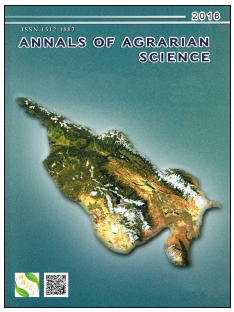

Social media marketing strategy of Yerevan brandy company

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Abstract

This is quantitative and qualitative study based on secondary data. The secondary data includes daily, monthly, quarterly data of Yerevan Brandy company's social media websites and annual data of Facebook, LinkedIn, Instagram, Twitter, YouTube companies. The data was obtained from Alexa, Wolframalpha, Similarweb, Socialbakers, Quintly, Fanpage Karma, Facebook, LinkedIn, Instagram, Twitter, YouTube. The research paper consists of six parts: Introduction, Objectives and Methods, Experimental Section, Results and Analysis, Conclusion, References. The first part of the research paper presents the top social media sites in Armenia. The second part describes the type of data and analysis methods, objectives of the research paper. The third part presents the variables and software used in this study. The fourth part introduces the top keywords from search engines sending traffic to Ararat Brandy website, top 5 linking sites to Ararat Brandy website, total visits of website from October, 2015 to March, 2016, website traffic by countries (Q1, 2016), traffic sources (Q1, 2016), the analysis of Ararat Museum Facebook page performance, the analysis of Facebook posts by page metrics, Ararat Armenian Brandy's total Facebook fans, % change, change per weekday, Facebook fans by country, Facebook fans relative change in 2016, simple ordinary least squares (OLS) linear regression analysis. Finally, the paper proposes recommendations for improving the Ararat Brandy's website, Facebook, Instagram, LinkedIn, Twitter, YouTube pages' performance.

Keywords: Brandy company, Daily data, Monthly data, Quarterly data, Ararat Brandy website

Introduction

The most visited social media platforms in Armenia are Facebook, followed by YouTube, Odnoklassniki, VKontakte, Twitter, LinkedIn, Instagram according to a monthly Alexa traffic rank, which is calculated using a combination of average daily visitors and page views over the past

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