CHAPTER III

POTENTIAL SOLUTIONS

After discussing the causes and effects on the previous chapter, now I would like to present the potential solutions to the problem. I propose three potential solutions, along with the analysis of the positive and negative effects of each solution.

The first potential solution is Vista should define their brand goals. Vista could define the brand goals by defining what they expect from the promotion. When they have defined the brand goals Vista would know which celebgrams are suitable for achieving the goals. Barker (2017) mentioned that in order to find instagram influencers that suit the company's purposes it has to start by defining the brand goals, meaning the company should answer the following questions:

What do you expect to gain out of the campaign? Do you wish to get more followers, drive more website traffic or increase your conversion rate? Whatever the end goal may be, you need to make sure the influencers you choose will be able to help you achieve it (p. 4).

By applying this potential solution, the potential positive effect is Vista will be able to choose the suitable celebgrams. Couchman (2017) on his article "What's the purpose of brand purpose? Eveything you need to know", mentioned

that brand goals state why the brand exist and what to become to the customers (para. 9). When Vista know their brand goals, they would have specific criteria to select celebgrams. Thus, applying the first potential solution can make sure the promotion has a clear track and Vista can select celebgrams who suit the brand goals.

Meanwhile, the potential negative effect of this potential solution is Vista can be drained in logistics when trying to define their brand goals. Haynie (n.d.) noted that "When it comes to defining an overall marketing plan, it can be easy to get caught up in the logistics of execution" (para. 1). Vista have to prepare the logistics such as time, money and energy to define the brand goals as it is not easy to define specific goals. Vista might have to spare time for doing meetings to define the brand goals.

The second potential solution is Vista should choose the right influencers, especially in terms of budget & followers. As Cole (2017) says that "the company should not be swayed by high followers count and celebrity status when choosing a celebgrams" (para. 10). He further explained "... If you have a $ 25,000 budget for your influencer marketing, 25 less-popular micro-influencers at $ 1,000 each who are closely aligned with your brand may be more beneficial to you than one high-priced celebrity" (Cole, 2017, p.11). In terms of followers, Vista should ask for some information from the celebgrams such as insight pages screengrabs to

make sure that they have an organic reach (followers that increased naturally not instantly) of followers, to prevent from hiring celebgrams with fake followers. Crowl (2018) suggested that

Marketers should also request screengrabs of social media insights pages from Facebook, Twitter, Instagram, and anywhere else you're looking to leverage their presence. Not only is this a good practice for determining how much to pay for influencer campaigns, but it will also tell you whether, for example, the influencer is sponsoring their Facebook posts to inflate the appearance of organic reach. This isn't a banned activity on the platform, but when you're paying for their organic reach, it could indicate that they don't have much of a built-in organic following- and that they're spending on ad space, and potentially fake engagement, to cover the gap (para. 9).

Screengrabs of social media insights (example on appendix D) could help Vista to choose the suitable celebgrams because Vista would know whether if the celebgrams are using fake followers or not and determine how much to pay the celebgrams.

The potential positive effect of this solution is Vista can avoid using celebgrams who are indicated of using fake followers. Crowl (2018) stated that "None of these indicators offer bulletproof evidence of fraudulent followers or engagement. But if an influencer's background turns up multiple red flag, or the influencer refuses to offer information such as insights pages screengrabs, then it's best to avoid doing business with them" (para. 11). Multiple red flag means the social media insight screengrabs shows something suspicious such as instant

grows of the followers in a short period of time or low engagement level. By having this filter, Vista can narrow down the choices of celebgrams so that they can omit those who might have fake followers.

On the other hand, the potential negative effect of this solution is views and engagement are not accountable enough because it is easy to increase the number through manipulation. As Crowl (2018) said that "Views and engagement are hard to rely on because it's so easy to artificially boost their numbers" (para. 13). The celebgrams insight data on the screengrabs would not be 100% accurate, it could be easily manipulated to make their's prospective client interested with them but still Vista should ask for it.

The last potential solution is Vista should choose influencers that are aligned with their brand. Cole (2017) said that "More than popularity, ensure your social influencer is closely aligned with your brand messaging and purposes" (para. 5). Vista should choose influencers who suits Vista's field of service, that is education, in order that they could deliver the promotion to the right audience.

The potential positive effect of the third potential solution is Vista will reach the relevant followers/audiences. Barker (2018) in his article "How to Identify the Best Social Media Influencer for Your Brand" mentioned that collaborating with influencers whose expertise aligns with the company brand will ensure the campaign to reach the relevant audience (para. 26). Vista should make sure that they work with celebgrams (maximum 22 years old male or female and well known by teeanagers or youth) that can speak out of Vista's brand (as an education consultant) so that the right target market can be reached and influenced

The potential negative effect of the third potential solution is finding influencers who are perfectly aligned with the brand will be time consuming. Alcántara (2018) in her article "This Company Came Up With a Score to Measure an Influencer's Reach", mentioned that finding influencers that are a good fit for a brand is incredibly time consuming (para. 2). Vista have to prepare the logistics and time, because when they want to have celebgrams who fit the brand, it will need quite some time to find the celebgrams.