

## CHAPTER IV

### CONCLUSION

In the previous chapters, I have already analyzed the problem of finding suitable celebgrams to promote Vista event. Based on the analysis, I find three causes of the problem. They are the budget for hiring celebgrams was limited, some of the celebgrams I found were indicated of having fake followers, and the last cause is the celebgram's action was not in accordance with Vista's brand image. I also find two effects of the problem, those are Vista marketing team and I spent a lot of time to find celebgrams, and the promotion was posted on other Instagram accounts such as the local information or culinary info which actually was not related to the purpose of WVEF 2018.

Based on some references, I propose three potential solutions. The first one is Vista should define their brand goals, the second one is Vista should choose the right influencers, and the third is Vista should choose influencers that are aligned with their brand. In my opinion, the three potential solutions should be combined to be the best solution to the problem. By combining the three potential solutions, all of the potential solutions would support one another .

By defining the brand goals, Vista would have a guidance on how the marketing campaign should be made and which celebgrams are suitable to promote the event. Then, Vista should select celebgrams based on their followers, brand alignments and fee to ensure that the celebgrams would deliver the promotion to the right audience. By applying the three potential solutions, hopefully Vista would have the fast and accurate ways to find celebgrams with incredible result and achieve the target of the promotion.

In conclusion, using celebgrams as marketing agents is effective in this era of social media. However, companies must be careful when hiring celebgrams so as to make sure that they do not waste the budget only to make promotion that does not work. I hope the potential solutions proposed in this term paper can help companies when they want to do Instagram promotion.