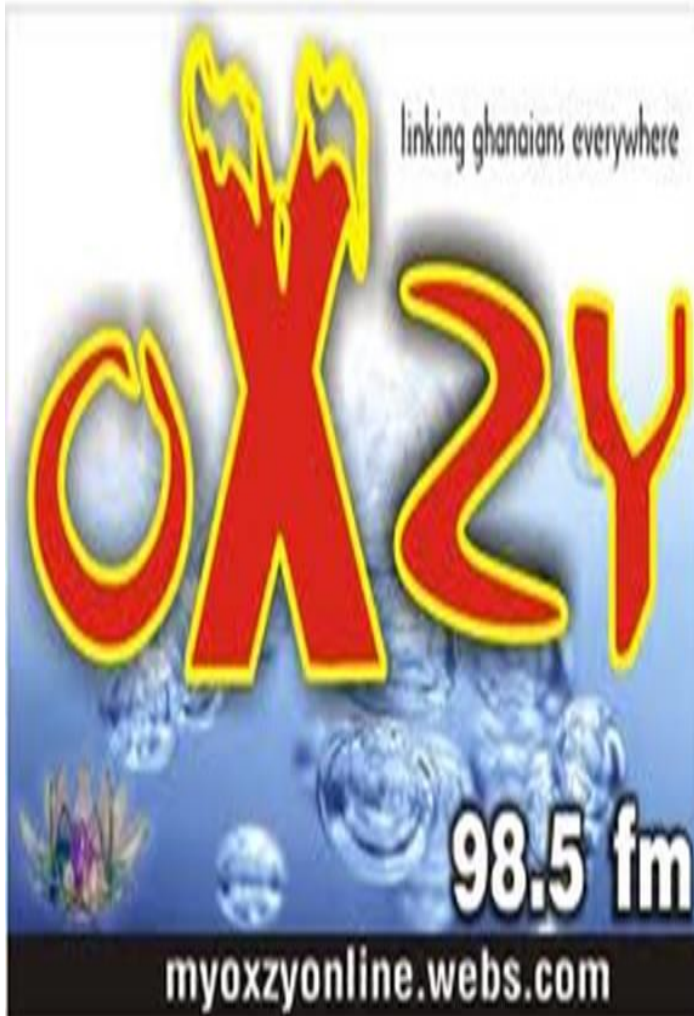


2013



DESIGNING AN ONLINE MARKETING PLAN FOR OXZY F.M

Benjamin Senam Dotse

OXZY F.M

12/18/2013



ASHESI UNIVERSITY COLLEGE

DESIGNING AN ONLINE MARKETING PLAN FOR OXZY F.M.

By

BENJAMIN SENAM DOTSE

Applied Project Report submitted to the Department of Business
Administration, Ashesi University College in partial fulfilment of the
requirements for the award of Bachelor of Science degree in Business
Administration

DECEMBER 2013

DECLARATION

I hereby declare that this Applied Project Report is the result of my own original work and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature:.....

Candidate's Name:.....

Date:.....

I hereby declare that the preparation and presentation of the Applied Project Report were supervised in accordance with the guidelines on supervision of applied projects laid down by Ashesi University College.

Supervisor's Signature:.....

Supervisor's Name:.....

Date:.....

EXECUTIVE SUMMARY

The project was conducted to design an online marketing plan for Oxzy F.M. It was designed in various phases in-that the first phase had to do with conducting research on how to come design an online marketing plan for an organization. The second phase had to do with researching on the Ghanaian radio industry, focusing on the direct competitors of Oxzy fm. This is to know how they are using the internet to gain a larger customer base. Further investigations reveal that internet marketing generally affects a company positively through cost reduction, faster way of spreading messages, etc. Based on the research and findings, certain deliverables such as social media platforms, online streaming, etc. were created to allow the case company to operate online. Some recommendations such as frequent updates, dedication of qualified personnel to handle the various platform were proposed in order to effectively market the various activities of the company online.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	vi
CHAPTER ONE: INTRODUCTION.....	2
1.1 Introduction:.....	2
1.2 Background to the project:	2
1.3 Company Profile	3
Vision	4
Mission	4
1.4 Statement of Research Problem/Issue:.....	4
1.5 Terms of Reference/Deliverables:	5
1.6 Objectives of the Research Project.....	6
1.7 Outline of Report	7
CHAPTER TWO: LITERATURE REVIEW	8
Summary of Literature Review.....	11
Chapter 3: Methodology	12
3.1 Research Design:	12
3.2 Target Population of the Study:	13
3.3 Sample and Sampling Approach:	13
SAMPLING.....	13
ADVANTAGES OF RESEARCH AND SAMPLING METHODS USED	13
Interviews:.....	13
Questionnaire:	14
Convenience sampling:	14
Judgmental sampling:.....	14
DISADVANTAGES OF RESEARCH AND DAMPLINGMETHODS USED	14

Interviews:.....	14
Questionnaire:	14
Convenience sampling:	14
Judgmental sampling:.....	15
3.4 Methods/Instruments used for Data Collection:	15
3.5 Types of Data Collected and Data Collection Procedure:	16
3.6 Data Analysis:	16
CHAPTER FOUR: PRESENTATION AND DISCUSSION OF FINDINGS	19
COMPETITIVE ANALYSIS	19
Competition from rivals:	19
Threats from new entrants:	20
Supplier bargaining power:	20
Customer Bargaining Power:	20
Threat from substitutes:	21
SWOT ANALYSIS.....	21
STRENGTHS	22
WEAKNESSES.....	22
OPPORTUNITIES	22
THREATS	23
OTHER FINDINGS.....	23
CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS	25
Summary	25
Conclusions	25
Recommendations.....	26
CHALLENGES/LIMITATIONS:	27
References:.....	28

Appendix I: Screenshots	29
METHODS TO ADOPT IN CREATION OF ONLINE PLATFORMS	32
Appendix III: Questions for Interviews	34

CHAPTER ONE: INTRODUCTION

1.1 Introduction:

This is an applied project report on the various online marketing strategies that could be adopted by Oxzy F.M to attract target audiences to its online services. It explores the existing best practices and literature, and investigates practical examples and online marketing strategies of real companies of its kind. The resulting online marketing plan intends to suit the online marketing needs of the case company which is Oxzy F.M

1.2 Background to the project:

Over the past years, Radio stations in Ghana have seen a rise of about 316 authorized FM stations in the first quarter of 2013. These include 36 Public radio stations, 51 community radio stations, 12 campus radio station and 217 commercial radio stations. These are widely spread across the various regions with some stations located at Tema, Accra, Yendi, Anloga, etc.(National Communications Authority, 2012; National Communications Authority, 2012) In order to survive within the industry, many radio stations are utilizing internet services in order to allow their customers to access them through many platforms. The various internet platforms used by these stations include websites, online streaming, social networks such as face book, twitter, linked-in, etc. However, most of these social media platforms

are absent in most of the newly established fm stations. This is where Oxzy Fm comes into the scene.

Oxzy Fm is one of the registered radio stations in Ghana which does not have any online presence such as a website, social media platforms, online streaming, etc. The company therefore, wants to establish a platforms where its customers can contact, enquire, share ideas, get updated on their programs, post comments, as well as listening to their programs online. The company will also use this platform to promote its image both locally and internationally, to gain more customers globally.

Oxzy Fm is currently seeking information in the form of online marketing plan it should adopt in order to achieve its aim of going global.

1.3 Company Profile

Oxzy Fm is a commercial radio station which was established by Mr. Alfred Ghabi on 13th February 2008. The radio station was officially launched in the United Kingdom on 21st February 2008 and was officially opened on 27th February 2008.(Ghabbi, 2013) The station currently has two offices at Nsawam in the Eastern region and Kwabenya in the Greater Accra region. Oxzy Fm is an official Radio station for people who are 18years and above. It broadcasts news across various themes and music to suit its target market. These include our local music such as Hip- life, Hi- Life, Afro-pop, local and foreign news. The radio station currently plays about 75% music and 25% talk. (Ghabbi, 2013)

Vision

The vision of the station is to entertain and be an excellent mouthpiece of the citizens for expression of their views and protection of their values through music, talk shows and interviews. (Ghabbi, 2013)

Mission

To achieve excellence by giving voice to the voiceless through educative and entertainment programs in an objective manner in our areas of coverage. (Ghabbi, 2013)

1.4 Statement of Research Problem/Issue:

As already mentioned above, Oxzy Fm is one of the registered radio stations in Ghana which does not have any online presence such as a website, social media platforms, online streaming, etc. Yet many of its competitors are utilizing internet platforms to provide their customers or audiences access to them through many online channels such as websites, social media, etc. The company therefore, wants to establish a platforms where its customers can contact, enquire, share ideas, get updated on their programs, post comments, as well as listening to their programs online. The company will also use this platform to promote its image both locally and internationally, to gain more customers globally. This created the need for the company to commission this research project to generate relevant information to help in decision-making in terms of how best to achieve its aim of establishing online presence on the various internet platforms.

1.5 Terms of Reference/Deliverables:

The terms of reference and deliverables for the research project include:

1.5.1 Undertake Marketing Research to generate relevant information about OXZY FM's target audiences and competitors in order to the radio station achieve the following deliverables:

- i.** Social Media Accounts: This refers to a term used to describe a variety of Web-based platforms, applications and technologies that enable people to socially interact with one another online. The platforms I would focus on are the widely used ones such as Facebook, Twitter and Google+. These would update listeners of Oxzy Fm within a selected duration decided by the company, preferably within minutes or an hour.
- ii.** Website - This platform will serve as a means through which Oxzy Fm's customers will listen to its programs on the internet. This will also be used to post other information about the company and news updates each time. This will give people both within and outside Ghana to have access to the stations' programmes.
- iii.** Email - This refers to the Short for *electronic* mail. It involves the transmission of messages over communications networks. This would be the first thing I will create because it will help in creating the social media accounts. The main

use of this is to give Oxzy F.M the chance to send messages to business partners.

iv. Online Streaming - Streaming or media streaming is a technique for transferring data so that it can be processed as a steady and continuous stream. I will also create a platform for audience to listen to programs via internet. (Rayburn, 2012)

v. SEM: This is the Short for search engine marketing. It is often used to describe acts associated with researching, submitting and positioning a Web site within search engines to achieve maximum exposure of your Web site. SEM includes things such as search engine optimization, paid listings and other search-engine related services and functions that will increase exposure and traffic to your Web site. (Austin, 2012)

1.5.2 Design a Marketing Strategy/Plan for effective promotion and implementation OXZY FM's online presence/services.

1.6 Objectives of the Research Project

Examples:

- i. To ascertain audience awareness and perception of OXZY FM.
- ii. To find out from audience who they perceive as the direct competitors of OXZY FM and compare and contrast that with

who the management of OXZY FM perceive as their direct competitors.Etc.

- iii. To find out audiences' attitude towards and expectations of online platforms of radio stations.
- iv. To identify the strategies of existing FM station's with online presence.
- v. To find out what will attract audience to OXZY FM's online platforms.
- vi. To design suitable online applications or services for OXZY FM to use.

1.7 Outline of Report

Apart from this introductory Chapter one, the outline of the rest of the report is as follows: Chapter two covers the literature Analysis. Chapter three discusses the research project methodology used. Chapter four contains the presentation and interpretation/discussion of the research findings.

Finally, Chapter five contains conclusions and recommendations; recommendations will be in the form of suggestions to Oxzy Fm on how to manage and utilize the various platforms.

CHAPTER TWO: LITERATURE REVIEW

This section contains a theoretical overview of online marketing plan. It contains an overview of how active Ghanaians are, on the internet. It also discusses the total number of radio stations in Ghana, and how online presence has affected most of these stations.

2.1 Over the years, internet usage has become a necessity especially for businesses and individuals to stay connected and share information, update customers, on change in products or services, and so much more. As a matter of fact, many businesses use the internet as a platform to gain competitive advantage over their competitors. Everyday users of the internet also use it as chance to stay connected with their loved ones, share information, upload and download files, listen music/ radio, watch videos, etc. (Internet World Statistics, 2012)

According to Internet World Statistics (2012), the world's total population as at 2011 was 6,930,055,154 and out of that number, 2,267,233,742, a penetration percentage of 32.7% made use of the internet. Of the entire world population, 1,037,524,058 represented the continent of Africa with 139,875,242, a penetration percentage of 13.5% of that number representing the number of people who made use of the internet. (Internet World Statistics, 2012)

In 1999, Ghana had a total number of 18,599,549 of which 20,000 were internet users. According to the Internet World Statistics, the number continued to rise from 2,085,501 internet users out of a population of

24,791,073 in 2011 to 3,568,757 internet users out of a population of 25,292,392 as at June 30 2012. (asule, 2013)

It is of no doubt that internet has completely redefined the meaning of entertainment and means of communication. The rate at which radio stations are being established in Ghana is not so different from the story of internet. As of February 2012, the National Communications Authority (NCA) had registered 29 radio stations in Accra alone, with a total of 247 radio stations countrywide. (NCA, 2012)

Online/ internet marketing refers to a set of powerful tools and methodologies used for promoting products and services through the internet. It includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the internet. (Sherkler, 2010)

According to Robert Phillips (2012), the high internet presence and usage in Ghana, has caused many radio stations to devise several internet marketing plan for various reasons and benefits. Some of these reasons include:

- **To broaden audience:** Many radio stations use internet opportunities to gain a larger audience/ listeners. For instance, Citi Fm which currently has social network accounts such as facebook, twitter, as well as online streaming, is able to reach anyone from any part of the world. (Phillips, 2012)
- **Increase listening time:** The average radio listener is estimated to spend about 30 minutes or more listening to a car radio while

commuting to and from. Internet radio however is available 24hours daily hence listeners can have access while they are at work, shop, chatting via internet, or surfing online. (Phillips, 2012)

- **Increase advertising revenues:** Since advertising is aimed at reaching broad target customers, using online platforms such as online streaming can make would convince people who want to advertise on radio to consider user your station. Therefore, being on the internet is a guarantee that many firms would consider advertising on your radio station. (Phillips, 2012)
- **Targeting audience:** Web casting allows radio stations to sell advertising to a local market and to a global market individually, giving the station multiple sales opportunities. (Phillips, 2012)
- **Creation of loyal listeners:** Listeners from around the world can find the type of programming that they prefer, instead of settling for what's available locally. For instance, Ghanaians outside may prefer listening to radio stations in Ghana on the internet than to limit themselves to what they have outside.(Phillips, 2012)
- **To gain additional e-commerce opportunities:** Players can be customized with "buy now" buttons so that consumers can purchase albums, books, or products online. Research shows that online listeners are more receptive to advertising, have more disposable income and are more likely to buy online, according to a recent Arbitron study. "Online listeners are worth their weight in gold to Webcasters and advertisers targeting the Internet audience," said Bill

Rose, vice president/general manager, Arbitron Internet Information Services. (Phillips, 2013)

Social media marketing (SMM) is a form of Internet marketing that utilizes networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach. (Austin, 2012)

According to the findings of research conducted by Marcus Austin, Facebook and twitter are the most popular channels for businesses with facebook forming 65% whiles twitter has 60%. Companies are currently managing more than one account on both facebook and twitter. The role of a community or social media manager is something companies are starting to consider but, similar to last year, they have largely failed to appoint dedicated managers. Only 22% have a social media or community manager in place. (Austin, 2012)

Summary of Literature Review

In summary, literature discusses Online marketing as an improved form of marketing with respect to traditional marketing. It is a form of marketing that uses technology advancement to reach the hearts and minds of people by building and maintaining business and customer relationship. Also, a company's strength and innovativeness are directly linked to the effectiveness of its relationship with its customers. Online marketing tools help a company to get a great deal of useful customers' information needed by the company to improve its service and products quality. (Kotler, 2012)

Chapter 3: Methodology

This chapter describes the choice of research design and methods employed to undertake the project. This includes the methods used in sampling and data collection. It also describes the various approaches I used in terms of collecting both primary and secondary data.

3.1 Research Design:

The project was conducted in various phases. The first phase had to do with conducting research on how to come design an online marketing plan for an organization. The second phase had to do with researching on the Ghanaian radio industry, focusing on the direct competitors of Oxzy fm. This is to know how they are using the internet to gain a larger customer base.

Considering the fact that I need detailed descriptions and explanations about how radio stations use internet/online in their marketing communication, my research adopted a qualitative approach. Nevertheless, some aspects of quantitative research approach, in the form of survey, etc. were also employed. Whiles quantitative research aims at quantifying data and generalizing results from a sample, Qualitative research is basically a market research into the attitudes, concerns, and behavior of an organization's members in relation to the organization.(encarter 2009). The research design is divided into three parts that are merged through the research process: the theoretical analysis, the practical analysis, and the resultant part which contains a blend of the theoretical and practical analysis resulting in the outcome of the proposed online marketing plan.

The theoretical analysis is based on the general literature review, while the practical analysis is the primary data collected from the qualitative interviews and the survey conducted. (khanfar, 2002)

3.2 Target Population of the Study:

The target population that was considered for the study includes twenty (20) listeners of Oxzy F.M, as well as five (5) employees of other radio stations who have adopted certain online marketing strategies in delivering their services.

3.3 Sample and Sampling Approach:

SAMPLING

During my data collection, I would focus on using two types of interrelated sampling methods. This includes, convenience sampling and judgment sampling. With the convenience sampling, I would focus on the radio stations I can easily access. However, this would employ some judgment sampling. This type of sampling has to do with selecting some radio stations which I know employ online/internet in rendering services to their customers.

ADVANTAGES OF RESEARCH AND SAMPLING METHODS USED

Interviews: This allows a better understanding of the questions. In other words, the interviewer may give further clarification to ensure that the respondent understands the question the way it is. It also helps in collecting of detailed data. This is because the respondent gets the chance to explain things better as compared to the other means of qualitative research.

Questionnaire: This is a quick way to collect information especially when the sample size is quite huge.

Convenience sampling: This is very easy to carry out with few rules governing how sample should be collected. The relative cost and time required to carry out a convenience sample are small in comparison to probability sampling techniques. This enables you to achieve the sample size you want in a relatively fast and inexpensive way. (Douglass, 2009)

Judgmental sampling: This is usually fast especially when the researcher knows a reliable professional that he/she thinks is capable of assembling a representative sample.

DISADVANTAGES OF RESEARCH AND SAMPLING METHODS USED

Interviews: This could be misleading in the sense that the respondent may choose not to disclose certain information hence giving you the wrong information. (Douglass, 2009)

Questionnaire: Because the questions are standardized, it is not possible to explain any points in the questions that participants might interpret. This could be partially solved by piloting the questions on a small group of students or at least friends and colleagues. (Douglass, 2009)

Convenience sampling: This sample often suffers from biases from a number of biases especially when the interviewer focuses strictly on those

who are closer or easy to reach, ignoring the most important factors of which the research is about.

Judgmental sampling: The two main weaknesses of authoritative/judgmental sampling are with the authority and in the sampling process; both of which pertains to the reliability and the bias that accompanies the sampling technique. (Douglass, 2009)

3.4 Methods/Instruments used for Data Collection:

The research methods I focused on were interviews and a survey.

The interviews were in the form of face-to-face. However, phone interview was used in situations where face-to-face interview was not possible. The third option I considered was e-mail interview where I intended to send the interview questions to the respondents. For the survey, I considered a sample size of 20 people. These approaches helped me to get an in-depth understanding of what and how some radio stations provide services to their customers. The survey also helped me to know how feasible the solution will be. The reason can also be attributed to Christensen's thought. According to him, various kinds of data should be collected, analyzed, interpreted, and presented in order to have a good study. (Christensen, 1998)

3.5 Types of Data Collected and Data Collection Procedure:

I used both primary and secondary data for my research because I wanted to confirm the results from both sources. The primary data would involved interviewing five (5) staff members of existing radio stations who have strong online/internet presence and operation. The stations I conducted the interviews included X F.M, Y F.M, Joy F.M, and City F.M. I also looked at the means the above listed radio stations employ in order to have strong online presence. This was usually done by visiting their face-book page to see their number of likes, visiting their twitter page to see their total number of followers, as well as looking at how active they are on social media.

In collecting the primary data, I started by pre-testing the questionnaire on a few respondents. This was to gain a fair idea on how to go about my actual data collection. In order to have a quicker response, I distributed the questionnaires personally to the respondents for them to fill. I did this over a period of five (5) days, by distributing four (4) questionnaires each day. This was mainly to have a critical study of the various responses.

The above listed procedures helped me know the various platforms as well as the impact of the online presence on the various stations.

3.6 Data Analysis:

This section presents my analysis of the data presented. My data analysis is based on the material I gathered and theories I studied as well. In order to understand the data collected from both the interviews and questionnaires, I processed the data collected manually. This was done by considering all the responses critically to ensure that a better analysis is done.

Out of the twenty (20) people who filled the questionnaire, fourteen (14) people read ads on the internet, while four (4) people read ads occasionally with two (2) people not interested in reading ads online. What this means is that many people will read ads posted by Oxzy F.M if they adopt online marketing. Also, fifteen (15) people frequently share opinions on company sites and blogs, while three (3) people shared opinions on such platforms occasionally, with two (2) people not interested in posting comments on such platforms. This also means that majority of Oxzy F.M's audience will post comments on their pages frequently which is faster and cheaper than calling the radio station to give a comment. Generally, about 85% of Oxzy F.M's audiences are active on the internet, especially on social networks. This means that the radio station will have an interactive online encounter with its audience.

During the interviews, the data collected from the informants were analytically unanimous. When asked to describe the current online marketing strategies they have in place, informant 1 said they have a lot of online marketing strategies. However, the ones they rely mainly on are online streaming and social networks – mainly face-book and twitter. He went on to explain that the company has really benefited from these platforms because face-book for instance, is an easy way of getting many audiences to participate and interact with them. He also talked about the fact that with such platforms, the information is stored forever – unlike broadcasting on air. Also, he went forward to say that like other radio stations, Oxzy F.M should consider using cheaper platforms like face-book

and twitter and consider other internet marketing strategies such as youtube streaming, E-mail marketing, etc.

CHAPTER FOUR: PRESENTATION AND DISCUSSION OF FINDINGS

This section includes the analysis of the information I gathered during my research. In other words, it contains the findings of my research which will serve as a guide in designing the online marketing plan. This will be in the form of SWOT analysis, Competitive analysis as well as the various deliverables of the project.

COMPETITIVE ANALYSIS

In order to know the competitive environment of Oxzy fm, I used Michael Porter's five (5) competitive forces. This is a model which identifies and analyses 5 competitive forces that shape every industry and helps determine an industry's strengths and weaknesses

Competition from rivals: If competition within an industry is intense, it creates price wars where companies create a competitive edge by reducing prices to attract more clients.(Hanlon, 2013) Competition amongst rivals appears to be the most severe force within the radio industry. This is due to the fact that there are about 286 authorized radio stations in Ghana. In order to gain a large customer base, most of these stations use online means such as streaming, facebook, twitter, etc to keep their listeners updated. Most of these stations offer a mix of music, news and information to their target customers. Some also run 24hours a day to ensure that their target customers can enjoy their services anytime they want. Some stations also collaborate with other stations in other regions in order to reach a larger market (National Communications Authority, 2012)

Threats from new entrants: Due to the nature of the radio industry, there is a high entry and in most cases exit barriers. This is due to the high setup and operating cost. Also, it is very costly for a new entrant to build up a strong and recognized reputation considering the strong/tough competition amongst rivals. Therefore, threat from new entrants is low within the radio industry in Ghana.

Supplier bargaining power: This refers to the ability of suppliers to manipulate prices to a level that favors them. The power is low when there are many suppliers in the industry hence suppliers having little influence on how prices should be set. Supplier bargaining power within the Ghanaian radio industry appears to be very low. (Hanlon, 2013)

This is because there are many suppliers in the industry and even the various suppliers have many distribution channels such as digital platform, DSTV, radio, and even internet streaming. Therefore in order to gain more advertisers, suppliers don't really have power over pricing therefore consider lower prices. This would enable the station to gain and maintain a respectable market share in the mass media industry.

Customer Bargaining Power: This refers to the great influence customers have to drive prices down in their favor. When it is high, it means buyers have options and can opt for other choices available, and when it's low, the buyers have less options/ control. (Hanlon, 2013) Customer bargaining power within the radio industry in Ghana is very high. This is due to the fact that there are varieties of mass media from which they can choose. What this

means is that, customers can switch from station to station, depending on how interesting as well as how accessible the station is. This has made the radio industry very competitive.

Threat from substitutes: By studying the radio stations in Ghana, there is an increasing threat from substitutes. For instance, the presence of cable TV newspapers, magazines and so on has created a threat for the radio industry. These alternative media provides the same or similar services provided by radio stations. Also, internet also gives people access to various forms of entertainment and news as provided by radio stations. There are about 1000 online radio that people can also access provided they have internet. Most of the radio stations in Ghana for instance, have taken this opportunity to have online streaming as well in order to grant their customers the chance to listen to their programs via internet- aside the usual radio connection

SWOT ANALYSIS

A SWOT analysis is basically an acronym of strengths, weaknesses, opportunities and threats. It is a study undertaken by organizations to identify its internal strengths and weaknesses, as well as its external opportunities and threats. In this section, the SWOT analysis of Oxzy Fm is discussed.

STRENGTHS

Oxzy F.M's main strength could be attributed to the fact that it has good advertising strategies in place. The company has gained so much through a consistent increase in number of advertisers who use their radio station as a means of reaching their target market. Also, Oxzy F.M plays music from so many genres especially the ones that depicts our culture. Therefore, its brand is really preferred by many Ghanaians who are interested in such music.

WEAKNESSES

The weakness of the radio station is mainly the fact that it doesn't operate on the internet. This has limited its customers especially those outside the country who seek to reach customers through a radio station like Oxzy F.M. Another weakness is that there is very less differentiation in most of the programmes that are aired by Oxzy F.M. Also, the company does not invest much into research. They seem to overlook the fact that research is very important for any advertising segment.

OPPORTUNITIES

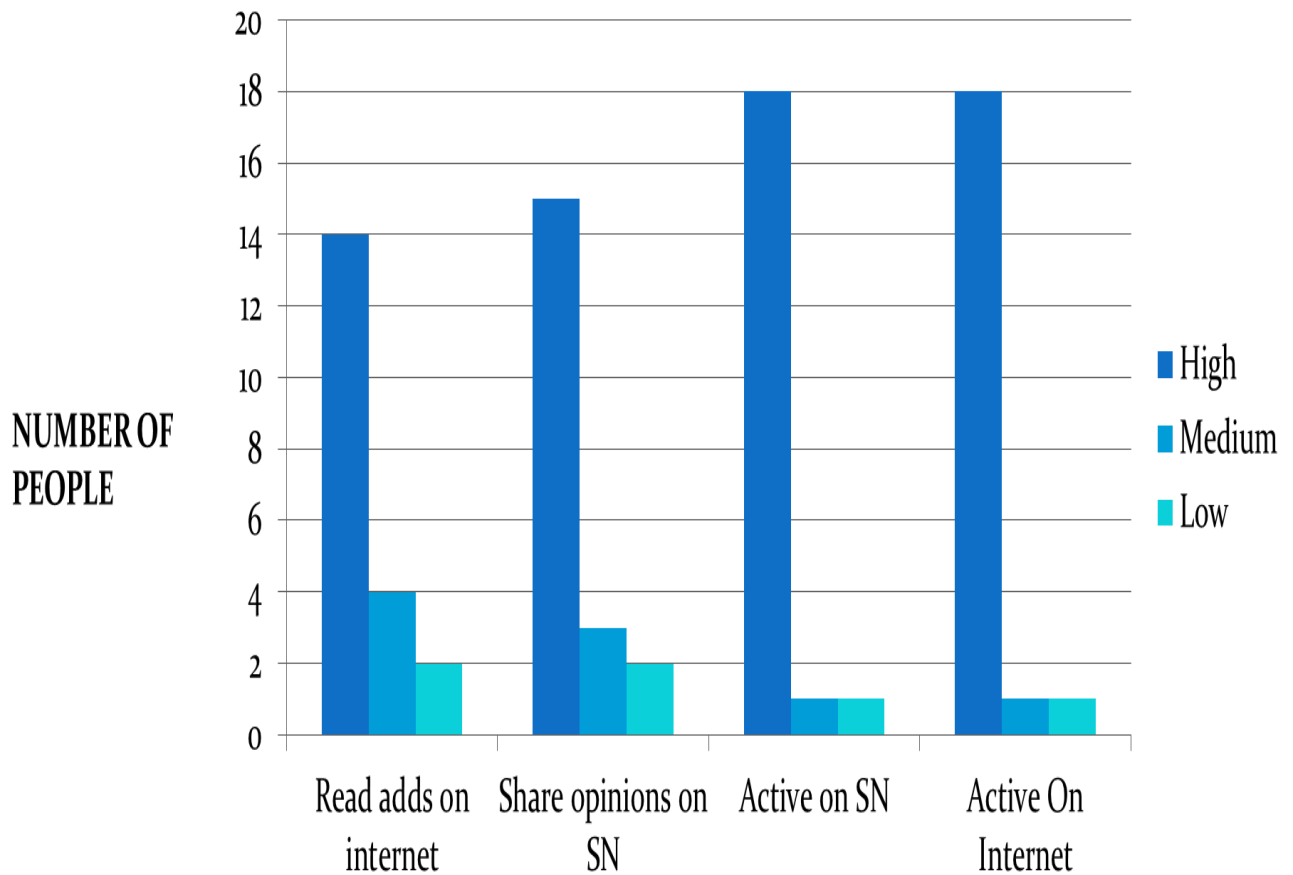
The use of internet/ online platforms such as twitter, facebook, online streaming, google+, etc will help the station to reach a wider market.

The use of website as well, as a means of giving out information about the company, as well as any important updates.

THREATS

Intense competition in within the industry is a major threat of the station. Also, lack of skilled labour who will probably not understand the vision of the station poses a threat as well. In addition, poor time management of staff and audience is another key threat Oxzy F.M may face.

OTHER FINDINGS



From the bar chart above, out of a sample size of twenty (20) audience of Oxzy F.M. It could be seen clearly that 14 people out of the 20, frequently read ads on the internet. Whiles two (2) people do not read ads on the

internet, 4 are in-between. Also, 15 people share opinions on social networks while 2 people do not share opinions on social networks and 3 people are in between. 18 people are active on social networks in general while 1 each are in-between and inactive on social networks. Finally, 18 people are active on the internet while 1 each are in-between and inactive on the internet. This means that it would be feasible for Oxzy F.M to be on the internet since most of their audiences are present on the internet.

Also, some findings from the interviews showed that it pays to be on the internet. This is because most companies who want to advertise look at certain variables such as number of facebook likes, twitter followers, number of online listeners, before choosing a particular radio station for advertisement.

Also, it is faster to reach a larger audience when using social media platforms such as facebook, twitter, etc than broadcasting on air. This is because even people outside Ghana can access information on the internet even though they can't listen on air.

Finally, information posted on the internet will stay there forever. Therefore audience who are not even online can still see information that was posted some days or years back. This is not possible on air since one misses the information that is said when he/she is not there.

CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This section of the project is making some generalizations and conclusions from the entire processes involved in getting the work done.

Summary

The case company for which the research was done is a commercial radio station in Ghana, whose method of marketing is purely traditional. This project was done with the objective of producing an online marketing plan that can be implemented. Furthermore, after considering other factors such as size, environment, and status of Oxzy F.M, the research was geared towards producing a feasible internet marketing plan for the radio station. It also shows how this plan can be implemented by Oxzy F.M to suit its overall business strategies.

Conclusions

Oxzy Fm goal of linking Ghanaians everywhere is now possible due to the availability of the necessary social media platforms. It also has the chance of streaming online which means that people can listen to their programmes both locally and internationally. Even though this sounds great for the radio station, it brings additional work to the company. This would be addressed in the recommendation.

Recommendations

- i. Based on the implications of the findings and conclusions reached above, the following online platforms are recommended for OXZY FM (see screenshots in Appendix I)
- ii. Also, it is further recommended that OXZY FM adopt the marketing plan presented in Appendix II for effective promotion and implementation of its online services.
- iii. Since Oxzy Fm would use the various deliverables to gain competitive advantage as well as to reach a global market, the station needs to employ someone to be in charge of running these internet platforms. The reason is that, followers must be updated at all time. This would make them know which activity/ programme is taking place in the studios. If the followers are not frequently updated, they might take it as a disrespect hence start un-following the station. However, the one going to be in charge needs to be an IT literate and must have passion for such activities.
- iv. In addition, Oxzy F.M must ensure that they post their daily news and music, as well as any necessary videos and pictures `which may relate to their daily activities. For instance, audience who want their songs to be played on air should be having information on when and where they can upload their mastered tracks for review and play, etc.

CHALLENGES/LIMITATIONS:

Even though various platforms have been created for Oxzy Fm, there were so many challenges in getting things done. Some of the challenges were:

First of all, some of the challenges were traced to meeting the targeted people for the interviews. This was due to differences in schedules. Since this could have halted the entire research, I had to use phone interviews and email, together with the face-to-face interviews.

Another challenge had to do with trying to make time off my usual lectures to conduct the survey and the research. Because the semester was very short, I had challenges trying to conduct the research while meeting other deadlines. This was a serious issue because it could have delayed the research which would negatively affect both me and Oxzy F.M. In other words, while I will lose my respect and some marks for not completing the project, Oxzy F.M will also be affected since they won't be able to fit in the current challenges posed by its competitors.

Finally, testing the various deliverables was a major problem since the internet connection had not been made at the office of Oxzy F.M. Therefore, we used modems to test the various platforms which was very expensive. This was a problem because if we hadn't tested the deliverables at the station, we may be deceiving ourselves that it works while it doesn't work.

References:

Austin, M. (2012). Creating an Internet Marketing Strategy. *Growth acceleration for British Business* .

Kotler P. and Gary A. (2004). Principles of Marketing. Upper Saddle River, New Jersey: Pearson Education, Inc.

National Communications Authority. (2012, September 31). Retrieved October 29, 2013, from Industry Information - National Communication Authority:

http://www.nca.org.gh/downloads/Industry_Info/FM%20LIST%20-%203RD%20QUARTER%202012.pdf

Phillips, R. (2013, February 19). *Modern technology*. Retrieved December 12, 2013, from Technology Innovation.

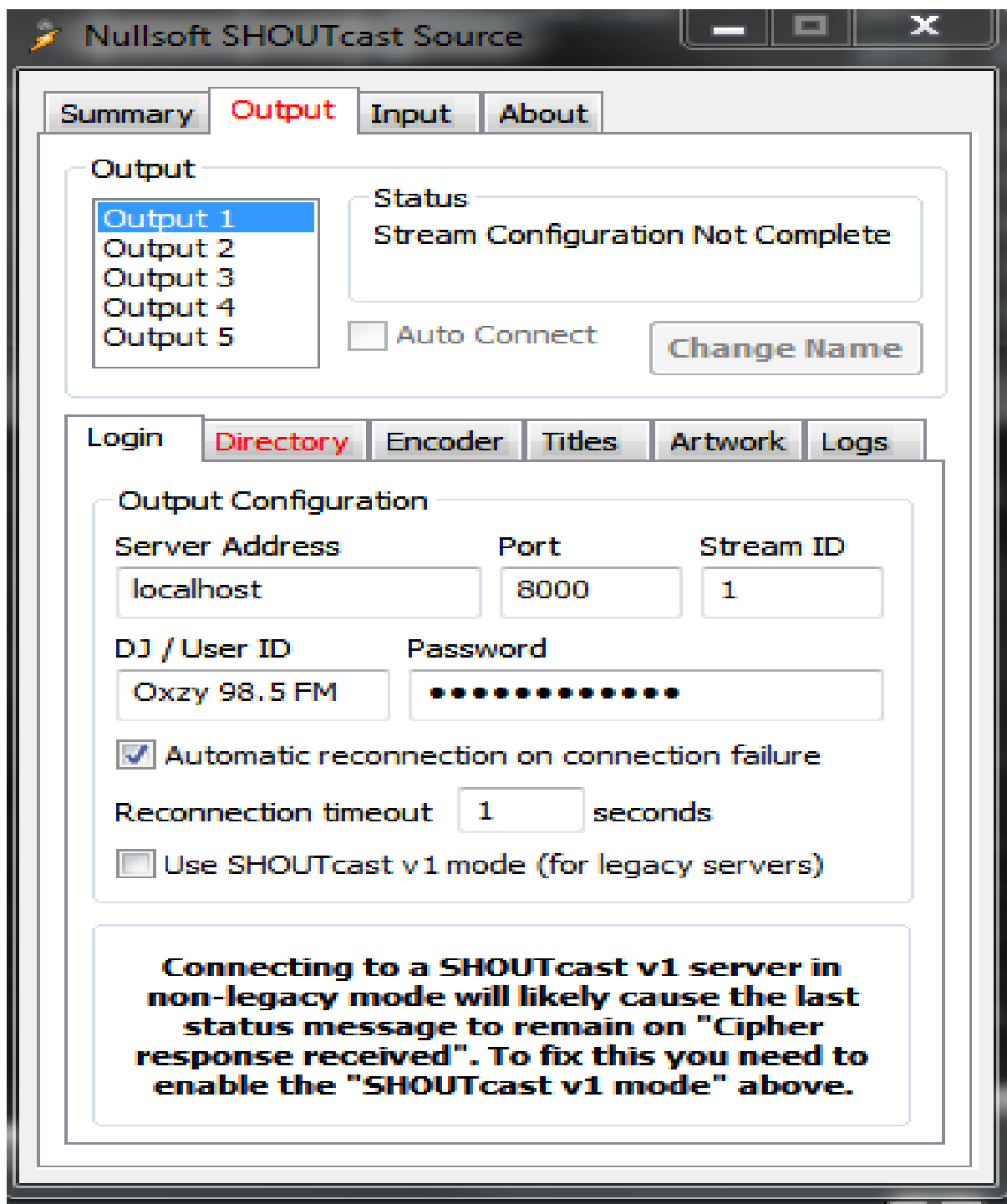
Reid C.K.(2011). "Should Business Embrace Social Networking".F.Content Magazine, December 2013

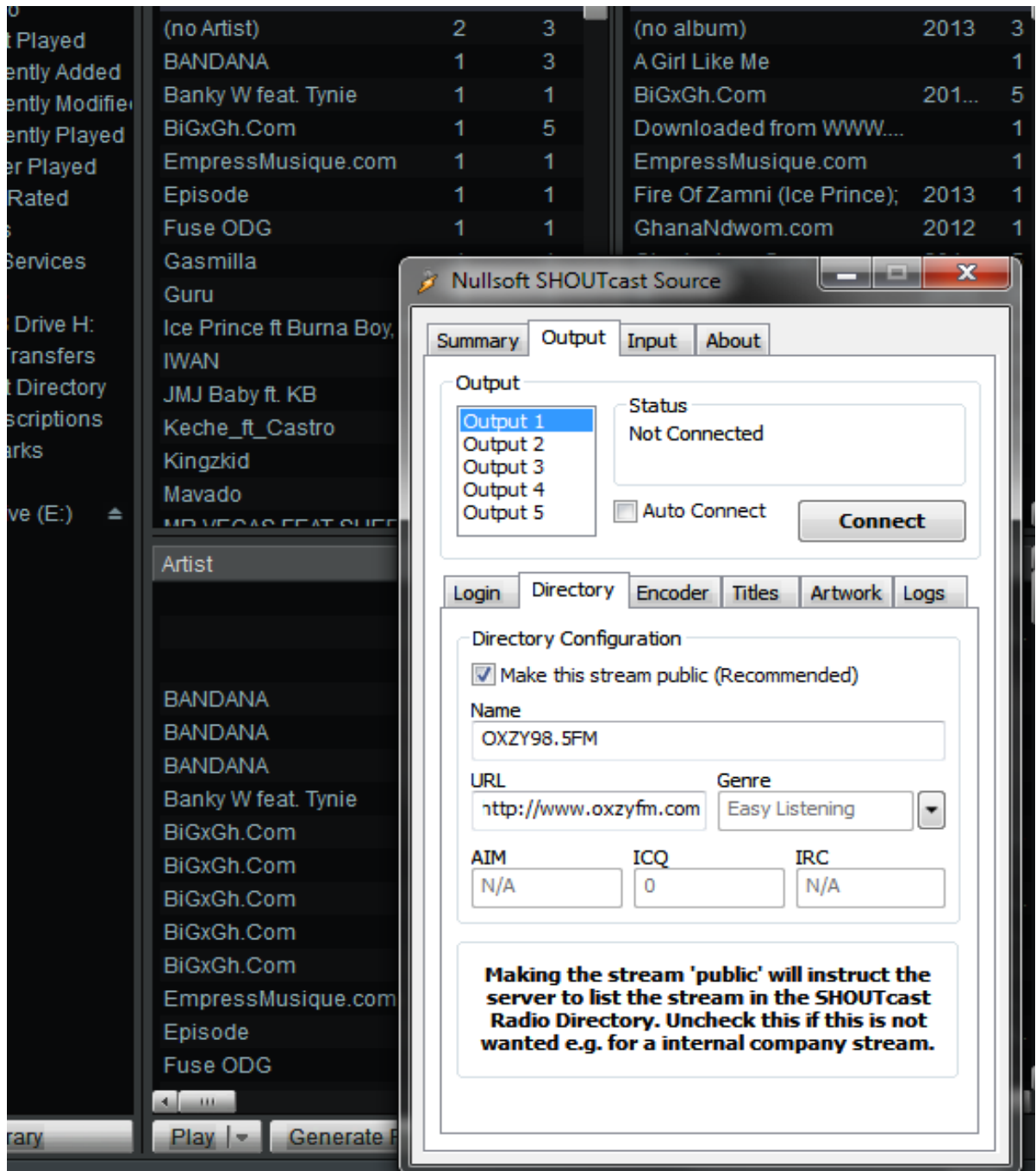
Sherkler, R. (2010). What is Online Marketing. *The Marketing Concept* , 1.

Wright E, Khanfar N.M., Harrington C, Kizer L.E., (2010). "The lasting Effects of Social Media Trends on Advertising". Journal of business & Economics Research, Vol 8, Nr.11:73-80

Appendix I: Screenshots







Appendix II: Online Marketing Plan for OXZY FM's Online Services

METHODS TO ADOPT IN CREATION OF ONLINE PLATFORMS

To begin with, the online marketing plan starts with creation of a Gmail account for the radio station. This would help the radio station to send e-mails to other businesses partners or customers should the need arise. I would create this by visiting the website of Gmail where I can sign-up for a new account.

After creating the Gmail account, the next activity is to create a google+ account by going to the menu icon.

Secondly, the facebook account must be created by visiting the official website www.facebook.com in order to sign-up for a facebook account for Oxzy Fm. After customizing the displays and details to suit the radio station, the next step is to create a facebook fan page as well. This will be done by clicking on the create facebook page icon. Afterwards, the page needs to be customized by changing the cover page, name, and cover photo.

This should be followed by creating a twitter account for the radio station. This will be done by visiting the official page of twitter i.e. www.twitter.com to sign-up for a twitter account. The page should then be edited to suit the brand of the F.M station.

The final part is the winamp online streaming by using shout-cast. This will start by first installing both winamp and shout-cast. The configuration would be done by running the winamp. This would be followed by configuring the DSP/Effect. Afterwards, selecting the Nullsoft Shoutcast as source DSP will

follow. The next step is to make sure that the Shoutcast DSP Plugin appears when the DSP tab is closed. This would be followed by clicking on the encoder tab in order to set the quality of the live stream depending on the quality the company wants.

The next step would be to check that the recommended input device is selected based on the quality selected. This would be followed by clicking on the output to enter the streaming relay information which consists of the address, port and password. Since Shoutcast will be used, it will be necessary to check the use Shoutcast v1 mode.

Afterwards, the stream details will be set in the directory section of the output tab by clicking on the directory tab to enter the necessary information.

The procedure will be finalized by clicking on the connect icon in the output tab to connect to the relay. This should start the stream hence streaming any music that is played on winamp. Setting the full streaming address on the land parcel will allow everyone to hear the streamed music.

Appendix III: Questions for Interviews

This information provided is specifically intended for the purposes of a final year project. This project is basically to come up with a Social Media Marketing strategy/plan for Oxzy fm. The information gained will be treated with confidence and not exposed to third parties. Thank you.

Questionnaire for customers of Oxzyfm

From a scale of 1 to 5

1. How often do you read ads on the internet?

1. 2. 3. 4. 5

2. How well do you share your opinion on companies' blogs or fan pages?

1. 2. 3. 4. 5

3. What do you think about random adverts on your social media pages?

1. 2. 3. 4. 5

4. To what extent are you engaged on the internet/ social media processes?

1. 2. 3. 4. 5

Interview Questions for Oxzyfm manager

1. What are the current marketing strategies used by your company?
2. How do you know if the target groups are being reached by the use of these tools and strategies?
3. How does the company collect feedbacks from customers?
4. What is your view on Online Marketing?
5. Considering the size of this firm, how do you think it could be helpful for the company to include Online Marketing into its current marketing strategy?

Interview Questions for External Radio Stations

1. What is the name of your company?
2. What type of Station is it?
 - Public radio
 - Commercial radio
 - Community radio
3. How long have you been in operation?
4. What Online Marketing strategies do you currently have in place?
5. In what ways have you and your company benefited from them?
6. What do you think will be the outcome if your company had not taken up such strategies?
7. What Online Marketing tools would you recommend to be used and avoided by a radio station that is planning to take up an Online Marketing strategy for the first time?
8. In your opinion and from experience, is there any management risk(s) associated with Online Marketing processes?
9. If yes, what are they?
10. What would be your recommendation regarding Online Marketing for a radio station like Oxzyfm