



Final Placement Paper

Home Improvement Pages

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Executive summary

Hipages.com.au is an online service that connects people in Australia with local home improvement businesses; their aim is to make it easier for people get stuff done. The problem that hipages.com.au is currently facing is the fact that some of their social media platforms need more life added to it. Hipages.com.au wants to increase recognition and improve interaction between them and their consumers on social media pages. They are already fairly popular on Facebook and although they have many other social media accounts such as Twitter, Pinterest, LinkedIn and Google+, they are not as popular on those social media platforms as they are on Facebook.

Therefore, the purpose of this research paper is to find online communication strategies for hipages.com.au to improve their social media platform in order to generate more interaction between the organization and their consumers. In order to find solutions to this problem, several actions had to be taken, such as desk and field research. The desk research consisted of finding information and books about the company, about social media and about the competitors of hipages.com.au. The field research consisted of a survey that was sent to 2,000-2,300 Facebook likers of hipages.com.au and observation of the growth of the social media platforms; the questions of the survey contained 11 questions and the observation of the growth of the social media platforms took place for four months during the placement period.

hipages.com.au received many compliments and positive comments from the survey, however, they weren't only positive comments. The answers of the survey gave a good insight on what the consumers want from the hipages.com.au social media pages and what they like/dislike about it. By gaining an insight into the wants and needs of the consumer, it became easier to find solutions to their communication problem. The observation that took place during the placement also helped shape solutions to the problem and it also made the recommendations of the survey stronger.

Although most of the answers of the survey were that hipages.com.au looks professional and informative, some also said it looked boring and repetitive. Thus, the main solution to hipages.com.au's problem is to create a more friendly and exciting page. Try new things when posting on the pages and comment back when they say something positive or negative about the company; this will increase interaction and improve their reputation.

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Chapter 1 – Introduction

1.1 Background Information on hipages.com.au

HiPages Group is an online service to make it easier for people to get things done. HiPages Group consists of Natural Therapy Pages, Pet Pages and Home Improvement Pages. Natural Therapy Pages allows you to find anything that has to do with natural therapies, such as herbal remedies, therapists, acupuncturists, masseuses and much more. Pet Pages allows you to find breeders, vets, pet shops, grooming and many more pet related services. The main focus of this research paper will be on Home Improvement Pages. Home Improvement Pages, also referred to as hipages.com.au is a business-to-consumer service that provides their consumers with the right people for home improvement jobs.

The people behind HiPages Group are co-founders David Vitek and Roby Sharon-Zipser, childhood friends who left their jobs at IBM and Advanced Audit in 2004, in order to start up HiPages Group together. Their mission is to make it easier for people to get stuff done, by making this happen; the service provides people in Australia with an ample amount of local businesses that can help them with any home improvement jobs, from fixing a toilet, to building a new kitchen. Their brand values consist of: value, service, innovation and being genuine. Their target group consists of people who need a tradesperson now (emergency), people who need a tradesperson for a smaller job, people who need a tradesperson for a bigger job and people who need inspirations and ideas before they hire a tradesperson.

1.2 Problem Statement

At the moment, hipages.com.au has 110 followers on Pinterest, 44,269 likers on Facebook, and 1,555 followers on Twitter. Their Facebook page is their most popular account out of all their social media accounts, because that is the one they work on the most. Now they want to continue improving their Facebook account and also start to gain more recognition in the Pinterest and Twitter world. However, they are not sure how to do this and they are therefore seeking help in that department.

hipages.com.au's problem is trying to figuring out how they can improve their online social media pages to create more engagement and interaction between them and their consumers.

1.3 hipages.com.au's Objectives

The business is aiming to create more online interaction between them and their consumers. Their target group is people between 30-60 years old and since they are an online platform, they want to conquer the social media world. They want to improve their social media image and become more active on certain social media platforms such as Facebook, Pinterest and Twitter. They have tried several strategies that have helped them boost their followers on Facebook and are looking for new and innovative communication strategies to continue to boost their reach on Facebook. Some of the strategies used were strategies such as, competitions, posting pictures of clients work and asking what they like about it to try and interact with the followers, and they also tried posting different types of pictures on different days. For example, if one week they only post bathroom, kitchen and backyard photos, the next week they would post bedroom, garden and living room photos, to see what the people like. However, their Twitter account and their Pinterest page seem a bit abandoned and they would like to improve those accounts in order to gain more recognition in the social media world. Gaining more recognition would involve getting more likers/followers and creating more interaction on their page so that they become more recognizable to the public.

1.4 Research Objective

The focus of this paper will be to improve the online communication strategies of Pinterest, Twitter and Facebook to generate more recognition and interaction between hipages.com.au and their consumers. Throughout the placement there, notes on observation and analysis of the growth of all three social media platforms will be taken and new strategies will be thought of to see what would work out best for each online platform.

The objective of this research analysis is to find different communication strategies and find the best ways to improve the social media platforms of hipages.com.au. There are three social media platforms that they would want to focus on in particular, which are Facebook, Twitter and Pinterest. By improving the interaction on these social media platforms it could also increase the number of visits to the HiPages website as well. After doing a thorough amount of research and analysis on the ongoing improvement of the social media platforms, a research analysis will be made in order to show the company what they should do to increase the amount of followers/likers and improve their interaction with their consumers on the social media platforms.

1.5 Research Questions and Sub- Questions

Research Question: What improvements does the company need to make in order to generate more interaction on their social media platforms?

Sub questions

- How does their target group behave on social media platforms?
- How active are their target group on social media?
- How does HIP interact with their followers?
- What has Hi Pages been doing on their social media platforms?
- What strategies have they tried out to improve engagement on their social media pages?
- How often do they update their page?
- Why don't they have as many followers as they want?
- What have they been doing wrong?
- What are they trying to achieve?
- What are they looking to get out of becoming popular in the social media world?
- Why are they only focusing on Facebook, Twitter and Pinterest?
- What can they do to improve their social media status?

Chapter 2 – Situation Analysis

2.1 Micro Environment

Being the number 1 most clicked website in Australia six years in a row and being recognized in Deloitte Technology Fast 500 Asia Pacific in January 2014, hipages.com.au has been running successfully for the past 10 years by founders David Vitek and Roby Sharon-Zipser.

Hipages.com.au is an online service that helps consumers make it easier to get stuff done. With over 40,000 tradies (tradespeople/businesses) and attracting a thousand customers daily, hipages.com.au provides people in Australia with a wide range of local tradies/businesses that can help them with any home improvement job that needs to be done. One of hipages.com.au's values are to be genuine and to make the consumers happy, in order to make sure that the consumer has had a good experience using hipages.com.au, they stay connected with the consumer throughout the journey. According to founder David Vitek "We stay with the consumer throughout their journey from posting a job to having it completed by a local tradie. We have like a dedicated team of about 14 people who help them throughout the entire process. If they have any concerns, we'll address it immediately." (Bindi, 2014). HiPages Group also recently secured a \$6 million investment with some of Australia's leading businesses names.

When it comes to social media, hipages.com.au is also dominating their social media platforms in comparison to their competitors. Hipages.com.au has a Facebook page, Twitter, Pinterest, LinkedIn, Google+, Dribbble and a YouTube account, whereas their competitors are not as active as them. Service seeking has a Google+, LinkedIn and a Facebook account; with 24, 884 likes. Oneflare has a Facebook page with 8, 296 likes, a Twitter account with 2, 274 followers, Pinterest, Google+ and Instagram account. Quotify has a Facebook account with 92 likes and a Twitter, Pinterest and Google+ account. Hipages.com.au's most successful online social media platform is Facebook, with a total of 51, 148 likes, this online platform gets the most attention and engagement. Hipages.com.au wants to increase the engagement on their other social media platforms such as their Twitter account, which has 1, 654 followers and their Pinterest account, which has 217 followers.

2.2 Macro Environment - DESTEP Analysis

Demographic

The current population of Australia is 22,507,617 people and roughly 26.5% (5,967,932) of them are female between the ages of 25-64. Since Hi Pages' target group is women between the ages of 25-64, they are targeting more than a quarter of the country's population. The rest of the 25-64 age demographic is roughly 27.1% of men and although they are not the exact target group of Hi Pages, they can still be influenced by their significant others to call in for help when they cannot get the job done. Their significant other can be seen as opinion leaders to the married men (or men who are in relationships). The women know about hipages.com.au enough to tell their significant others about it and influence them to post a job or like their page for inspiration. The Australian population contains numerous ethnic groups, 92% are white, 7% are Asian and 1% of the population is either aboriginals or other. With different ethnicities comes different languages, although a majority of the population speaks English (76.8%), the other 23.2% of the population speaks Mandarin, Italian, Arabic, Greek, Cantonese, Vietnamese and other unspecified languages (CIA, 2014).

Economy

In Australia, 78% of the labor force is in the service sector, giving Hi Pages a great advantage, since they are a service company. They are currently looking for new recruits and Australia has an unemployment rate of 5.7%. When the economic crisis struck the financial world in 2007, all countries were affected by it, including Australia. However, Australia was not affected by the crisis as much as other countries around the world. Therefore, the Australian economy recovered relatively well since the global financial crisis (ABS, 2013). Despite recovering faster than most countries, Australia is still currently looking at a slow economic growth rate the coming year. The International Monetary Fund gave Australia an estimate of 2.7% growth rate as opposed to the 3% estimate they were given before (Uren, 2014). This is because the economy is now moving to the production and export phase of mining investment boom (IMF, 2014).

Technological

Over the past 10 years, technology has improved significantly and has spread wildly across the world. In Australia, 38% of Australian households have 4 or more devices that connect to the internet, this includes smart phones, tablets, smart TV, computers, laptops and/or video game consoles. There are 15.81 trillion internet users, 82% of which spend an average of 23.3 hours online every week; as opposed to the 6.7 hours each week in 2003 (Bender, 2013).

Similar to the rapid spread of technology, the use of internet and being active on social media has also become a phenomenon in Australia as well as the rest of the world. Seven in ten Australians are active social media users such as Facebook, Twitter and Pinterest. This gives hipages.com.au a great opportunity to connect more frequently with their consumers via social media since they spend almost 24 hours a week online (Bender, 2013).

According to the Public Relations Institute of Australia, Facebook has 9,800,000 unique visitors a month (42% of the population) and the Facebook users visit the site at least 16 times a week. With Twitter, although their unique visitors is 1,100,000 a month (4.8% of the population), the Twitter users visit the site 23 times a week and 18% of the Twitter population check their Twitter account throughout the day; while 52% check it at least once a day (Bramwell, 2012).

2.3 Meso Environment

2.3.1 Stakeholder Analysis

Stakeholder	Interest	Influence
Direct clients	<p>Beneficial for the direct clients, because they are receiving jobs via hipages.com.au. They are interested in the jobs that hipages.com.au connects them with.</p> <p>Interested in making a name for themselves and then upholding their name with the help of hipages.com.au.</p> <p>They want to get recognized, thus doing a good job and getting good recommendations by the consumers.</p>	<p>High influence on the company because they represent HiPages, they are receiving jobs via hipages.com.au. If they do a bad job, their clients will blame hipages for setting them up with the company (service); this can damage the company's image and reputation.</p>
Internal employees at hipages.com.au	<p>Earning money in order to make a living.</p> <p>Employees are interested in helping the consumers find the right person (business) for the job.</p> <p>Employees are interested to gain more experience in their</p>	<p>Employees at hipages.com.au are storytellers. They are spreading the word amongst their friends and others who do not know about the business; this has a high influence on the company's image.</p> <p>They represent the company</p>

	<p>working field; another job to add to their resume.</p>	<p>and therefore anything that they do can affect the company in either a positive or a negative way.</p> <p>The sales team influences the company by choosing or approving what business will be on the hipages.com.au list, they make sure that HiPages is listed with the best of the best businesses.</p>
Consumers	<p>Consumers do not have to go through the process of finding someone to hire, hipages.com.au does that for them.</p> <p>Interested in getting their job done.</p>	<p>High influence on the company's image and reputation by spreading the word (of the service) amongst other consumers.</p> <p>High influence on the company's revenue; if they do not post jobs, then hipages.com.au does not have anyone to give jobs to.</p>
Competitors	<p>The competitors are interested in always trying to be one step ahead with innovation. Always seeking out new opportunities.</p> <p>They want to see what benefits their competitors (hipages.com.au) has for</p>	<p>High influence, because they provide a similar service and therefore they can influence the pricing of the leads of hipages.com.au.</p> <p>Since hipages.com.au is the top home improvement website service, the negative</p>

	them.	comments made by people about their competitors can be viewed as a “what not to do” for hipages.com.au.
Media	<p>When there is something interesting going on in the organization or in the marketplace, the media’s interest will increase.</p> <p>Recently, there have been many articles regarding the newly hired Data Scientist and several other high end employees that have joined the HiPages Group family.</p> <p>Along with a \$6million investment from several Australian leading business names.</p>	<p>High influence on brand and name awareness, especially online media since it’s an online service.</p> <p>Has a high influence on the public reputation of the company by publishing positive or negative news about the organization.</p> <p>The media also has an influence on hipages.com.au’s clients and consumers. If the media says something bad about the company, then clients might hesitate to list with hipages.com.au and consumers might hesitate to use the service.</p>
Government	<p>The government makes money out of the businesses.</p> <p>Created working force, keeping people employed.</p>	<p>The government has a high influence on hipages.com.au, as it does on any business, since they regulate the taxes.</p> <p>The government is also responsible for law</p>

		enforcements and therefore has a high influence on the company.
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2.3.2 Competitor analysis

HiPages entered the marketplace in 2004 and has been running successfully for 10 years by founder David Vitek and Roby Sharon-Zipser. With more or less 90 employees, HiPages has been successfully taking over the marketplace, but when entering a marketplace, there are always competitors that offer the same or similar products or service. In this case, hipages.com.au has quite a few competitors, the main ones being Service Seeking, Oneflare and Quotify. As of recently, Quotify has announced that they will be shutting down, however, they were still a competitor and their absence in the marketplace would only increase the opportunities for hipages.com.au.

Service Seeking

According to the Sydney Morning Herald, Service Seeking is “a website that allows customers to list jobs and have Australian businesses bid for their business” (Mason, 2012). Service Seeking was launched in 2007 by CEO and Co-Founder Jeremy Levitt and has been running a successful service for the past 7 years. Service Seeking provides customers with Australian businesses that have an Australian Business Number (ABN) (Dempsey, 2012). Whereas HiPages goes through a registration process checking if the business has a Australian Business Number and to see if the business has the correct licenses. With HiPages, they go through a process once a year to make sure that the business still has the right licensing, but according to CEO and Co-Founder, Roby Sharon-Zipser, they are currently working on creating a program that will automatically check the businesses every two months; to make sure that they are still licensed. When they launched their business in 2007, they immediately started with the concept of pay-per-lead (PPL). Pay-per-lead is a marketing program where the advertisers (in this case, the business) pay the company based on the conversion of leads they get. Although HiPages had been in the market 3 years longer than Service Seeking, HiPages did not start doing PPL’s until 2012. By 2012, Service Seeking had 50 employees and was planning to increase their employment rate by 30 people later that year (Mason, 2012),

Service Seeking also has an office in the Philippines, which opened in 2010 and in the United States of America, which was launched in 2012 (Mason, 2012). This could be seen as an advantage or disadvantage to HiPages, because although Service Seeking has offices in other places, HiPages is the only organization that only operates in Australia, making it authentic and trustworthy.

Oneflare

Oneflare is an organization that connects customers with local service providers and facilitates the transaction between the two parties. Launched in 2011, Oneflare has been running successfully for three years by CEO and Co-Founder, Marcus Lim alongside their 10 employees that make up the company (Technology.org, 2013). With the advantage of having a tech-savvy background with his family and friends, Lim was able to build a great website which he could use against his competitors. He claims that the other competitors were “not tech natives, the way they build the site wasn’t appealing” and with his background, he was able to give the organization something that their competitors did not have; a better website (Broughall, 2013). According to Tech in Asia, Oneflare wants to go overseas and is planning on doing so sometime in 2014 (Ho, 2013). The marketplace is planned to launch in Singapore sometime in 2014, a specific date nor a confirmation has been given about this event.

Quotify

Quotify was launched in 2006 and was acquired by Sensis in 2011; Sensis is a popular advertisement company in Australia (Grech, 2011). Quotify is a national service that connects consumers with home service suppliers by using Zuora subscription commerce platform, a global leader in subscription commerce and billing (CMO, 2012). As of May 19, 2014, after eight years of service, Quotify announced that they have closed down, leaving 15 people unemployed. According to Sensis spokesman Peter Kosmopoulos, “Quotify now operates in a market with many similar services available to consumers and is facing a challenging future” (Bainbridge, 2014). This is an opportunity for HiPages to redirect Quotify users to hipages.com.au.

2.4 SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none">• Biggest Australia based service (it's only Australia based, their competitors have services overseas)• Most active on social media• Many awards• #1 most clicked website• \$6 million investment• They follow up with their consumers• They have the upper hand, they've been around the longest.• Their target group is a quarter of the country's population.	<ul style="list-style-type: none">• Do not regularly check the businesses for license; only once a year.• They are only very popular and active on Facebook.
Opportunities	Threats
<ul style="list-style-type: none">• Quotify shut down• 7/10 Australians are active on social media• 78% of labor force is in the service sector.• Australia has an unemployment rate of 5.7%; new recruits.	<ul style="list-style-type: none">• Oneflare's tech-savvy CEO• Oneflare is the newest organization in the market; new and upcoming competitor.• Service Seeking has a head start on PPL• Not overseas• Tradies can do a bad job and give hipages.com.au a bad reputation

2.5 Conclusion

From the SWOT analysis it can be concluded that hipages.com.au has many internal strengths that can keep the company going strong. Although one of their strengths is that they are the most active on social media, they can still do a better job at connecting with their consumers. Other than the many awards that they have received, hipages.com.au calls their consumers a couple of months later to ask them about the job they had. This shows that hipages.com.au genuinely cares about the consumers and allows them to connect with them

on a different level; building a great customer relationship. Something that hipages.com.au has that their competitors do not is that they are patriotic, they only have a hipages.com.au in Australia, whereas their competitors have their services overseas.

The external opportunities for hipages.com.au are certainly in their favor since Quotify shut down in early May. This gives hipages.com.au the chance to redirect former Quotify users to hipages.com.au; allowing them to gain many more consumers. While 7/10 Australians are active on social media, this is the perfect opportunity for hipages.com.au to take hold of this chance and try to be as active as they can on social media. Which is convenient for them, since 78% of the Australian labor force is in the service sector and hipages.com.au is a service businesses.

Although hipages.com.au has been around the longest, Service Seeking still has a head start on PPL. When looking through the external threats, Oneflare is definitely the biggest threat that hipages.com.au is currently facing. However, just like Oneflare and Service Seeking, they are all dealing with the same threat when it is said that the bad job of a tradie can give the business a bad reputation. While it may be a strength for hipages.com.au that they are the only Australia based service, not being overseas can also be seen as a threat for hipages.com.au, since it might look like they're not up for the challenge.

Chapter 3 – Literature Review

On the quest of finding the books that would be most helpful throughout this journey, it was tough, but three were chosen. The books that were chosen for this literature review are *The Culture of Connectivity* by Jose Van Dijck, *Service Management* by Jay Kandampully and *Influence Marketing* by Danny Brown and Sam Fiorella. These books provide background information on social media platforms, different theories and approaches that could be useful for finding effective ways to improve interaction between hipages.com.au and their consumers on their social media platforms.

3.1 The culture of connectivity

In this book, it had chapters on Twitter and Facebook, which felt appropriate to use, since the main focus of this paper is to find ways to increase an organization's social media interaction; however, in order to get answers, one must do background research. Throughout this book, the reader gets a better understanding of what Twitter and Facebook is, their purpose and what they can do for organizations; organizations such as hipages.com.au. When social media became a hype, companies seemed a bit uninterested in the whole idea of Facebook, Twitter and other social media platforms. Until they discovered that while people are connecting with people, businesses can also connect with people; giving them an opportunity to build customer relationships and connecting with their customers (Van Dijck, 2013). Academics have tried several studies on individual social media platforms in attempt to translate the platform's power to interest companies or small businesses (Van Dijck, 2013). Facebook, as of March 2012, was named the largest social network site with 835 billion users worldwide having an account and being active on the platform (Van Dijck, 2013). Twitter on the other hand, was created for a different reason. According to *The Culture of Connectivity*, Twitter was created in order to be a type of online platform where users can send and receive text-based messages of up to 140 characters known as tweets. These tweets would be characterized as something between a short message, a phone call, an email and a blog. The initial idea of Twitter was for it to be a sort of "adrenalized Facebook" with friends communicating with other friends in short texts.

According to Kaplan and Haenlein, social media is defined as "a group of internet based applications that build on the ideological and technological foundations of web 2.0, and that allow the creation and exchange of user-generated content" and these platforms influence

human interactions; not only do these platforms influence one other person, but it also influences other individuals and communities (Van Dijck, 2013). It is no secret that technology has spread rapidly over the past years, in fact, 1.2 billion users worldwide logged on to a social media platform in December 2011 (Van Dijck, 2013). This only shows that the concept of social media is growing more and more day by day and organizations should take advantage of this opportunity. According to this book, patterns of behavior that would usually exist in offline sociality were shown in an online environment (Van Dijck, 2013).

Throughout this book, it explains that social networks generate two potential values: attention and popularity. It explains how businesses who want attention, they will settle with internet advertising such as banners, pop-ups and paid ad space on websites. However, businesses who want popularity will find ways to boost their public reputation. Now, of course every business wants to get attention and gain popularity, so that they can get recognition and therefore create a good reputation/brand name. hipages.com.au is already popular, they have numerous awards and they have been named the number one most clicked website (in relations to home improvement) six years in a row. Now, all they're missing is attention, they need to get attention from the social media platforms that they're present on in order for them to be recognized by their online consumers. This book has allowed the focus of this final paper to be more narrow, hipages.com.au needs to find ways to become more interactive with their social media users, and now the focus has been more clear; they need to draw attention.

3.2 Service Management

During my time at hipages.com.au, I've experienced and observed many things, one of the things being that service is very important. According to this book, *Service Management*, "Service is the utmost importance, as customer experiences create brands and superior service develops loyal customers who, in turn, create brand equity, which ultimately translates into growth, revenue and profit" (Kandampully, 2012, p. 190). hipages.com.au is a service business, they provide a service to their consumers and in return, they receive feedback and (usually) a good reputation. However, there are always consumers who react negatively, who give negative feedback or who comment negatively on the business' social media pages and thus can slightly damage their reputation. Which is why the organization needs to be very careful how they handle the negative comments that they receive. Especially since the social

media platforms are places where consumers can exchange opinions on companies, products and service any time they feel necessary (Kandampully, 2012).

“Culture and lifestyle deeply influence behavior and due to its growing popularity and usage, social media is fast becoming a lifestyle of choice, spanning generations and cultures”(Kandampully, 2012, p. 189). This statement made in *Service Management* is very true, social media is becoming a lifestyle and as stated earlier, businesses must take advantage of this opportunity. People are becoming more and more connected with one another now more than ever and it gives businesses the chance to get a better insight on their consumers and their competitors (Kandampully, 2012).

Since service is the most important part of a business, for hipages.com.au it shouldn't be a problem, since they are a service oriented business. The most important thing for them is to treat their consumers with respect and kindness and try to help them in any way possible. Although service is usually related to a phone service, which hipages.com.au is also taking part in, customer service is also how they interact with their consumers on their social media pages. This being said, this book also narrowed the focus, but in a different way than the previous book. While *The Culture of Connectivity* made it clear that hipages.com.au needs to get more attention, *Service Management* made it clear that hipages.com.au need to interact in different ways on their social media platforms in order for them to receive more feedback and interaction from their consumers. By receiving feedback and interaction on their social media pages, other consumers will see that they are constantly active on their social pages and will then also join in on giving feedback and commenting on certain things. It's a community and the community has influence over one another and according to *Service Management*, “social media marketing can be one of the most promising and profitable ways to build a business” (Kandampully, 2012, p. 191); so, why not boost their image and profit through their social media platforms.

3.3 Influence Marketing

In *Influence Marketing*, a few interesting theories arose while reading through this book. The first theory that caught my attention was the Fisherman's Influence Marketing Model. This theory suggest that you identify the fish you're trying to catch, choose the right body of water; and then cast the widest net possible and hope that you catch your fish (Brown & Fiorella, 2013, p. 77). The Fisherman's Influence suggests that targeting and following

large social media communities will drive great brand awareness (Brown & Fiorella, 2013). This could be an interesting approach for hipages.com.au, because this way they can create more interaction on their social media page. For example, they were doing a competition on Facebook and on Twitter, it was called Win a Handyman for a Day and before the competition announcement came out, hipages.com.au first uploaded a status asking their consumers what they would do if they had a handyman for a day. This created a lot of interaction between the consumers and between hipages.com.au and the consumers. However, hipages.com.au cannot always host competitions in order to gain interaction on their social media pages, so they need different ways to do so. The Fisherman's Influence is a great way to do it with other types of posts, not only competitions.

Another theory that this book presents is the dyadic relationship. "A dyadic relationship refers to discussions or communication between two people involving their mutual ideas, thoughts, behaviors, or ideals"(Brown & Fiorella, 2013, p. 81). The impact of personal interaction between the two people who share the same thoughts, ideas and culture is much greater than if one person was just reading the other's thoughts and ideas. This approach will allow more interaction between the consumers on the hipages.com.au social media platforms. They need to find out what their consumers like and what they don't like and from then on post things that interest them. Find pictures, quotes, situations, that they can all relate to and then they can all start discussing. Not everyone has the same opinion about one particular thing, but there are more people with similar thoughts and opinions on it. If someone doesn't like the picture for example, there will be another person who will not like the picture and then they can share their ideas and thoughts together. If someone does like the picture for example, there will be another person who will like the picture as well and then they can share their ideas and thoughts on the picture together. There will always be a clash, but there will always be someone with a similar opinion; or sometimes, their opinion can build upon your opinion and thus create an thought which you can all agree on.

Chapter 4 – In-depth Methodology

Conceptual Design

In-depth Research questions:

1. What do consumers look for on the HiPages social media platforms?

Research objective: to find out what the consumers' wants and needs are.

Operationalization:

Abstract Concept: Participation

Variable: Social media Interaction

Indicators: What makes them like HiPages' social media pages?

What do they think about HiPages' social media pages?

Technical Research Design

Research Strategy: Survey

Research Material: What are the consumers' wants? What are the consumers' needs? What do the consumers look for on the company's social media page? Are the social media followers already subscribed to hipages.com.au? How often are they on social media? What social media platform do they use the most? Do they follow all of HiPages' social media pages?

Research Methods: Sending out a survey

In order to gather real and genuine answers from the survey, an e-mail was sent out to 2,000-2,300 hipages.com.au consumers (See appendix I for the mock e-mail). The CMO, Stephen Keighery suggested that the email be written by Jihan Hammoud, in order for it to be more real and honest. This email was checked by the content editor, Craig Gibson, and the community manager, Corrina Bonshek. With the results of this survey, a better insight can be found on how the consumers feel about hipages.com.au's social media interaction. The reason behind sending a survey to the hipages.com.au consumers, was to get a better insight on the consumer's wants and needs. The goal of this thesis paper is to find out what improvements hipages.com.au needs to make in order to generate more interaction on their social media page, and

who better to ask than their social media fans. The survey will create a better insight on how people feel about hipages.com.au's social media presence, by gathering this information, I can analyze what improvements hipages.com.au needs to make to their social media pages and therefore, satisfy their consumers' needs.

Conceptual Design

In-depth Research questions:

1. What attracts them the most about the HiPages social media platform?

Research objective: Find out what they like about HiPages' social media platforms

Operationalization:

Abstract Concept: Attraction

Variable: Opinion and Behavior

Indicators: What do they like about HiPages' social media pages?

What would they want to see more of on the pages?

What would they want to see less of on the pages?

Technical Research Design

Research Strategy: Survey

Research Material: What features do they like? What do they think about the HiPages social media platforms? Why did they like the page? What do they think about the engagement on the pages? How did they hear about HiPages? What interested them the most about HiPages?

Research Methods: survey and observation.

Although the main research method for this research question is the data that will be collected from the survey, observation is also a key research method in finding out what the consumers like and what they don't like about the pages. By observing the social media accounts, for example with Facebook, looking at the likes, comments, shares, reach and website visits every day, one can see what type/kind of post does

well on what days and what type of posts/pictures the Facebook audience like best. The same concept goes for Twitter, see what type of pictures the audiences react positively on and which ones they react negatively on and see which one causes more interaction between one another. For this experiment, different strategies were implemented for different social media pages. For Facebook, a schedule was arranged to test out what post does well on what day and what type of pictures do the audience prefer to see show up on their newsfeed. The next week's schedule would be based on what happened the week before that. For example, If people reacted negatively towards an outdoor photo on a Thursday, next week there will be an outdoor photo on a Saturday; to test out what day goes best with an outdoor photo. In total there had to be a web link to the inspiration board, a status update, a photo question and a joint picture (See appendix II for Facebook post examples). For Pinterest it was strategies such as repining and pinning pins, following people who were following hipages.com.au and commenting on the pins. For Twitter, tweets linking the likers to a page on the website to hire a tradie would be tweeted every day and later that day a picture tweet would follow. The picture tweeted would be a picture from the website from one of our clients; credit would be given to the business by putting their business name the our tweet or they would be tagged in the post if they had Twitter (see appendix III for the weekly social media stats and strategies).

Chapter 5: In-depth Research Results

Observation

Throughout the four month internship at HiPages Group from January 28th till May 23rd, it was possible to observe hipages.com.au's three most popular social media pages. Throughout those four months, I observed hipages.com.au's Twitter, Facebook and Pinterest account and recorded data for every week. For each account, different data was available, for example with Pinterest, they have their own type of analytics, therefore we could record what happened on the Pinterest account. I recorded the amount of followers in the beginning of the week, how much we had the previous week (this data allows us to find out how many new followers we gained in that week), how many visits to the Pinterest page, the reach that our Pinterest pictures have and how often our pictures that we uploaded were repined. Unfortunately for Twitter, there was no way we could record the data of the tweets being sent out; there was a possibility to use Google Analytics, however it was said by the CMO and the Community manager that it was unreliable. Although we couldn't record any data about the tweets, it was possible to record how many new likers hipages.com.au got every week. Since Facebook is hipages.com.au's most popular social media page and its most successful, there were many ways to track and record the data by using Google Analytics. For Facebook, new likers were recorded as well as the total reach every week, the visits to hipages.com.au via Facebook (people who click on the website of the Facebook post), how many new visitors the website got out of the visits of that week, how many people logged into hipages.com.au using their Facebook account, how many new users signed up with their Facebook accounts and how many people posted a job on the website using their Facebook accounts. See Appendix III for results.

During the four months of the placement, several online communication strategies were developed and carried out for Facebook, Twitter and Pinterest, however, in the beginning of the placement, most of the strategies was focused on Pinterest, since Twitter wasn't a top priority and Facebook was already doing very well. Although these were just basic strategies, they still managed to bring the followers number up, because before the placement Pinterest and Twitter were both abandoned and had not been worked on for over a year. In four months their Pinterest page gained 101 followers, their visitors at its best was 607, their reach at its best was 8,8795 and their repins were at its best 1,476. Facebook gained 5,526 new followers, their total reach was at its best 5,6904, their visits to hipages.com.au via

Facebook was at its best 6,362, their new visits was at best 4,217, the log in on the website via Facebook was at its best 35 and the posting of a new job rate was at its best 6. In the four months that observation was taking place, Twitter gained 64 new followers.

Survey

In order to gather an insight of the consumers of hipages.com.au, a survey was sent to 2,000- 2,300 people, who were likers on their Facebook page by e-mail. Unfortunately, only 107 people responded, however, it was enough to draw a reasonable and realistic conclusion for hipages.com.au. The first portion of the survey was mostly multiple choice, this was to get a sense of what social media the consumers follow and how often they are on social media platforms. The second part of the survey were fill in the blank questions where the consumers would have to express how they feel and what they think about the hipages.com.au Facebook page. See appendix IV for the survey and V for the results.

Since the main objective of the survey was to find out what the consumer's wants and needs were, the second part of the survey had more helpful results. Due to the question being an open question, there were many different answers to the questions, but some of them were also very similar.

Question 1 is a multiple choice question asking how many hours a day do you spend on social media; the options were 1 hour, 3 hours, 5 hours or 10 hours or more. Once one knows how often they are on social media, they then know what kind of consumers they're dealing with. If they are people who are constantly active on social media or people who are not so active on social media. The expected answer for this question was to be 1 hour or 3 hours, because most of the consumers have a job or they are stay-at-home moms or dads. The only chance for them to check their social media is between work (for example during lunch) or after they finish working. However, the survey shows that people spend 1 or 5 hours a day on social media. What comes to mind when they say 1 hour, is that they only check their online social media platform rather than are active on the social media pages. Whereas, when they fill in 5 hours, it looks like they're on their device (computer, laptop, phone, iPad etc.) scrolling through the pages and liking posts, tweets or pins.

Question 5 asked what would you like to see more on the hipages.com.au social media pages. Some felt like hipages.com.au was giving them what they wanted and that the post

inspired them; they claimed there was no change necessary. Others would respond that they would only use the social media pages when they need hipages.com.au or they were unsure of what types of changes hipages.com.au would need to make; some also wrote that hipages.com.au doesn't show up on their newsfeed that often. Some responses claimed that they felt like the pages were boring and needed more fun and lively posts. As for the posts on the social media pages, they also made some suggestions, specifically of what they wanted to see. The answers that were most helpful and were considered the best suggestions were: budget renovations, reviews about hipages.com.au and the work from other people, more realistic and affordable pictures of kitchens, living rooms, bedrooms, outdoors and kitchens, more competitions, articles on how to do certain things around the house and change up the wording in the Twitter and Facebook posts.

Question 6 asked how does the hipages.com.au Facebook posts affect the way you see the company. The answer to this question varied, there were both positive and negative answers, but there were more positive ones than negative ones. A lot of the consumers felt very secure knowing that hipages.com.au is there for them to use it, when they see the post they're reminded that hipages.com.au exists and that they are there for them whenever they need to use it. The word that came up in a lot of answers was professional, that hipages.com.au Facebook page comes off as professional, informative, encouraging, inspiring, easy and very helpful. Some would also say that the posts on Facebook helps them form a better idea and a better opinion about the company and what it's like. Others claimed that without Facebook, they wouldn't know about hipages.com.au and are therefore very happy that hipages.com.au has a Facebook account. There weren't many negative comments, but some of them would say that the service is bad or that the tradies do a very bad job and that they wouldn't recommend hipages.com.au to anyone.

Question 7 asked how do the comments made by others on the hipages.com.au Facebook page affect the way you see the company. In this question, the word comments can be positive or negative, it doesn't matter, but the point of this question was to see if the people are easily influenced by others when it comes to forming an opinion about something. However, some people find it more comforting when they have someone else telling them that something is good or if something is bad; it helps them make the decision. It was a relief to see that many people answered that the comments don't affect the way they see the company, because everyone has different experiences with the company. Many people also answered that they don't pay attention to the comments in the posts, they just like the pictures for

inspiration and if they need their services. The other comments that varied was that comments and reviews are good and sometimes helpful, that real experience is good to hear and some answered that they also had a bad experience with hipages.com.au, but they wouldn't post it on their social media page like other people who do.

Question 8 asked how would you describe hipages.com.au's social media personality. With this question, the expected answers were adjectives that would describe hipages.com.au, although that was the case, there were also some descriptive answers both positive and negative about the personality of hipages.com.au's social media pages. Some of the adjectives that come up the most were: casual, excellent, good, informative, professional, inviting, friendly, helpful and reachable. The consumers found that hipages.com.au's social media pages is very friendly and comes off as very helpful, because whenever you need something, they are always there to help. Other answers would say that their personality is a little boring, too serious, very repetitive and a handful didn't answer the question properly, because they didn't know social media pages could have a personality or they don't visit the Facebook page often so they wouldn't know what to write. Apart from those who didn't answer, there were also ones that claimed that hipages.com.au is a bad service and has a bad personality and some that would say that would say that the pages are useless and don't amuse them.

Question 10 asked what do you like most about the inspiration boards on the hipages.com.au website. What interested me the most about this question was that hipages.com.au's inspiration board is a social media in itself. When one thinks of social media, they think about the basic ones, however, the inspiration board is the website's own Pinterest (See appendix VI for explanation and examples of the inspiration board). Unfortunately, not many of the people who filled in the survey had an inspiration board, in fact, about 80% of the surveyors weren't even sure what the inspiration board was. This struck me as a little strange, because at least once a week on Facebook, hipages.com.au posts a link to an inspiration board that the community manager created and every week it's a different link with a different theme. So, people who look at the page and follow hipages.com.au on Facebook should have these posts appearing on their newsfeed. Same goes for the people who are following hipages.com.au on Twitter, there are also tweets that contain a link to the inspiration boards; so, it's not like hipages.com.au doesn't promote their inspiration board. Even though many of the consumers didn't know what an inspiration board was, those who did have an inspiration board had good things to say about it. Their answers contained positive comments saying that they like looking back at what they liked and they

could also see the business that made it happen; making it very easy for them to contact the business. They also answered that it's great for inspiration, especially for new house owners who don't know how they should have their kitchen or how to decorate their living room.

Conclusion

During the four month observation period of the social media pages, it is concluded that hipages.com.au's social media pages had been doing well since the implementations of the strategies. However, there are many more possibilities and other communication strategies that hipages.com.au can implement to increase the interaction between them and their consumers. The communication strategies that were implemented were minor but they still made a big difference, especially for Pinterest and Twitter as well as for Facebook. All three social media pages gained many more followers and a lot more reach than they used to have. They also received many comments, likes, retweets and favorites from Facebook and Twitter; with Pinterest, many more people started repining their pictures. By gaining more followers, hipages.com.au became more well known and more people became interested in seeing what they do on social media. The higher their follower number is, the more they might feel the need to keep the people updated and post photos, comment or tweet and pin material.

In conclusion to the survey, the consumers have positive comments about hipages.com.au's social media pages. They find that hipages.com.au's social media pages are helpful, easy, friendly, professional and informative, whereas others felt it was too boring, serious and/or repetitive. hipages.com.au still needs some work done in order for them to generate more interaction between them and their consumers, because so far there are still people who dislike certain things on the pages and with some of the surveyors, they don't get hipages.com.au on their newsfeed that often. The survey generated a lot of positive responses towards hipages.com.au's social media pages, which is very good for hipages.com.au, however, there were still negative comments made about hipages.com.au's social media personality and the company's service. Although it is not possible for hipages.com.au to please everyone on their social media pages, they should still take these comments into consideration in order to make their social media pages more enjoyable and more likable for more people.

Chapter 6: Conclusions

The purpose of this paper was to find ways to improve the online communication strategies of hipages.com.au's Pinterest, Twitter and Facebook page in order to generate more recognition and interaction between hipages.com.au and their consumers. The research question then follows as: What improvements does the company need to make in order to generate more interaction on their social media platforms? To come to a conclusion, a survey was passed around by e-mail to 2,000-2,300 people, there was a lot of desk research done, there was observation of the social media pages during the four month placement period and several books were read. hipages.com.au is a strong company built and run by ambitious and successful people. These people did their best to get to where they are now and therefore hipages.com.au has a lot of strengths within their company. They've been in the market place the longest and have received many awards for their accomplishments, but along with strengths there are also weaknesses. Although it was tough trying to find some weaknesses in such a successful organization, there were still a few, such as not checking the listed businesses for their license frequently and except for their Facebook profile, their other social media pages are abandoned.

Due to the fact that most of their social media pages were abandoned, it was a good opportunity to implement some basic communication strategies and observe them; see what went right and what went wrong with each page. This made it easier to see what kind of improvements the social media pages would need in order to generate more interaction. However, it was also a challenge, *because* the pages were so abandoned, hipages.com.au didn't know what worked for them and what didn't; so, it was almost like starting over again.

In order to become successful on the other social media pages, hipages.com.au would have to change the way they do certain things and they would need to come up with new and exciting communication strategies to boost up their online image. With some communication strategies collected from the books and the data collected from the observation and from the survey, it was possible to have formed a good number of suggestions that could possibly improve the online interaction between the organization and their consumers. By implementing the recommendations, hipages.com.au could increase their followers number

and become more recognizable on social media as well as generate more communication between them and their consumers.

Chapter 7: Recommendations

The purpose of this paper was to find ways to improve the online communication strategies of Pinterest, Twitter and Facebook in order to generate more recognition and interaction between hipages.com.au and their consumers. The research question then follows as: What improvements does the company need to make in order to generate more interaction on their social media platforms? After four months of observing the company's social media platforms, sending out a survey to 2000-2300 people, and reading a few books, several recommendations have been formed that can potentially increase hipages.com.au's recognition and interaction between them and their consumers.

hipages.com.au always posts their Facebook posts at 17:00 or sometimes 17:30 during the week, on Saturdays they post at 10:00 and on Sunday at 16:00. In the survey it was stated that the majority of people are on social media 1 hour or 5 hours a day. Meaning that the ones who chose 1 hour a day just scroll through their social media pages throughout the day and those who chose 5 hours probably check their pages after they finish working. If hipages.com.au would post Facebook posts and Twitter tweets different hours, for example during lunch or later around 19:00-21:00, they can compare the different hours and see which one generates more reach, likes and comments. The same concept goes for Twitter, everyday tweet the two different tweets randomly during the day for a couple of weeks and see which ones get favorited or retweeted the most.

Similar to changing the times the posts are posted, to prevent repetition, hipages.com.au should consider changing their Facebook post wording. hipages.com.au has four different types of wording: 1. In one word, describe this (blank), 2. Would you like a (blank) like this?, 3. (comparing two pictures) Which do you like best and why?, 4. What do you like and what would you change about this (blank). These four sentences are used every week for different pictures and when asked why they only use these four, the community manager said that it's interactive and it works well, however, it's becoming too repetitive and the consumers are noticing. By changing the wording and have it be different will break the repetitive streak and make it seem more conversational rather than asking for their opinion.

Another option could be a post of the link of the articles that are posted on the main website along with a picture with the relevance of the article. For example if the article is

about bathroom, post the picture of the bathroom and as the wording of the picture include the link; find out how to make your bathroom less boring! Click here! Or something similar. Not only can they do it with the articles, but as suggested from the consumers that took the survey, they can also do it with reviews and budget renovations and add an appropriate picture to the title. The purpose of the survey was to find out what the consumer thought about the social media pages, and what they would want to see more of, in this case, the consumers said exactly what they wanted. This is a good opportunity for hipages.com.au to apply these new suggestions to their Facebook page.

In *Influence Marketing*, an interesting strategy arose called the fisherman's influence which suggests targeting and following large social media communities that will drive great brand awareness. This could be an interesting communication strategy for hipages.com.au's Pinterest and Twitter page by following people who are important, popular, or are seen as inspirations; only in relation to the home improvement area. By following these people, they can repin or retweet them and they can become more recognized. Especially with Pinterest, once they follow the profiles with lots of followers and lots of material to pin from, they follow their followers as well. Once they gain a follower, they'll go to the hipages.com.au profile and see if they have interesting pinning material. If hipages.com.au has pictures that they're interested in, then they will follow hipages.com.au back and then their followers will be notified that they started following hipages.com.au, so they will also go and check hipages.com.au's Pinterest page to see if they like what they have on their page.

There is a slight problem with hipages.com.au's Pinterest page, although they have 211 followers, they only pin pictures from their own photo section of their website. In the beginning of the placement, there was no specific strategy for Pinterest, so I would pin pictures I thought were nice and while I was doing that, hipages.com.au gained 55 new followers in three weeks. Once the news got to the community manager, she insisted only to pin pictures from the photo section of the website and since then they haven't received that many followers in a three week period. Therefore, a recommendation to increase their Pinterest followers would be to pin anything they think is beautiful or inspiring. The point of Pinterest is to inspire and to pin what you love, by pinning inspirational photos, it doesn't matter if it's theirs or not, it would generate more followers, because people want to be inspired.

According to the book in the literature review *Service Management*, social media is becoming a lifestyle and business must take advantage of that. People are becoming more connected with one another and it's a good way to interact with each other. So, it is easy for people to comment on different posts, especially on Facebook. Since, service is the most important part of building brand equity, it is essential for businesses to treat their consumers right and try their best to help them in the best way possible. Therefore, responding back to comments, positive or negative, would be a great way to increase communication between the business and the consumer. The head of the service department is already replying to people who post on the Facebook page, however, people also comment on hipages.com.au's posts and on their advertisement posts. It doesn't matter if it's positive or negative comments, hipages.com.au should reply to several comments to make the page looks more genuine, like they really appreciate the customer's feedback and that they really want to help them out. For example, show appreciation for the positive comments or if it's a negative comment, reply back because they really want to help solve the problem and see why they had a bad experience.

hipages.com.au has set up a couple of competition over the year, however not as many people as they hoped had signed up for the competition. Most of their competitions would include winning a voucher from IKEA, Target or Bunnings, so they thought if those competitions didn't do that good, maybe they should try a bigger competition. A competition that did really well was the "win a tradie for the day" competition, where the consumers would enter the competition and if they win they would get a free tradie for 8 hours to do whatever it is they need done around the house; as long as it can be done in 8 hours. In *The culture of connectivity*, it is stated that social networks generate two potential values, attention and popularity. Since hipages.com.au is already popular on social media platforms, they need to find a way to attract attention to the platforms. A way to attract attention could be another competition with a different prize; the prize could be a tradie for a day for a specific job. For example, set up three competitions, one is for people who need jobs to be done in the kitchen, another for outdoor and another for bathroom. This way they can advertise It for three different jobs instead of one overall job.

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Appendix I – Mock e-mail

Hello,

My name is Jihan Hammoud and I am currently doing an internship at hipages.com.au. I've been working in Sydney offices for the past four months, but I'm originally from the island of Curacao and live in the Netherlands; where I'm at the final stage of completing my Communications Management degree. I could use your help finishing my thesis.

I'm writing my thesis on hipages.com.au's social media engagement and I would like for you to fill in this survey for me here. My research question is: What improvements does the company need to make in order to generate more interaction on their social media pages?


The purpose of this survey is to get an insight on how people feel about hipages.com.au's social media presence. By gathering this information, I can analyze what improvements hipages.com.au needs to make to their social media pages.

Warm Regards,


Jihan Hammoud

Appendix II – Facebook examples of posts

Link to inspiration board


**hipages.com.au** shared a link.
13 February

Home Tour: What's your favourite room in this home? Look inside by clicking below.




Sensational Home Tour - Tanna Green Architects
www.homeimprovementpages.com.au

Take a tour through this inspiring home renovation. Create an inspiration board to save your favourites.

Like · Comment · Share  15

Status update

**hipages.com.au**
27 January

One thing I'd like to add to my home is...

If you need a tradie, let us know at www.hipages.com.au/get_quotes_simple?f for 3 obligation free quotes.



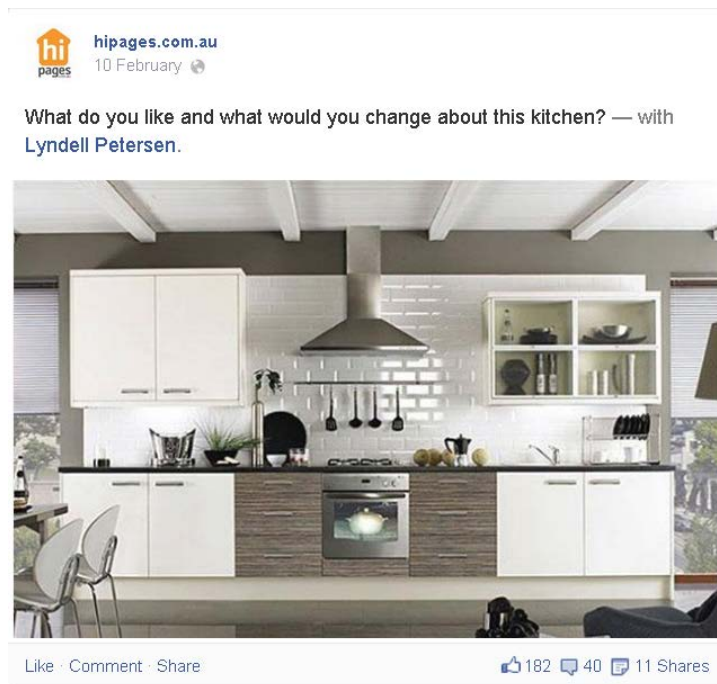
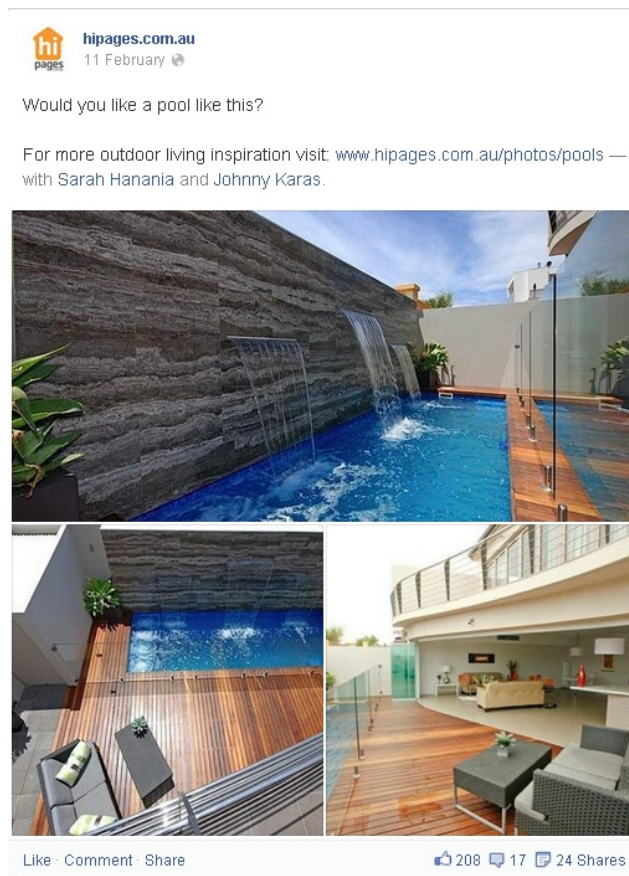
Like · Comment · Share  2  1

Photo question



Joint picture



Appendix III – Facebook, Twitter and Pinterest weekly updates

Pinterest

Start Date	End date	Total followers beginning of the week	New followers	Visits to pinterest	Reach	Repins	Notes
2-3-2014	2-9-2014	124	12	231	46349	755	Strategy: Pinning from other boards and following other pinners
2-10-2014	2/16/2014	142	18	249	45972	758	There was not a lot of activity this week.
2/17/2014	2/23/2014	157	15	271	55291	887	There was not a lot of work done on Pinterest last week.
2/24/2014	3-2-2014	167	10	349	58633	1054	Strategy: Pinning our pictures only.
3-3-2014	3-9-2014	172	5	318	55919	954	Strategy: following people back
3-10-2014	3/16/2014	176	1	380	56388	995	Strategy: No strategy was applied this week.
3/17/2014	3/23/2014	177	3	407	73282	1280	Strategy: No strategy was applied this week.
3/24/2014	3/30/2014	180	4	458	62028	1079	
3/31/2014	4-6-2014	184	8	442	60749	1101	
4-7-2014	4/13/2014	192	4	490	67957	1273	Started commenting on people's reactions
4/14/2014	4/20/2014	196	6	500	65687	1227	
4/21/2014	4/27/2014	202	2	607	72360	1415	
4/28/2014	5-4-2014	204	1	458	72086	1231	
5-5-2014	11-5-2014	205	5	560	72105	1118	
12-5-2014	18-5-2014	208	6	519	88795	1476	
19-5-2014	25-5-2014	211					

Twitter

Start date	End date	Total followers beginning of the week	New followers	Notes
3-3-2014	3-9-2014	1560 Followers	4	
3-10-2014	3/16/2014	1564 Followers	2	
3/17/2014	3/23/2014	1566 Followers	2	Started tweeting regularly
3/24/2014	3/30/2014	1568 Followers	16	
3/31/2014	4-6-2014	1584 Followers	7	
4-7-2014	4/13/2014	1591 Followers	-1	
4/14/2014	4/20/2014	1590 Followers	2	Article on hipages.com.au went out
4/21/2014	4/27/2014	1592 Followers	10	
4/28/2014	5-4-2014	1602 Followers	3	Article on hipages.com.au went out
5-5-2014	11-5-2014	1605 Followers	13	
12-5-2014	18-5-2014	1618 Followers	6	
19-5-2014	25-5-2014	1624 Followers		Articles about hipages.com.au always generated a lot of interaction. Tweets and retweets of the articles.

Facebook

Start date	End date	Total likes beginning of the week	New page likes	Total Reach	Visits to HIP via Facebook	New visits	How many people log in via Facebook	New user sign ups	Posted a job
2-3-2014	2-9-2014			30657	531	316	7	1	6
2-10-2014	2/16/2014	44,274		36483	404	195	6	0	7
2/17/2014	2/23/2014	44,274	28	40429	478	293	5	0	3
2/24/2014	3-2-2014	44,302	54	37761	369	200	8	0	7
3-3-2014	3-9-2014	44,356	8	25553	294	181	3	0	4
3-10-2014	3/16/2014	44,364	617	27948	4699	3164	31	2	105
3/17/2014	3/23/2014	44,981	395	31135	3514	2276	13	2	88
3/24/2014	3/30/2014	45,376	604	51892	4389	2481	26	3	111
3/31/2014	4-6-2014	45,980	692	33157	5240	3095	21	1	133
4-7-2014	4/13/2014	46,672	628	25362	4847	2880	35	6	101
4/14/2014	4/20/2014	47,300	677	17470	6362	4217	25	4	163
4/21/2014	4/27/2014	47,977	370	56904	5100	3378	21	0	111
4/28/2014	5-4-2014	48,347	551	33061	4778	3096	16	2	131
5-5-2014	11-5-2014	48,898	499	52265	4976	3248	18	2	136
12-5-2014	18-5-2014	49,397	403	46233	3817	2526	10	1	88
19-5-2014	25-5-2014	49,800							

Notes on strategies

no strategy applied last week.

week 1 strategy. 2 links (1 of them was a draw), 2 status photos and 3 photo questions

week 2 strategy. 2 status photos, 1 link, 1 status update and 3 photo questions

Week 3 strategy. 2 links, 3 photo questions and 1 Status photo. Sunday's post was not posted.

Week 4 strategy. 4 photo questions, 2 status photo join, 1 link. Plus GQ ads went out during this week.

Week 5 strategy. 2 status photo join, 3 photo questions and 1 status update. Sunday's post was not posted.

Week 6 strategy. 4 photo questions, 2 status photo join and 1 link to inspiration board

Week 7 strategy. 3 photo questions, 2 status photo join, 1 link to inspiration board and 1 paid ad for mancave

Week 8 strategy: 1 link to inspiration board, 3 photo questions, 1 status photo join, 1 comp ad, 1 paid ad ikea

Week 9 strategy. 2 comp ad, 2 photo questions, 1 link to inspiration board and 2 holiday posts

Week 10 strategy. 3 status photo join, 3 photo question and 1 ikea kitchen ad

Week 11 strategy. 1 link to inspiration board, 4 photo question and 1 status photo join. Sunday's post was not posted.

Week 12 strategy. 1 link to inspiration board, 4 photo question and 2 status photo join

Week 13 strategy. 1 link to inspiration board, 4 photo question and 2 status photo join

Appendix IV – Survey



hipages.com.au survey

1. How many hours a day do you spend on social media?
Choose the best possible answer.

- ☐ 1 hour
☐ 3 hours
☐ 5 hours
☐ 10 hours or more

2. How did you first hear about www.hipages.com.au?

- ☐ Google
☐ Phone book
☐ Word of mouth
☐ Social media
☐ Newspaper
☐ Blog

Other

3. Tick which hipages.com.au social media pages you follow.

- ☐ Facebook
☐ Twitter
☐ Pinterest
☐ Google+
☐ LinkedIn

Other

4. What social platform do you use the most?

- ☐ Facebook
☐ Twitter
☐ Pinterest
☐ Google+
☐ LinkedIn

Other

5. What would you like to see more of on the hipages.com.au social media pages?

6. How do the hipages.com.au Facebook posts affect the way you see our company?

7. How do the comments made by others on the hipages.com.au Facebook page affect the way you see our company?

8. How would you describe hipages.com.au's social media personality?

9. Have you created an inspiration board from the photo section on hipages.com.au?

- ☐ Yes
☐ No
☐ Not sure what that is

10. If yes, what do you like the most about this section of hipages.com.au?

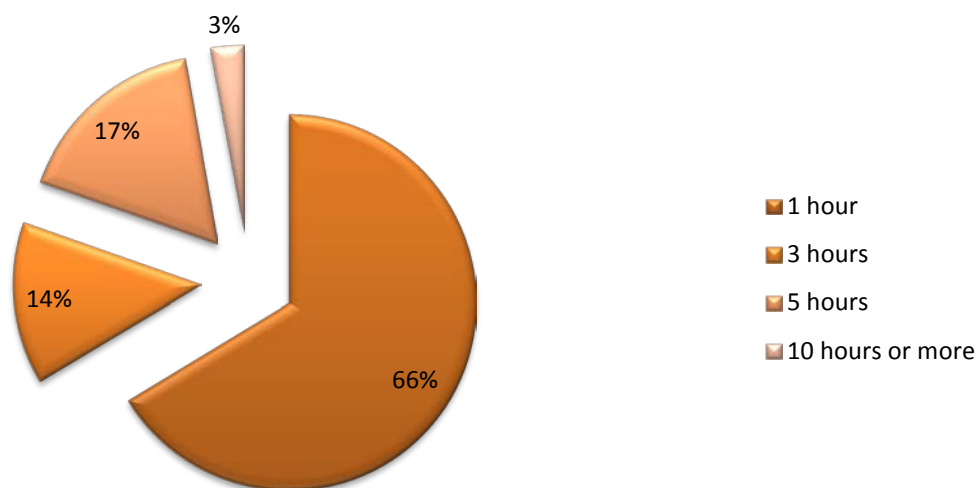
11. Do you have any other comments or recommendations?

Thanks heaps for filling in the survey and helping me out! hipages.com.au and I truly appreciate it.

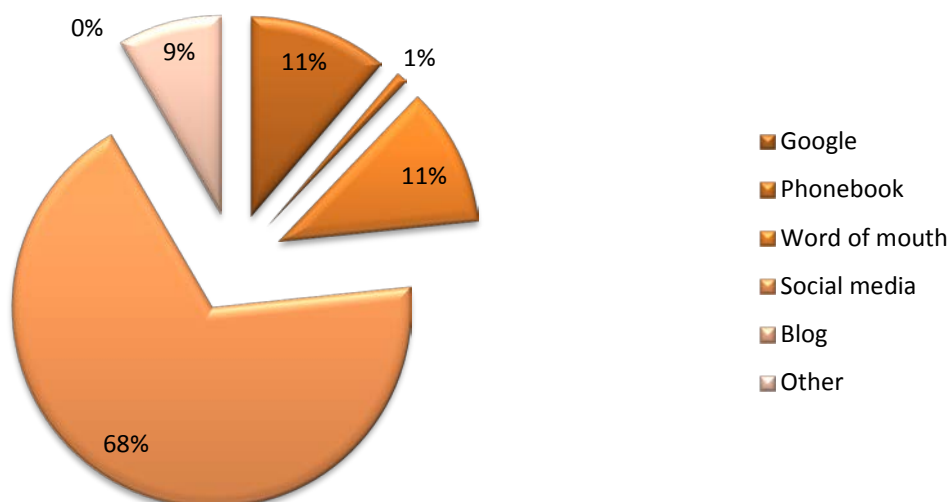
Done

Powered by **SurveyMonkey**
Check out our [sample surveys](#) and create your own now!

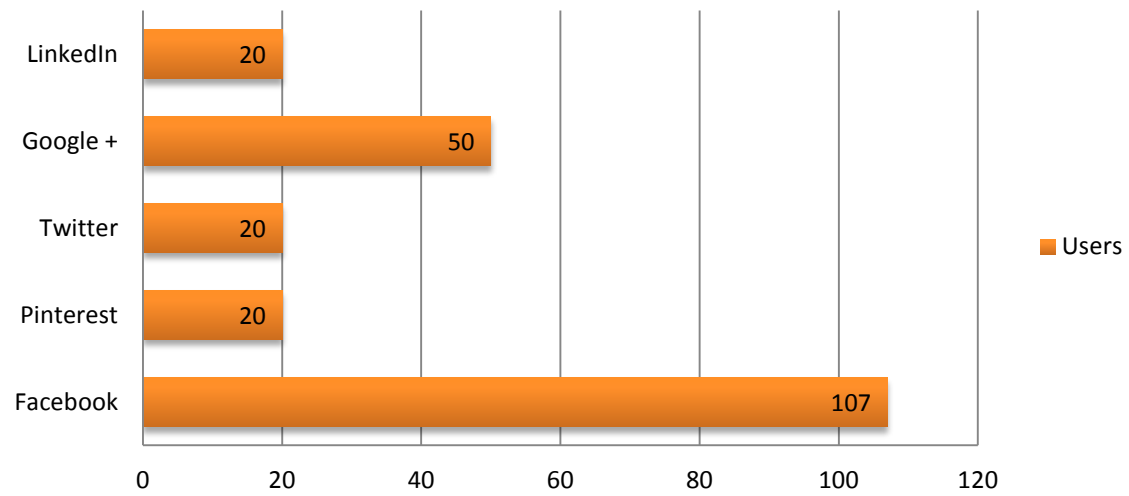
1. How many hours a day do you spend on social media? Choose the best possible answer.



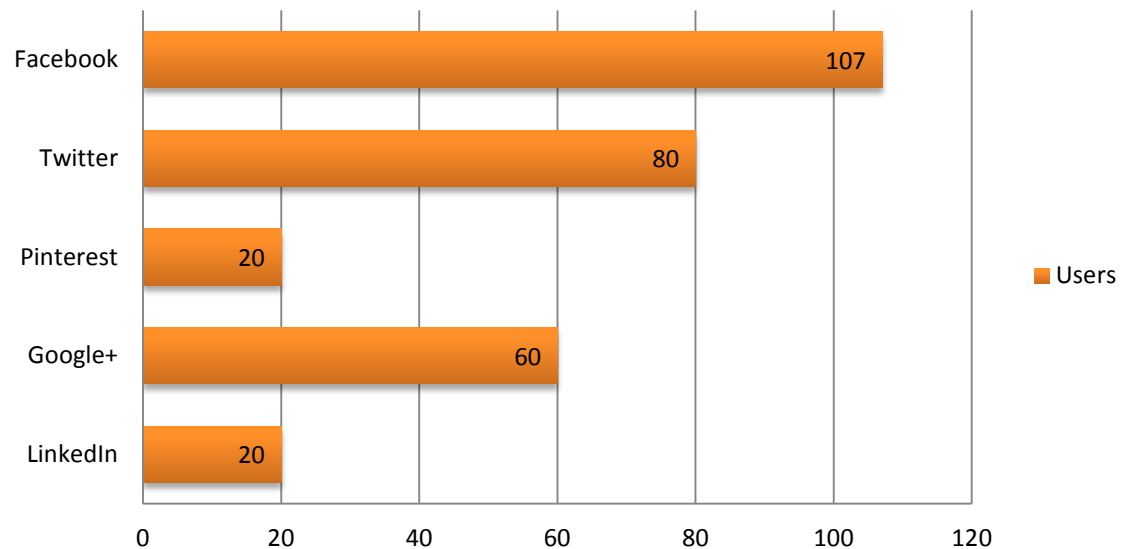
2. How did you first hear about www.hipages.com.au?



3. Tick which hipages.com.au social media pages you follow.



4. What social platform do you use the most?



5. What would you like to see more of on the hipages.com.au social media pages?

Beantwoord: 107 Overgeslagen: 0

Reacties (107) Tekstanalyse Mijn categorieën

GEAVANCEERDE FUNCTIE
Gebruik Tekstanalyse om reacties te zoeken en te categoriseren. Zie veelgebruikte woorden en zinnen. Als u Tekstanalyse wilt gebruiken, voert u een upgrade naar een GOUD- of PLATINA-plan uit.
Upgraden Meer informatie >

Categoriseren als... Filteren op categorie Reacties doorzoeken

Weergave van 107 reacties

More reviews about the way hipages works, experiences of other people	26-6-2014 8:53	Antwoorden van respondenten weergeven
no	25-6-2014 21:12	Antwoorden van respondenten weergeven
More fun posts, lively posts	25-6-2014 2:54	Antwoorden van respondenten weergeven
Budget Renovations	3-6-2014 3:46	Antwoorden van respondenten weergeven
items about small homes like duplexes. Most of the photos are for large homes.	28-5-2014 11:41	Antwoorden van respondenten weergeven
Nothing it gives me ideas and help me find the right people for that job so keep on rolling.	27-5-2014 1:09	Antwoorden van respondenten weergeven
Specials in my area		

6. How do the hipages.com.au Facebook posts affect the way you see our company?

Beantwoord: 107 Overgeslagen: 0

Reacties (107) Tekstanalyse Mijn categorieën

GEAVANCEERDE FUNCTIE
Gebruik Tekstanalyse om reacties te zoeken en te categoriseren. Zie veelgebruikte woorden en zinnen. Als u Tekstanalyse wilt gebruiken, voert u een upgrade naar een GOUD- of PLATINA-plan uit.
Upgraden Meer informatie >

Categoriseren als... Filteren op categorie Reacties doorzoeken

Weergave van 107 reacties

Helps me form a better opinion about the company	26-6-2014 8:53	Antwoorden van respondenten weergeven
In a positive way	25-6-2014 21:12	Antwoorden van respondenten weergeven
It gives me a sense of what the company is really like	25-6-2014 2:54	Antwoorden van respondenten weergeven
Trends	3-6-2014 3:46	Antwoorden van respondenten weergeven
professional. Easy to understand and helpful.	28-5-2014 11:41	Antwoorden van respondenten weergeven
As above	27-5-2014 1:09	Antwoorden van respondenten weergeven
N/A		

7. How do the comments made by others on the hipages.com.au Facebook page affect the way you see our company?

Beantwoord: 107 Overgeslagen: 0

Reacties (107) Tekstanalyse Mijn categorieën

GEAVANCEERDE FUNCTIE
Gebruik Tekstanalyse om reacties te zoeken en te categoriseren. Zie veelgebruikte woorden en zinnen. Als u Tekstanalyse wilt gebruiken, voert u een upgrade naar een GOUD- of PLATINA-plan uit.
Upgraden Meer informatie >

Categoriseren als... Filteren op categorie Reacties doorzoeken

Weergave van 107 reacties

It really makes it easier to decide whether to use hipages or any other company	26-6-2014 8:53	Antwoorden van respondenten weergeven
It makes me feel some type of way	25-6-2014 21:12	Antwoorden van respondenten weergeven
They don't, everyone has a different experience	25-6-2014 2:54	Antwoorden van respondenten weergeven
Reviews/recommendations are helpful	3-6-2014 3:46	Antwoorden van respondenten weergeven
mostly positively.	28-5-2014 11:41	Antwoorden van respondenten weergeven
Comments can be helpful and good most of the time.	27-5-2014 1:09	Antwoorden van respondenten weergeven
N/A		

8. How would you describe hipages.com.au's social media personality?

Beantwoord: 107 Overgeslagen: 0

Reacties (107) Tekstanalyse Mijn categorieën

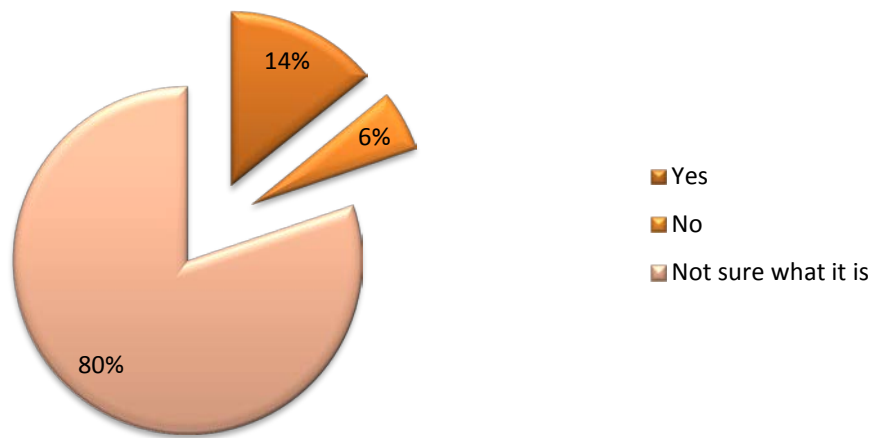
GEAVANCEERDE FUNCTIE
Gebruik Tekstanalyse om reacties te zoeken en te categoriseren. Zie veelgebruikte woorden en zinnen. Als u Tekstanalyse wilt gebruiken, voert u een upgrade naar een GOUD- of PLATINA-plan uit.
Upgraden Meer informatie >

Categoriseren als... Filteren op categorie Reacties doorzoeken

Weergave van 107 reacties

Casual, not too serious	26-6-2014 8:53	Antwoorden van respondenten weergeven
Cool, exciting	25-6-2014 21:12	Antwoorden van respondenten weergeven
A bit repetitive	25-6-2014 2:54	Antwoorden van respondenten weergeven
Good	3-6-2014 3:46	Antwoorden van respondenten weergeven
informative	28-5-2014 11:41	Antwoorden van respondenten weergeven
Excellent	27-5-2014 1:09	Antwoorden van respondenten weergeven
Average		

9. Have you created an inspiration board from the photo section on hipages.com.au?



10. If yes, what do you like the most about this section of hipages.com.au?

Beantwoord: 22 Overgeslagen: 85

Reacties (22)
Tekstanalyse
Mijn categorieën

GEAVANCEERDE FUNCTIE
 Gebruik Tekstanalyse om reacties te zoeken en te categoriseren. Zie veelgebruikte woorden en zinnen. Als u Tekstanalyse wilt gebruiken, voert u een upgrade naar een GOUD- of PLATINA-plan uit.
Upgraden Meer informatie »

Categoriseren als... ▼
 Filteren op categorie ▼
 Reacties doorzoeken 🔍 ?

Weergave van 22 reacties

I like that when I need to look back at what I really liked, I can see what business did it and can get their number immediately.

25-6-2014 2:54 Antwoorden van respondenten weergeven

I have only looked once when I was filling out this survey. I have checked out the emails Hi pages send and often go to the web page to look for ideas.

28-5-2014 11:41 Antwoorden van respondenten weergeven

Get to store my favourites

25-5-2014 2:29 Antwoorden van respondenten weergeven

You get a quick response from three different traders (reliable ones).

23-5-2014 15:20 Antwoorden van respondenten weergeven

The garden ideas and kitchens.

23-5-2014 14:46 Antwoorden van respondenten weergeven

I thought it was a site for contacting tradesmen but from your questions I may have not been using to its full potential but I don't think I will either

23-5-2014 9:42 Antwoorden van respondenten weergeven

11. Do you have any other comments or recommendations?

Beantwoord: 19 Overgeslagen: 88

Reacties (19) Tekstanalyse Mijn categorieën

GEAVANCEERDE FUNCTIE
Gebruik Tekstanalyse om reacties te zoeken en te categoriseren. Zie veelgebruikte woorden en zinnen. Als u Tekstanalyse wilt gebruiken, voert u een upgrade naar een GOUD- of PLATINA-plan uit.
Upgraden [Meer informatie »](#)


Categoriseren als... Filteren op categorie Reacties doorzoeken

Weergave van 19 reacties

creation of an area where people can get ideas using artwork - sculpture - mosaics - paintings - ceramics - drawings etc.	28-5-2014 11:41	Antwoorden van respondenten weergeven
I have had to leave a few bad comments about tradies - do they remove them from the site if they get bad feedback or no?	25-5-2014 2:29	Antwoorden van respondenten weergeven
all good, I have had many positive experiences with hipages	24-5-2014 12:51	Antwoorden van respondenten weergeven
Think it's a good way to find tradies	23-5-2014 21:22	Antwoorden van respondenten weergeven
NA	23-5-2014 15:20	Antwoorden van respondenten weergeven
We have builders working in the back garden at the moment courtesy of HIP.	23-5-2014 14:46	Antwoorden van respondenten weergeven

Appendix VI – Inspiration Board example and definition

The concept of the inspiration board is that the consumer would create an inspiration board and go through the photo section of the website. The photo section contains pictures of the businesses listed on the hipages.com.au website, this way the consumers can see the previous works from the business and see if they like the work. Another purpose of the inspiration board, the consumer can look through the photo section and go to kitchens for example and see all different types of kitchens and add those pictures to their inspiration board, so that one day if they want to recreate that kitchen or do something similar to that, they can either call that business up, or they can use the picture as a guideline.




Jihan Hammoud

My Inspiration Boards


[f Share](#)

My Inspiration Boards


- Kitchens I Like
- Architecture
- Living Space
- Outdoor
- Bathrooms
- Kitchens
- pools
- Outdoor Inspiration
- Style Ideas
- kitchen cabinets
- Bathrooms I Like
- Decking and Paving
- Flooring
- tailored home
- driveways
- painters
- wake up your boring bathroom
- New ads
- Dining rooms
- New ones
- Mobile ads




Kitchens I Like (63 photos)




Architecture (64 photos)




Living Space (7 photos)




Outdoor (13 photos)




Bathrooms (4 photos)




Kitchens (7 photos)



pools (6 photos)



Outdoor Inspiration (97 photos)



Style Ideas (8 photos)

