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ELABORATION OF SOCIAL MEDIA STRATEGY: FLASH-MONEY GROUP CASE

Love Davy Ebvabali Soudzele[1], Hüseyin Karşılı[1]

[1] *European University of Lefke, Department of Business Administration*

**Corresponding Email: hkarsili@eul.edu.tr*

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***Abstract**: These days, many SMEs owe their success to social media. It is in such a context that Flash-Money Group submitted a study on the development of a social media strategy. From this study, the company wishes to achieve its objectives. In particular, it wishes to increase its visibility, its subscribers, and its likes on social media, but also to improve the loyalty of these customers over a period of one month. The strategic approach that we have chosen for the development of this strategy includes a diagnostic at the internal and external levels. To do this, it was a question of using a data collection method based on documentary analysis, a semi-structured interview, and strategic tools. All of the results following the diagnostic led to opt for an inbound marketing strategy to enable the company to effectively achieve these objectives.*

Keyword:
Social Media Strategy, Inbound Marketing, Customer Engagement

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INTRODUCTION

The first social media platform appeared in 1995 in the United States, and it was followed by many others at the beginning of the 21st century, following the appearance of new digital technologies. Nowadays, digital transformation has a considerable impact on both businesses and the world of work and on society as a whole. This digital revolution is so important that specialists compare it to the birth of printing more than five centuries ago.

In this new era, digital channels are multiplying and their uses are gaining momentum. Social media have become essential communication tools. Organizations must today take advantage of digital opportunities to develop their notoriety, their turnover, adapt their corporate culture, and retain their employees, increase brand visibility, share news, build customer loyalty, and why not facilitate the recruitment process.

More and more companies are interested in the social phenomenon and have understood that they can benefit from their presence on these new media with the desire and need to move from exciting and attractive social marketing to achieving results, financial increases. There is no longer an effective communication policy without a relevant social media plan. As such, social media have now become essential within the marketing and sales strategy of any company. The problem in this work is then the absence of an effective and adapted social media strategy capable of allowing the Flash-Money company to take advantage of the opportunity of social media in order to achieve its various objectives.

Our main objective is to study the current digital situation of the Flash-Money company and its external market in order to develop a social media strategy. This will result in secondary objectives, including:

Measure the level of social presence of the FLASH-MONEY company.

Find out if Congolese foreigners in Ivory Coast send money online.

Know the digital habits and preferences of the Congolese in Ivory Coast.

Develop a strategy and a publication schedule to enable the company to achieve its objectives.

From the previously stated research objectives, several research questions emerge, namely:

- How is Flash-Money's presence on social media?
- Do Congolese in Ivory Coast send money online?
- What are the digital habits and preferences of the Congolese in Ivory Coast?
- What strategy should we develop for Flash-Money?

A digital strategy for businesses is an action plan that aims to use digital channels to achieve business objectives, such as visibility, notoriety, customer acquisition, conversion, loyalty, and others. It is designed to meet the specific needs of the company and its target audience, integrating digital technologies into the overall company strategy. The goal of this work is to provide the company with a strategy that will allow it to

increase its visibility, its subscribers, and its likes on social networks, but also improve the loyalty of these customers over a period of one month.

In the digital age, companies can no longer ignore social media marketing strategy. Dissemination of content, promotion of new products/services, and social media engagement unite and make the company's communication actions go viral. The web, which has become social, makes it possible to create a new customer relationship, more rewarding and more intimate. Company employees become influencers and help promote the brand and make it shine. Business and consumer barriers are falling, leaving room for sharing experiences. Eager for the web, for new forms of consumption, thanks to the Internet, customers compare, share, and recommend a product/service, a nd this modifies marketing, communication, and commercial strategies.

This work will help companies to better take advantage of the new situation brought about by social networks and which is fully part of the digital transformation of companies. The positive impact so sought after by companies can only be achieved with processes and techniques thought out in advance. The positive impact of this work is present on several levels:

Strategic impact: at the level of communication, brand image, and notoriety;

Commercial impact: by promoting disintermediation, generating news of customer interactions with the company.

LITERATURE REVIEW

SECTION 1: THEORETICAL APPROACH TO SOCIAL MEDIA STRATEGY

In this section, we will first define the key concepts important for understanding our theme. Then it will be a question of presenting some strategies that will be useful for the rest of the work.

1.1. DEFINITION OF KEY CONCEPTS

This section explains the key terms that make up our topic of study. The terms retained are strategy and social media, which will allow us to define the notion of social media strategy.

- **Strategy**

The term strategy is derived from the Imperial Latin " strategia " and the Greek terms stratos: "army in battle order" and ageîn "to lead". De facto, the term strategy has the primary meaning: the art of conducting military operations. He is generally associated with the Chinese military theorist Sun Tzu (or Sun Zi), who "Described the principles of war as early as 500 BC" in his book The Art of War.

Today, the word strategy has a multidimensional meaning and does not only fit into a military context.

This is how we talk about business strategy, which “covers the fundamental resource allocation choices that companies make to achieve their objectives and sustain themselves”. The literature on business strategy today is quite diverse. Indeed, several authors have addressed this notion.

First, CHANDLER (1989) proposed: “Strategy is the holding of a firm's long-term goals and objectives, the adoption of means of action, and the allocation of resources necessary to achieve these objectives.” In addition to CHANDLER's definition, Michael PORTER (1980) defines strategy as the general direction that enables a firm to have a sustainable competitive advantage in its environment.

By implementing a strategy, a company can achieve its goals in terms of competitiveness and profit. A strategy is a reflection of the relationship between a company and its environment and involves choices in terms of activities and resource allocation.

- **Social media**

According to the Definition-Marketing site, the term social media refers to digital platforms that are accessible via the Internet (web and applications) and that allow their members to build or integrate networks of friends and business acquaintances, present, communicate and interaction tools and interfaces that enable them to participate in the life of these networks.

Another definition of social media is a social network, a set of technologies, content, and interactions that enable the creation of groups of individuals or organizations connected

by links. The nature of these links depends on social media acting as support for the network, Facebook friends, LinkedIn relationships, and followers on Twitter.

- **Social media strategy**

Following the respective definitions of the words strategy and social media, we can deduce that the social media strategy of a company is a set of planned and organized systems and actions implemented on social media to facilitate the achievement of its social media objectives.

Like any marketing strategy, a social media strategy is normally established over the medium/long term, but it must, however, take into account the very evolving, even unstable, nature of the social media environment.

1.2: SOME DIGITAL STRATEGIES

This section will present two (2) digital strategies that we consider effective and important for the development of our strategy.

1.2.1. Inbound marketing

Inbound marketing is a methodology intended to generate and retain customers. Concretely, this strategy, called "inbound marketing", aims to attract prospects naturally, rather than soliciting them through advertising or direct canvassing.

Inbound marketing is a powerful lever for acquiring prospects and has many advantages for a company:

- More exchanges with prospects and customers;
- Strong visibility;
- More effective loyalty;
- A profitable model over time.

1.2.2. Outbound marketing

Outbound marketing is a marketing strategy that involves disseminating information to consumers. It includes communication actions to reach future customers, which is one of the principles of advertising.

This strategy is often associated with mass marketing, which relies on various levers to spread advertising messages on a large scale to attract consumers.

SECTION 2: DESCRIPTION OF FLASH-MONEY GROUP

This section will give a presentation of Flash-Money Group. This presentation will include the company's history and its organizational structure. This description is based on company documentation.

2.1: HISTORY

Flash-Money is a digital agency specializing in international money transfers. The company offers the possibility of sending or receiving money from a mobile money account.

The company was born from three (3) foreign students in Ivory Coast who expressed a strong desire to receive money from their parents, who remained in Congo, more quickly, more simply, and without leaving the campus. A passage from the speech of the CEO of Flash-Money, Mr. Davy Love EBVABALI SOUDZELE (2021), tells better the story of the creation of the company, he says:

“Indeed, we were all Congolese students at the Institut National Polytechnique Félix HOUPHOUËT-BOIGNY (INP-HB) in Yamoussoukro in Ivory Coast. Housed on campus since 2017, many of us teach from Monday to Saturday from 7 a.m. to 6 p.m. The very busy work schedule generally did not leave us time to easily receive money from parents in the various agencies in the city. This time constraint is complemented by long queues in front of the agencies, most of which were experiencing liquidity shortages.

Faced with these repeated difficulties, the three of us decided to find a way to receive money from parents more simply, more quickly, and without disrupting our work schedule, hence the birth of Flash-Money in July 2019. 'INP-HB in Yamoussoukro, Ivory Coast. »

2.2. HUMAN RESOURCES OF THE COMPANY

Human resources management is one of the fundamental bases that allow the development of any professional organization. Itt is an activity which aims to improve transversal

communication, while ensuring respect for the company's organizational chart. In this sense, the Flash-Money Group organization chart is presented below with a description of each job.

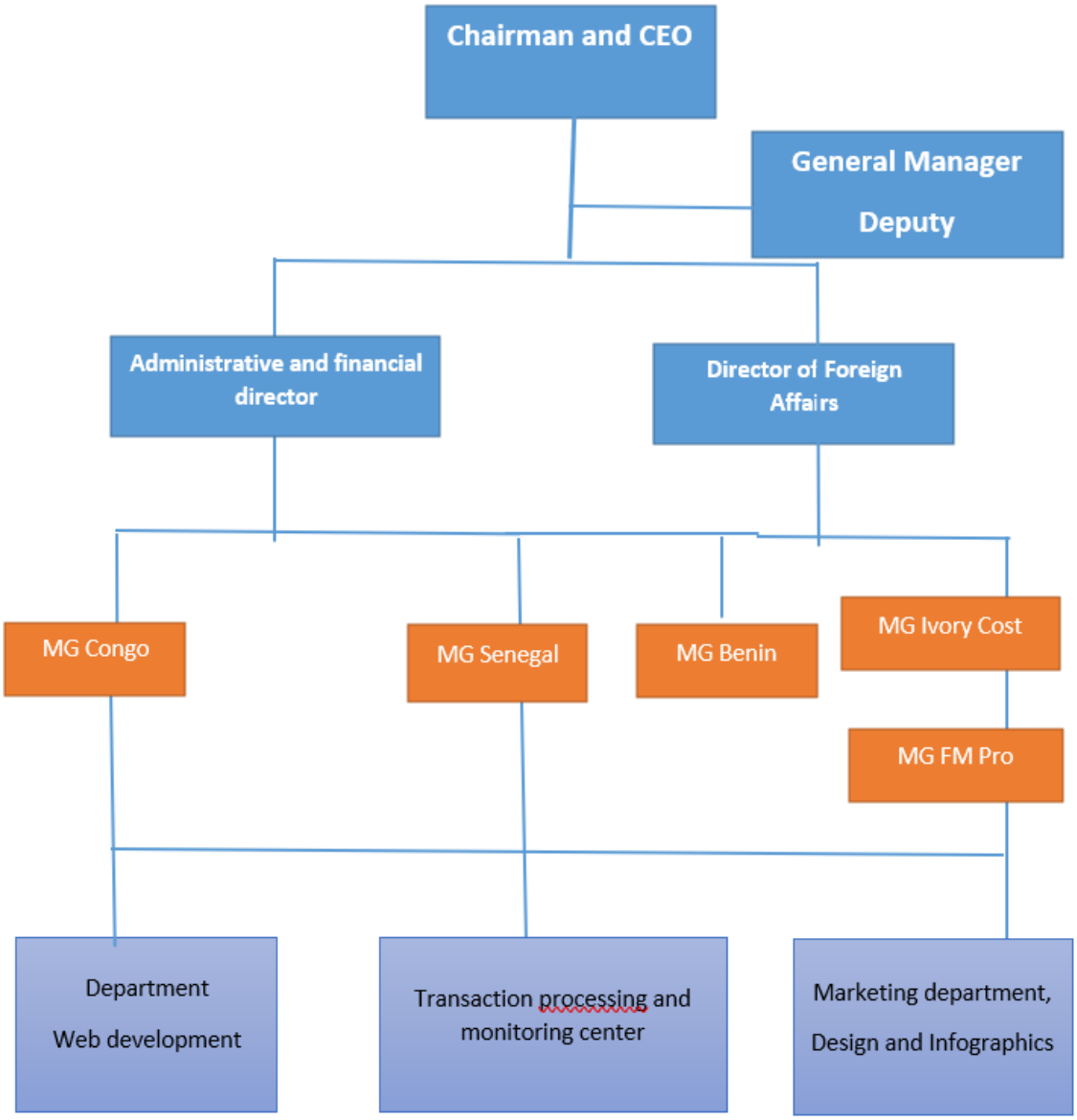


Figure 1: Organizational chart of the Flash-Money Group company

This figure presents the Flash-Money Group organization chart and description of each job.

The missions of each job recorded in the company organization chart presented above will be described in the following lines.

- **Chairman and CEO**

Assignment :

- Manage the company daily;
- Implementation and development of strategies and general company policy;
- Ensure the proper execution of strategies.

- **Managing Director of Congo**

Assignment :

- Manage Flash-Money activity in the country concerned;
- Release transactions by setting aside profits.
- Prospect and retain customers in the country concerned;
- Receive customer shipments and send information within the group.
- Execute shipments to Congo together with other Congo agents;
- Send the reports every evening with a supporting screenshot.
- Record in a database all customers who send outwards.

- **Managing Director Senegal**

Assignment :

- Manage Flash-Money activity in the country concerned;
- Release transactions by setting aside profits.
- Prospect and retain customers in the country concerned;
- Receive customer shipments and send information within the group.
- Execute shipments to Senegal together with other agents;
- Send the reports every evening with a supporting screenshot.

- Record in a database all customers who send outwards.
- **Web development department**

Assignment :

- Ensure the development of digital technologies;
- Ensure process automation.
- Ensure the development of optimized and modern applications and transfer platforms;
- Website development.
- **Marketing, design, and infographics department**

Assignment :

- Ensure the image of Flash-Mone.;
- Design advertising texts;
- Maintain the site and social networks;
- Create multifaceted visuals (posters, videos, design mentions).
- **Deputy General Manager and Director of Foreign Affairs**

Assignment :

- Manage the company in the absence of the CEO;
- Supervise the activity of the DGs and all staff;
- Free transactions to the Ivory Coast and Senegal for emergency cases.
- **Transaction processing and monitoring center**

Assignment :

- Monitoring the release of customer transactions;
- Ensure the balance of transactions.

- Process transactions;
- Bonus management.

METHODOLOGY

SECTION 1: THE APPROACH FOR DEVELOPING THE SOCIAL MEDIA STRATEGY

The strategic approach for the development of this strategy includes three (3) stages:

- Conceptual analysis;
- Make a strategic diagnosis and a data analysis chapter.
- Develop the strategy in the recommendation chapter.

1. Conceptual analysis

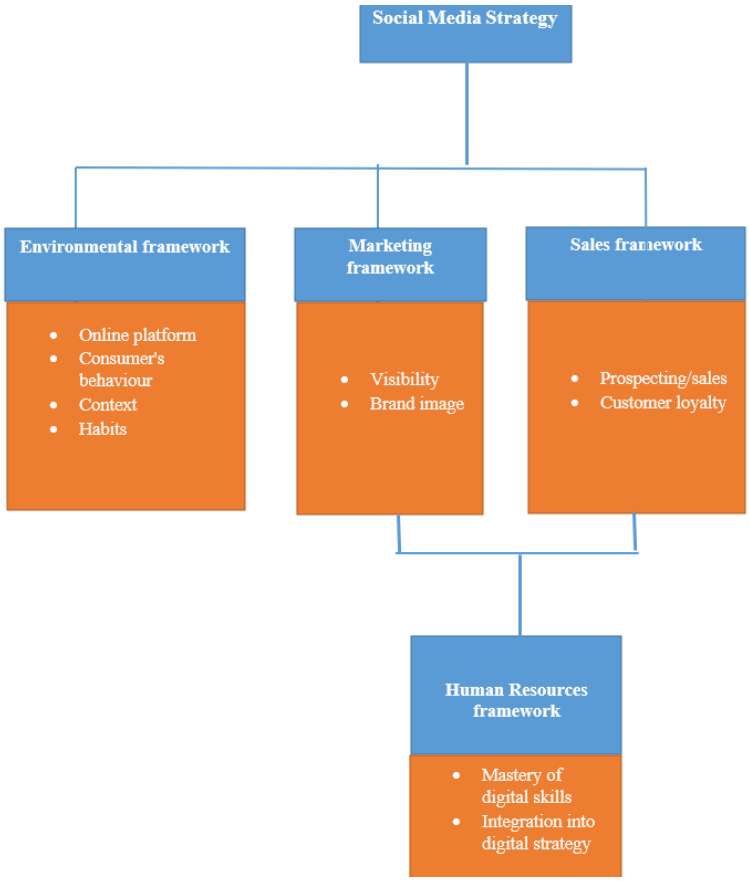


Figure 2: Conceptual diagram

- **Environmental framework:** Digital technologies evolve in a very dynamic environment, the environment in which companies operate. This evolving environment created a new type of relationship between businesses and consumers. This relationship will change consumer behaviour due to the digital technologies to be used and a new approach to products or services. Thus, consumers acquire information in a new way and on various platforms (social media). However, these digital technologies do not generate the same practices everywhere in the world (context); there is more consumer engagement in some countries than others.
- **Marketing framework:** Social networks influence the concept of digital marketing by allowing, in particular:
- **Visibility:** Social media has allowed businesses to grow their visibility and sales by targeting specific audiences and sharing relevant content.
- **Branding:** Social media has created new opportunities for brands by giving them the ability to develop a clear positioning with an audience.
- **Sales framework:** Social media is profoundly influencing the modern commerce landscape. Here are some of the main aspects of their influence:
- **Prospecting/sales**: Social networks have offered businesses a new way to sell and prospect, in particular thanks to specific commercial functionalities such as those on Facebook and Instagram.
- **Customer Loyalty:** Social media has made it easier to communicate with customers, allowing them to share their experiences and voice their opinions, which strengthens the customer-business relationship.
- **Human Resources framework:** Social networks influence the skills landscape in companies. Here are some of the keys:
- **Mastery of digital skills:** Companies now expect their employees to be proficient in using social media to promote the brand, interact with customers, and find new prospects.
- **Integration into digital strategy:** Social networks have become essential communication tools for businesses. It is therefore important that employees understand how to integrate social media into the company's overall digital strategy.

2. The strategic diagnostic

The diagnostic phase constitutes the first step in developing our social media strategy. This phase operates under two components, namely the internal component and the external component.

¬ **Internal diagnostic of the company**

In this section, it is a question of analyzing the social media presence of the company in order to present a summary of its strengths and weaknesses.

¬ **External diagnostic of the company**

This diagnostic makes it possible to analyze the company's environment. This involves presenting the different social media and identifying their presence in the Ivory Coast, and highlighting their statistics. Finally, we will highlight the different opportunities and threats.

1.3. Strategy development

After having completed the stage of internal and external diagnostics of the company, it will be necessary to put in place a strategy for the company. This strategy will depend on the qualitative and quantitative objectives of the company. These objectives are based on the expectations and vision of the company's management.

SECTION 2: COLLECTION METHOD AND TOOLS

In order to better conduct this research, the data collection method based on a documentary analysis, a semi-structured interview, and strategic tools. All of the details on the data collection method and tools will be given in this section.

2.1. Data collection method

The collection of data will be done using two (2) methods, which we detail below.

2.1.1. Documentary analysis

The objective of this study method would be to collect all the secondary data available on the company and on its various social media. This analysis will allow us to better understand the

company's environment and the social media used by the company. The documents analyzed are of all types, including company reports, social media publications, and statistics.

2.1.2. The semi-structured interview

The semi-structured interview conducted with managers based on our interview sheet aims to:

- Decide on the qualitative and quantitative objectives of our strategy.
- Get to know the Flash-Money company better.

2.1 3. Opinion survey

The survey approach will be presented in two paragraphs, including the listing of the objectives and the different hypotheses, the sampling of the study, and the carrying out and progress of the survey.

Paragraph I: Objectives and hypotheses of the study

We will adopt an approach that is developed around two main axes: Objectives and hypotheses. We will therefore observe our study with a critical eye in order to identify any problems. Then, we will put forward hypotheses to find justifications for these different problems. Above all, it is important for us to explain to you the different objectives relating to our work.

- **Goals**

Our main objective is to study the current digital situation of the Flash-Money company and its external market in order to develop a social media strategy. This will result in secondary objectives, including:

- Measure the level of social presence of the FLASH-MONEY company.;
- Find out if Congolese foreigners in Ivory Coast send money online.
- Know the digital habits and preferences of the Congolese in Ivory Coast.
- Develop a strategy and a publication schedule to enable the company to achieve its objectives.

- **Hypotheses**

The main problem of the study is to develop a social media strategy for the company. To resolve this problem, it is advantageous to begin our analysis with the hypothesis that it would be possible to develop our strategy. Our initial position is explained by the following hypotheses:

Flash-Money is present on social media with strong points.

Many Congolese in Ivory Coast send money online.

Congolese in Ivory Coast prefer image and video content when following their money transfer agencies on Facebook and Instagram;

To verify these hypotheses and in order to achieve the objectives of our study, we carried out an internal and external diagnosis supplemented by a sample survey among Congolese people in Ivory Coast.

Paragraph II: Sampling of the study

The survey will be conducted on a representative sample of the target population. Determining this sample involves knowing the sampling frame, calculating or setting the sample size, and distributing the sample according to relevant criteria.

- **Sampling frame**

The sampling frame corresponds to the total number of elements of the population to be studied, from which it is possible to constitute a representative sample. This total population can take several names, such as the parent population, the survey universe, or the sampling frame. In our case, the sampling frame is constituted by Congolese nationals in Côte d'Ivoire. They represent 8.29% of the total population of foreigners, or 2,600 people. This Congolese population represents 80% of Flash-Money customers.

- **Sample size**

The sample size corresponds to the number of individuals to be interviewed. It is conditioned by the objectives, the degree of reliability, the means available, and the size of the parent population.

- The determination methods are probabilistic or random methods and non-probabilistic methods.
- Probabilistic or random methods: The choice of sampling units is done randomly. The probability that a sampling unit is included in the sample is known a priori.
- Non-probabilistic methods: the choice of individuals to be interviewed is said to be reasoned; the individuals are not chosen at random.

However, the choice of these individuals respects rules: the sample must have the same characteristics as the parent population. Furthermore, to have a sample that will ensure the reliability of the results, we have chosen to calculate the size of our sample using the Bernoulli formula:

$$n = \frac{(e^2 \times N)}{[e^2 + d^2 \times (N-1)]}$$

n: sample size,

N: population size,

e2: depends on the desired confidence threshold = 1.96

d2: desired precision = 0.05

AN:

$$n = \frac{(1{,}96^2 \times 2\ 600)}{[1{,}96^2 + 0{,}05^2 \times (2\ 600-1)]}$$

n=966

The size of the sample is therefore 966. From the sample, according to the sample size calculator with 5% margin of error, 276 was enough to make the work reliable, according to that the work was done on 300 participants.

- **Survey plan**

The sampling plan consists of dividing the statistical units according to criteria that vary from one study to another. Here is our sampling plan with the degree of influence of the stratum on the realization of the project.

People who have never sent money with Flash-Money are 200 people (67%): this rate is justified by the fact that these people are best placed to provide complete information on their digital habits, regardless of the business.

Those who have already sent money with Flash-Money are 100 (33%).

Table: Representative table of the sampling plan

LOCATION OF THE STUDY	SEX	TOTAL WORKFORCE	PERCENTAGE	TOTAL SAMPLE	PEOPLE WHO SENT MONEY WITH FM		People who have never SENT MONEY WITH FM	
CI	MEN	180	60%	300	100	33%	200	67%
	WOMEN	120	40%					

Paragraph III: Carrying out and progress of the investigation

- **Identification of statistical units**

Such a mode is used to query statistical units. There are several modes, more precisely three (03), namely:

- Itinerary
- Interception
- Direct

In our case, we judged it appropriate to opt for the last method, that is to sa,y the direct method. All our targets were identified directly by call or WhatsApp message.

- **The question sheet**

The questionnaire is an instrument for researching, recording, and storing information collected directly from the respondent. It allows structured communication between the investigator and the population studied. To do this, the questionnaire must be organized according to a certain logic.

The structure of the questionnaire

The questionnaire has three (03) parts, namely:

- The introduction

It places the respondent in the context of the study through greetings, the interviewer's presentation, the situation of the setting, and an invitation to respond. It is found at the very beginning before the questions.

- The body of the questionnaire

It is structured around four (04) main axes:

- Questions relating to the identification of the respondent,
- Questions relating to the means of transferring money,
- Questions targeting the targets' preferences in terms of social media,
- Questions relating to published content.
- The conclusion

It is brief and consists of thanks and taking leave.

- **The form of the questions**

We used the three most common forms, which are:

Open questions: the answer to these questions is left to the discretion of the respondent; he can express himself as he wishes in his own words.

Closed questions: these are questions to which the respondent must answer yes or no.

Closed multiple-choice questions: They consist of choosing one or more answers from several possible answers.

- **The questionnaire test**

It is advisable to test the questionnaire before starting the survey. Indeed, by testing the questionnaire, we can ensure that the questions are well understood by the respondents, the logic of the questions, and whether the time is long enough to avoid boring the respondent. Also, check the consistency of all the questions. We tested our questionnaire on 2% of the sample of our parent population.

- **Data processing and analysis process**

After collecting information from the questionnaire, we first carried out the processing and then analyzed the data collected.

- **Counting**

At the end of our survey, we proceeded to code the different questionnaires. This is how we chose the Google Form and Microsoft Excel software. We were able to enter the data, which was subsequently exported to Microsoft Word, where the final report was entered.

2.2. Study tools

The tools that we will use for our study can be classified into two groups, namely: strategic tools and tools.

2.2.1. Strategic tools

The strategic tool used in this study is the SWOT analysis. The acronym SWOT stands for Strengths, Weaknesses, Opportunities, and Threats.

- **Strengths:** they designate all the resources possessed and/or distinctive skills of the company (key success factors).
- **Weaknesses:** the company's weaknesses represent the absence, compared to the competition, of one or even several key success factors.

- **Opportunities: This** involves identifying potential market opportunities for the company.
- **Threats:** it's about detecting certain current or future changes, which may have a negative impact on the company's activities.

The SWOT analysis is presented in the form of a matrix, which we have schematized below.

Internal axis	**Strengths** What are the strengths of FM?	**Weaknesses** What are the weaknesses of FM?
External axis	**Opportunities** What are the market opportunities?	**Threats** What are the changes that can negatively impact the market?

Figure 3: SWOT Matrix

Basically, the SWOT analysis tool will allow us to compare the company's diagnoses internally and externally.

2.2.2. Tools

In addition to strategic tools, we will use software and computer applications that will allow us to better conduct our study.

These are Microsoft Office applications, namely:

- **Word**: The Word application allows you to enter text and format it. It is for this purpose that we will use it in our dissertation writing.
- **Excel**: The Excel application is useful for calculations and producing statistics.

2.3. Data

As part of our study, data represents all of the information that we will collect during the data collection phase.

DATA COLLECTION AND ANALYSIS

SECTION 1: INTERNAL DIAGNOSTIC

The aim is to analyze the company's social media presence in order to summarize its strengths and weaknesses. Flash-Money is only present on Facebook. This social network constitutes the best communication channel for the Flash-Money Group company.

Table: Information relating to Facebook accounts 1: Flash-Money Group

This table aims to provide a detailed presentation of the Facebook accounts of the company Flash-Money Group.

Designations/accounts	**Facebook 1**
Username	Flash-Money Group
The link to your profile	his ttps://www.facebook.com/profile.php?id=100063839750648
The About/Account Bio section	Digital international money transfer agency Email: flashmoneygroup2019@gmail.com Website: flash-money.ci
Hashtags that appear in your bio or that you use regularly in your posts	# flash_money #money #agency #digital #transfer
The URL of the page used in your bio	https://www.facebook.com/profile.php?id=100063839750648
Whether your account is verified or not	No
The person or internal team responsible for managing the account (the "owner"), such as the team responsible for digital marketing	Administrator 1: Administrator 2: Administrator 3:
The mission of the account	• Promote company culture by posting employee photos • Present Flash-Money services • Orient customers • Offer customer service

Information about the currently pinned post (if applicable)	
The date of the last publication is used to facilitate the identification of little-used or abandoned accounts.	Tuesday, February 13, 2024, 2 p.m.

Table: Performance information

This table presents information on the performance of the Flash-Money Group Facebook page.

The total number of publications uploaded	1000.
The total number of reactions: engagement rate, click-through rate, views, comments, shares, etc.	Publication cover: 225 Post interaction: 25 New mentions Like the Page 0 New followers 0
The evolution of the engagement rate compared to your previous audit	Unavailable

Table 4: The five best Flash-Money publications

In this table, the aim was to present the common characteristics of the five (5) best Facebook publications of the Flash-Money Group Facebook page.

Flash-Money's Top Five Posts	
1	
2	
3	

4	
5	

Common characteristics

The average likes of the five (5) best publications on the Flash-Money Group page is eight (8) likes. We also note that the contents are 100% infographic visuals with clear and readable texts of a commercial nature.

Table 5: Information relating to the audience

This table gives information on audience demographics and the number of subscribers and likes.

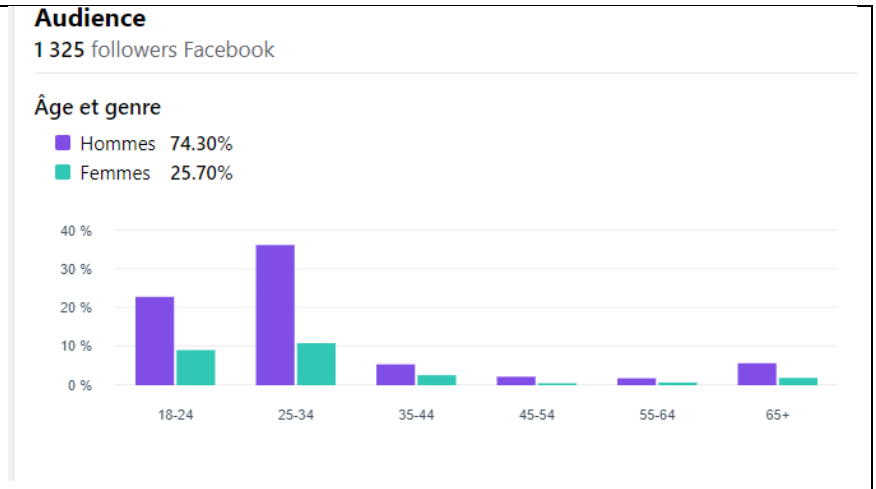
Audience and demographics	
The total number of subscribers and likes	1325 Followers 1200 Likes

Table 6 Information relating to Facebook accounts 1: Congolais TV

This table aims to provide a detailed presentation of the Facebook accounts of Congolais TV.

Designations/accounts	Facebook 2: communication partner
Username _	Congolese TV
The link to your profile	https://www.facebook.com/Congolaistv/followers
The About/ Account Bio section	Arts & Entertainment
The hashtags that appear in your biography or that YOU use regularly in your publications	# agency #digital #transfer _
The URL of the page used in your biography	https://www.facebook.com/Congolaistv/about
If your account is East or not	No

The person or the internal team responsible for managing the account (the “ owner ”), such as the team's digital marketing manager	Administrator
The mission of the account	Present Flash-Money services to a wider and more varied audience
Current publication information _ pinned	Service not subscribed to by Flash-Money from its partner
Date of last publication	Sunday, February 25, 2024, 6 p.m.

Table 7: Performance information

In this table, he aim was to present the common characteristics of the five (5) best Facebook publications of Flash-Money Group made by the Congolais TV Facebook page.

The five best Flash-Money posts on the page	
1	
2	
3	

4	
5	

Common characteristics

The average likes of the five (5) best publications on the Congolese page TV on Flash-Money Group is 108 likes. We notice also that the contents are large _ the majority of the Facebook background with short and funny texts.

Table 8: Information relating to the audience

This table gives information on the number of subscribers and likes.

The total number of subscribers and likes (and their evolution compared to your previous audit)	660,000 Followers 300,000 Likes

Table 9: Strengths and weaknesses of Flash-Money Group

At the end, this analysis drew up a summary table which shows the strengths on one side and the weaknesses on the other.

STRENGTHS	WEAKNESSES
• Good visual design infographic • Good presentation of pages on social networks	• Absence from the company on Instagram and other social media • Weak company presence _ on Facebook; • Weak fame on the nnetwork'sContents little diversified

SECTION 2: EXTERNAL DIAGNOSTIC

2.1. The different types of social media

Social media has attracted a diverse collection of social platforms that meet a variety of needs. Each offers opportunities for content publishers and businesses to increase visibility and achieve their goals. Understanding the diversity and pluralism of social media can help implement a better social media strategy.

2.11. Social networks

The most well-known social networks are Facebook, LinkedIn, and Twitter. Social networks clearly comprise most of the commonly known social media. Social media connects individuals, businesses, and other organizations to one another. They encourage knowledge sharing and focus on personal interaction between individuals or with brands.

Social networks allow businesses to achieve various objectives:

- Strengthen their brand image;
- Gain visibility;
- Connect with their target;

- Optimize customer relations and conversion.
- Create connections with individuals or businesses.

2.1.2. Content sharing platforms

The most popular content-sharing platforms are Instagram, YouTube, and Snapchat. Content sharing networks are used to find and share photos, live streams, videos, and other types of media on the web. Visual content, such as images, infographics, and illustrations, captures attention, imagination, and emotion more easily than other social media. Social media platforms like Instagram, Imgur, and Snapchat are designed to increase the power of image sharing. Users create, curate, and share unique images that spark conversations.

Content sharing platforms allow businesses to achieve various objectives:

- Gain visibility;
- Create emotion and engagement;
- Promote branded content;
- Generate leads;
- Strengthen brand image.

2.1.3. Social bookmaking and curation networks

Bookmarks and curation networks help discover, save, a nd share high-quality content. They are the go-to outlet for current ideas, news, current topics, and trends. They are useful for determining a company's brand awareness and the content it produces.

Bookmarking and curation networks allow businesses to achieve various objectives:

- Distribute quality content;
- Promote visual brand content.
- Generate traffic;
- Create engagement with your brand.
- Carry out active monitoring.

2.1.4. Blogs and publishing media

The most popular blog publishers and publishing media are WordPress, Blogger, Medium, and Tumblr. Blogging platforms provide people with the opportunity to express their thoughts and connect with their readers. These community blog sites offer a broad audience while leaving plenty of room for personalization and self-expression. Blogging and publishing media enable businesses to achieve a variety of goals:

- Value each speech.
- Improve your visibility on Google (SEO);
- Generate traffic;
- Attract more prospects;
- Convert traffic into customers.

2.2. Statistics

As every year, Ivory Coast is progressing in terms of use of the internet and social networks**,** and these are the key figures that tell us this. Ivory Coast has more than 27 million inhabitants. There are 37.16 million connected mobile phones**.** This means that the number of mobiles used is greater than the number of inhabitants, i.e., 139%.

In 2024, Côte d'Ivoire experienced a penetration rate of Internet located at 46.8% out of a population of nearly 27 million inhabitants. Or around 12.5 million Ivorian Internet users. In one year, there were more than 306,000 new Internet users in this country.

The number of Ivorians active on social networks saw an increase of around one million users, which pushed the number to 5.9 million for this year, or 22% of the population of Côte d'Ivoire.

We present in the following lines the key figures of the most used social networks in terms of visitors to the Ivory Coast.

- **Facebook: 5.8 million users**

Facebook is the most used network in the world, but also in Ivory Coast with 5.8 million users. Of the 5,800,000 Facebook users in Ivory Coast, we see that 63% are men and 37% are women.

We also see that the age group that uses Facebook the most is between 25 and 34 years old, with a percentage of 36.21%.

- **WhatsApp: 5.1 million users**

This network, created by two former Yahoo employees, was bought by Facebook in 2014. WhatsApp occupies the second position in the world with 2 billion users.

In 2023, this network also occupied the second position and had around 5.1 million Ivorian users.

- **Instagram: 960,000 users**

Instagram ranks in 3rd position with a number of 960,000 users (63.5% men and 36.5% women). In Ivory Coast, this network targets a younger population between 13 and 34 years old, with a percentage of 77.09%.

- **LinkedIn: 890,000 users**

The professional network LinkedIn comes in 4th position in Ivory Coast with 890,000 users in 2023 (61% are men compared to 39% who are women).

The majority of people who use this network in Ivory Coast are aged between 25 and 34 years old, with a percentage of 64.04%.

At the end of this analysis, we drew up a summary table which shows on one side the opportunities and on the other the threats that the company could face.

Table 1: Opportunities and threats

This table presents a summary table which shows the opportunities on one side and the threats on the other.

OPPORTUNITIES	THREATS
• A penetration rate _ growing internet • The number of mobiles used is greater than the number of inhabitants in Ithe vory Coast. • Strong growth in network users' social • The most used social network: Facebook, WhatsApp, Instagram	• Media usage _ social little varied by users

2.3. Summary of the SWOT diagnostic

Table 11: Summary of the SWOT diagnostic

After analyzing the internal and external environments of the company, we summarize this diagnosis through the SWOT matrix.

STRENGTHS	WEAKNESSES
• Good visual design infographic • Good presentation of pages on social networks	• Absence from the company on Instagram and other social media • Weak company presence _ on Facebook; • Weak fame on the network's social
OPPORTUNITIES	THREATS
• A penetration rate _ growing iThenumberr of mobiles used is greater than the number of inhabitants in Ivory Coast. • Strong growth in network users' social • The media's most used social networks: Facebook, WhatsApp, Instagram	• Media usage social is a little varied by users.

2.4. Presentation and analysis of the survey results

The study gave us results that we will present in the first paragraph and establish the status of these results in the second.

Paragraph I: Presentation of results

I.Identification of the respondent

1.1 Status

Table 12: Sample Distribution by Status Type

Modalities	*Effective*	*Frequencies*
FM Customer	*98*	*32,6666667*
Not an FM Customer	*188*	*62,6666667*
Non-answers	*14*	*4,66666667*
Total	*300*	*100*

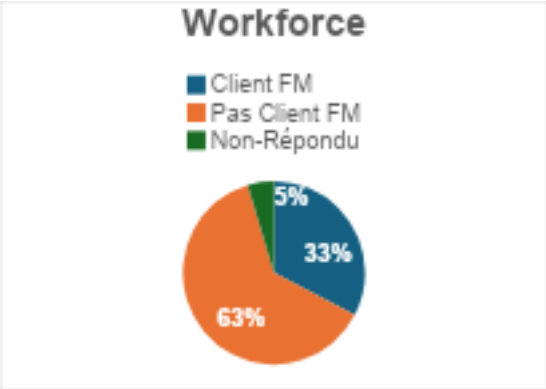


Figure 4: Sample Distribution by Status Type

Analysis of this first table reveals that our sample includes 32.66% Flash-Money customers, 62.66% people who have never made Flash-Money transactions and therefore non-customers, and 4.66% of non-answers to this question.

2. Sex

Table 13: Sample distribution by sex

Modalities	Effective	Frequencies
Male	222	74
Feminine	78	26
Total	300	100

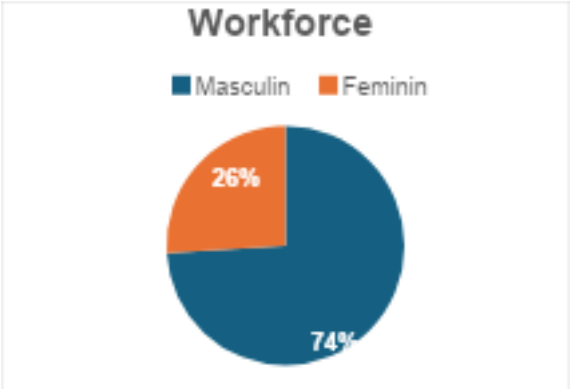


Figure 5: Distribution of the sample by sex

The table above shows us that our sample is made up of 74% men and 26% women.

3. Age

Table 14: Sample distribution by age group

Modalities	Effective	Frequencies
0 to 18 years old	62	36,3934426
19 to 40 years old	184	59,5081967
41 years old and over	54	4,09836066
Total	300	100

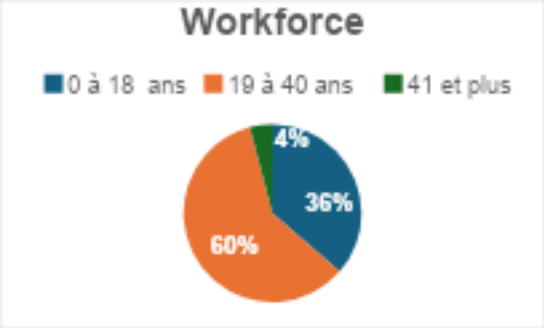


Figure 6: Sample distribution by age group

Here, the table shows us that the sample is essentially made up of 36% of people aged 0 to 18, 59% of people aged 19 to 4,0, and finally 4% of people aged over 40.

Table 15: Sample distribution by occupation

Modalities	Effective	Frequencies
Student	62	20,6666667
Official	105	35
Artisan	24	8
Trader	54	18
Employee	43	14,3333333
Unemployed	12	4
Total	300	100

The study indicates that our sample includes 21% students, 35% civil servants, 8% artisans, 18% traders, 14% employees, and 4% unemployed.

I.Means of money transfer

For us, it will be a question of identifying through these questions the means of transferring money of the Congolese in Ivory Coast, as well as their preference in terms of agency.

1. Means of transfer

Table 16: What is your preferred method of money transfer?

Modalities	Effective	Frequencies
Flash-Money	17	5,66666667
Money gram	105	35
Western Union	124	41,3333333
SendWave	54	18
Total	300	100

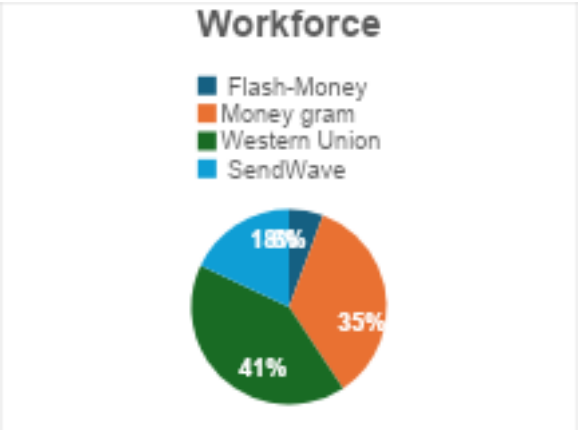


Figure 9: What is your preferred method of money transfer?

When asked what your preferred means of transferring money is? 5% of our sample preferred Flash-Money, 35% MoneyGram, 41% Western Union, and 18% SendWave.

1. Online transfer

Table 17: Have you ever made a money transfer online?

Modalities	Effectives	Frequencies
Yes	**202**	**67,3333333**
No	**98**	**32,6666667**
Total	**300**	**100**

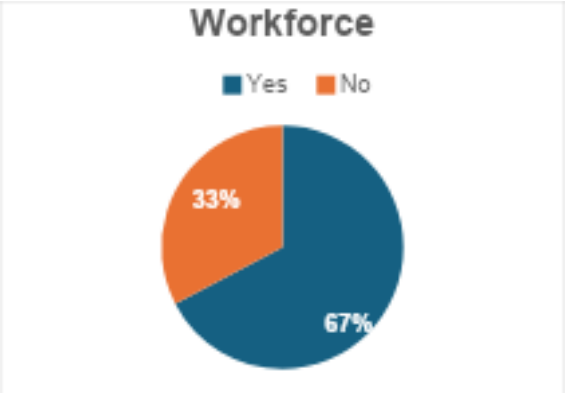


Figure 10: Have you ever made a money transfer online?

Table 18: If not, why not?

Modalités	Effectifs	Fréquences
Reliability	15	15,3061224
Lack of information	45	45,9183673
Complex	24	24,4897959
Security	14	14,2857143
Total	98	100

Figure 11: If not, why not?

It clearly appears that the majority of Congolese transfer online, i.e., 67% of our sample, compared to 33% who do not transfer online. This refusal to transfer money online is justified 15% by the lack of reliability of the agencies,46%6 by lack of information, 25% by the complexity of the services, and 14% by the lack of security of the services.

III) Digital habits and social media

It is a question for us of understanding the habits of the Congolese on social media. We want to know if they are connected to what type of media generally, and what they prefer to follow in terms of agency.

3.1. Are you present on social media?

Table 19: Are you on social media?

Modalités	Effectifs	Fréquences
Yes	207	69
No	93	31
Total	300	100

Figure 12: Are you on social media?

Given this table we can affirm that 69% of Congolese are connected on social media compared to 31% who are generally not connected for various causes.

3.2. Do you follow a money transfer agency account on social media?

Table 20: Do you follow a money transfer agency account on social media?

Modalities	Effectives	Frequencies
Yes	182	60,6666667
No	118	39,3333333
Total	300	100

Figure 14: Do you follow a money transfer agency account on social media?

If so, what social media do you follow her on?

Table 21: If yes, on which social media do you follow it?

Modalities	Effectives	Frequencies
Facebook	180	60
Instagram	65	21,6666667
Youtube	14	4,66666667
WhatsApp	41	13,6666667
Total	300	100

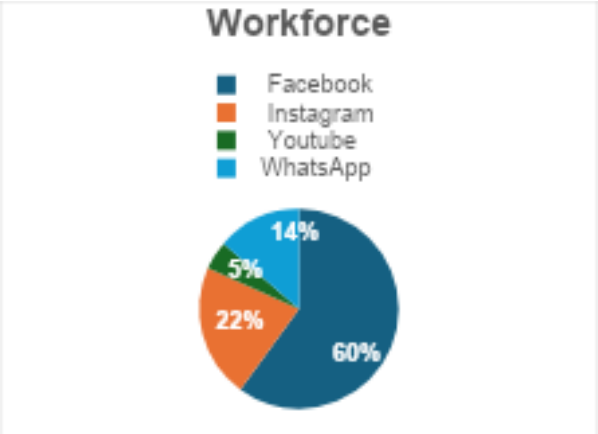


Figure 15: If yes, on which social media do you follow it?

We see that 60% of Congolese in Ivory Coast follow a money transfer agency on social networks, notably 60% on Facebook, 22% on Instagram, 5% on YouTube, and 13% on WhatsApp. Tans disk 39% do not do it.

IV) Published content

In this part, we seek to understand if the content published by the agencies satisfies the Congolese.

4.1. Are you satisfied with the type of content you follow on money transfer agencies' social media?

Table 22: Are you satisfied with the type of content you follow on the social networks of money transfer agencies?

Modalities	Effectives	Frequencies
Yes	282	94
No	18	6
Total	300	100

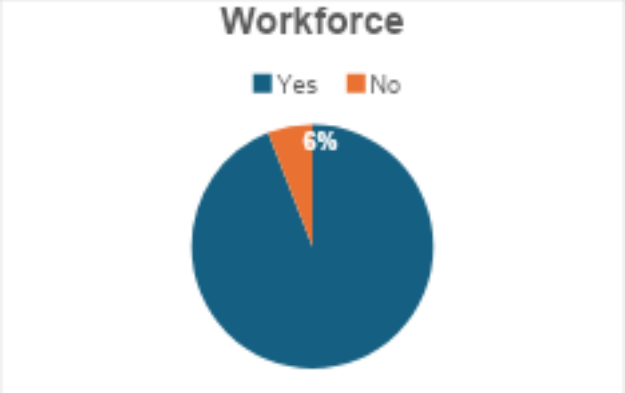


Figure 16: Are you satisfied with the type of content you follow on the social networks of money transfer agencies?

This table indicates that 94% of our sample is satisfied with the type of content published by the agency they follow on social networks, while 6% of Congolese remain dissatisfied.

What type of content do you prefer?

Table 23: What type of content do you prefer?

Modalities	Effectives	Frequencies
Image	250	83,3333333
Video	45	15
Link	4	1,33333333
Animation	1	0,33333333
Total	300	100

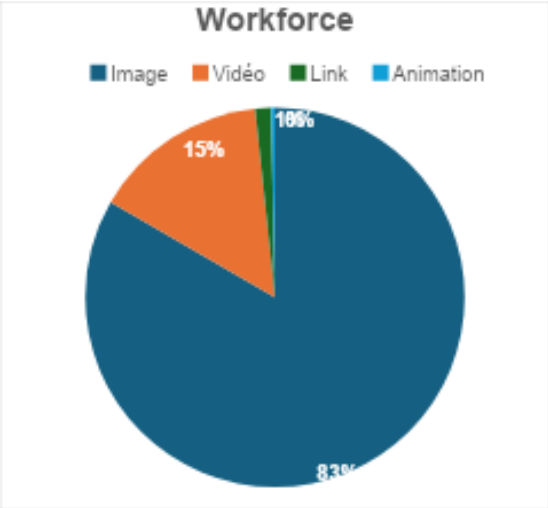


Figure 17: What type of content do you prefer?

The Customer suggestions

In this part, it was a question of the Congolese suggesting actions that they find important.

We have therefore grouped the suggestions identified into three ideas:

- Much more communication from agencies to the Congolese;
- Increase presence on social media.
- And do online surveys more often.

RECOMMENDATION

All of the results obtained following the company's internal and external diagnostics led to opt for an inbound marketing strategy.

The choice of this strategy is mainly justified by the fact that the company would like to acquire new customers on its social media. And inbound marketing is a powerful lever when it comes to prospect acquisition.

In order to implement this strategy, some objectives and actions have been proposed to the company.

SECTION 1: SETTING OBJECTIVES AND ACTIONS

The semi-structured interview with the head of Flash-Money, as well as internal and external analyses led to the formulation of objectives and the implementation of some actions with a view to implementing the new inbound marketing strategy.

Quantitatively, Flash-Money's objective is to increase its subscribers to 5,000 and its average likes to 500 over the period of one month (1).

1.2. Qualitative objectives

At the qualitative level, the company would like:

- Increase your visibility on social media;
- More effective loyalty;
- A profitable model over time.

In the following, we will make a recommendation of actions for the implementation of the strategy.

Suggestions for actions for implementing the Inbound marketing strategy:

- WhatsApp

This network, created by two former Yahoo employees, occupies the second position in the world

and has around 5.1 million Ivorian users. So we suggest that the company create WhatsApp accounts on which it will regularly share rich and attractive content.

- Instagram

Instagram ranks 3rd with 960,000 users worldwide. In Ivory Coast, this network targets a younger population between 13 and 34 years old with a penetration percentage of 77.09%. In this sense, we suggest that the company create an Instagram account on which it will regularly share rich and attractive content.

- LinkedIn

The professional network LinkedIn comes in 4th position in Ivory Coast with 890,000 users.

The majority of people who use this network in Ivory Coast are aged between 25 and 34, with a penetration percentage of 64.04%. Flash-Money being weakly present on this platform, we will subsequently offer the company rich content likely to increase its presence on LinkedIn.

SECTION 2: CONTENT MARKETING

This section proposes two publication schedules on social networks for the company Flash-Money Group. The first publication schedule is made for five (5) weeks, and it presents the date, content, social network, and performance indicators linked to each content that will be published on Facebook and Instagram. The second publication schedule presents the same title, but this time for Facebook and Instagram story-type publications.

Table 24: Instagram and Facebook story calendar and performance indicators

This publication schedule is made for a period of five (5) weeks, and it presents the date, content, social network, and performance indicators linked to each content that will be published on Facebook and Instagram. For detailed breakdowns, please refer to the Appendix.

Table 25: Publication schedule on:Facebook, Instagram for one (1) month

This publication schedule presents the date, content, social network a, nd performance indicators for Facebook and Instagram story type publications. For detailed breakdowns, please refer to the Appendix.

CONCLUSION

All the results obtained following the internal and external diagnoses of the company led to the implementation of an inbound marketing strategy accompanied by a publication schedule.

CONCLUSIONS AND FUTURE WORK

Discussion

The results of our work confirm the validity of our initial research plan. We proposed and developed an effective and adapted strategy that effectively allows the Flash-Money company to take advantage of the opportunity of social media, which responds to our previously stated problem.

The objectives at the start of the research, based on our theoretical framework, have largely been achieved. Our main objective was to study the current digital situation of the Flash-Money

company and its external market in order to develop a social media strategy, which was done successfully.

The data analysis allowed us to confirm our hypotheses, namely:

Flash-Money is present on social media with strong points

The SWOT analysis carried out in this work cemonstrated to us that Flash-Money had strong points which constitute powerful levers for its development. Among other things, we noted

strengths such as having good design of infographic visuals on all of its Facebook publications and a good presentation of the pages on social networks. These strengths mean that the company has leverage that gives it a significant competitive advantage in the market. It is therefore a question for the company to take full advantage of its levers by maximizing and minimizing its weaknesses.

Congolese in Ivory Coast send money online.

The results of the study show that the majority of Congolese transfer online, i.e,. 67% of our samp, le compared to 33% who do not transfer online. This refusal to transfer money online is justified 15% by the lack of reliability of the agencies,46%6 by lack of information, 25% by the complexity of the service,s and 14% by the lack of security of the services. This shows that Congolese in Ivory Coast are indeed sending money online. Which effectively removes our doubts on this point. This assertion is corroborated by statistics from documentary research showing that in 2024, Côte d'Ivoire experienced an Internet penetration rate of 46.8% out of a population of nearly 27 million inhabitants. There are therefore more than 306,000 new Internet users in this country.

On the other hand, the rate of those who do not send online raises concerns about the future of Flash-Money's customer portfolio. The increase in the company's customers is strongly linked to the number of people sending money online. The more people send money, the more opportunities Flash-Money has to gain enough customers, and the fewer they send harder is the possibility of finding customers for the business. Note that the company aims to be purely digital.

Congolese in Ivory Coast prefer image and video content when following their money transfer agencies on Facebook and Instagram.

It should be noted that the Congolese are more accessible to two social networks: Facebook and Instagram, with preference for image and video type content. This means we know where the majority of our customers are and what they prefer. Such knowledge helped us to deploy a strategy on these two social networks with the assurance that it will reach our targets. Likewise, statistics from documentary research show that Facebook is the most used network in the world, but also in Côte d'Ivoire with 5.8 million users, followed by WhatsApp with 5.1 million users and Instagram with 960,000 users.

Conclusion

At the end of this work, it should be remembered that Flash-Money Group submitted a study to us on the development of a social media strategy. From this study, the company wishes to achieve the objectives. In particular, it wishes to increase its visibility, its subscribers, and its likes on social media but also to improve the loyalty of these customers over a period of one month. The strategic approach that we have chosen for the development of this strategy includes

a diagnosis at the internal and external level. To do this, it was a question of using a data collection method based on documentary analysis, a semi-structured interview, the opinion survey and we used strategic tools. All of the results obtained following the diagnosis led to propose an Inbound marketing strategy to enable the company to effectively achieve these objectives. At the same time, this work offers a significant contribution to existing knowledge by providing concrete data on the development of marketing strategy on social media.

Future work

In light of our results, avenues for additional research are emerging. Future work will consist of developing a spirit of continuous improvement based on the performance indicators previously cited and developed in the work. Continuous improvement is a state of mind which consists of doing better, all the time, without being satisfied with what exists. This state of mind must be designed, developed, instilled and integrated at all levels of the organization to have a significant impact on the future of the strategy developed.

Here are some of the benefits of continuous improvement in business:

- Optimize processes: Continuous improvement makes it possible to detect and correct dysfunctions, waste and inefficiencies in the content design and publication processes, which improves efficiency,
- Improve quality: Continuous improvement makes it possible to detect and correct defects and non-conformities, which improves the quality of the content to be published,
- Reduce costs: Continuous improvement helps reduce costs by eliminating waste and inefficiencies,
- Improve customer satisfaction: Continuous improvement makes it possible to meet customer needs and expectations by improving the quality and speed of service.

Limitations

The need to have a social media marketing strategy affects all businesses, regardless of their sector of activity, scale or ambition. However its process is still not easy. In our work we recommended an effective strategy and action plan for the company. However, some obstacles to launching and maintaining such a marketing strategy on social media should be noted:

- lack of time to devote to strategy execution
- lack of resources to deploy the strategy,
- the lack of perspective in the face of the complexity of social media and available technologies,
- poor monitoring of performance indicators
- the difficulty in motivating and involving employees.

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APPENDIX

Table 26 : Interview sheet

Interview sheet	
Objective	Objective: The semi- structured interview carried out with management based on our interview sheet aims to decide on the objectives so much qualitative that qualitative aspects of our strategy.
Question: 1	Question: 1 What are your goals past?
Question: 2	Question: 2 What Do you want reach as new goals on social media
Question: 3	Question: 3 Tell us about the history of your business

Questionnaire

At Flash-Money, we want to offer a better way of transferring money to foreigners and above all quality content on social media to our customers. It is with this in mind that we have developed this questionnaire in order to achieve this objective and better satisfy you. Please give us some of your time to answer our questions.

I. SURVEY IDENTIFICATION

1.1. Status

FM Customer ☐

Not FM Customer ☐

1.2. Sex

Male ☐

Feminine ☐

1.3. Age

0 to 18 years old ☐

18 to 40 years old ☐

40 and over ☐

1.4. Occupation

Student ☐

Official ☐

Artisan ☐

Trader ☐

Employee ☐

Unemployed ☐

II. Means of money transfer

2.1. What is your favorite way to transfer money?

Flash Money ☐

Money gram ☐

Western Union ☐

SendWave ☐

2.2. Have you ever transferred money online?

Yes ☐

No ☐

If not why ?

Reliability ☐

Lack of information ☐

Too complex ☐

Security ☐

III. Digital habits and social media

3.1. Are you present on social media?

Yes ☐

No ☐

3.2. Do you follow a money transfer agency account on social media?

Yes ☐

No ☐

If so, what social media do you follow her on?

Facebook ☐

Instagram ☐

Youtube ☐

WhatsApp ☐

IV. Published content

4.1. Are you satisfied with the type of content you follow on money transfer agencies' social media?

Yes ☐

No ☐

4.2. What type of content do you prefer?

Picture ☐

Video ☐

Link ☐

Animation ☐

Suggestions:……
……
……
……

THANK YOU FOR YOUR COLLABORATION AND HAVE A GREAT DAY

Signed Plagiarism Form

Student's Name & Surname: EBVABALI SOUDZELE Love Davy

Student's Number: 21143175

Programme: Master of Business Administration

☐ Master's without Thesis ■ Master's with Thesis ☐ Ph.D.

I hereby declare that I have fully cited and referenced all material that are not original to this work as required by these rules and conduct. I also declare that any violation of the academic rules and the ethical conduct concerned will be regarded as plagiarism and will lead to a disciplinary investigation which may result in expulsion from the university and which will also require other legal proceedings.

Signature :

Date :

Table 24:

Weeks	Days/Hours	Intilulated	Features	Instagram Views	Interactions	Facebook unique views	Facebook interactions
1	Day 1: 8 am	How to send money with FM? 1. Call an FM agent 2. Send the information 3. Make the deposit	Background + text				
	Day 2:9 amm	Have you ever sent anything with Flash-Money?	Text + Survey				
	Day 3:8 amm	Did you know that it is possible to send money abroad from your phone?	Text + question				
2	Day 19 amam	With Flash-Mo,ney you can send to several destinations.ions	Infographics				
		Congo Brazzaville					
		Senegal					
		Democratic Republic of Congo					
		Benign					
		Ivory Coast					
3	Day 1: 9 am	You are abroad and you want to transfer money. Contact us according to your country: +2250574605973 +242 06 407 3605 +243 890 230 742 +221 77 871 44 62 +221 77 599 20 07 +22962 34 26 49	Background + text				

		+22945 28 69 31					
4	Day 1: 8 am	Transfer money from Wave, MTN, Orange accounts internationally: Congo 🇨🇬, DRC 🇨🇩, Senegal 🇸🇳, Benin 🇧🇯 without leaving your home.	Infographics				
5	Day 1: 8 am	What is the largest amount you have ever sent abroad?	Background + Question				

Table 25:

Weeks	Canals	Days/Hours	Sections	Types of content	Wording	Visuals/ instructions
1	Facebook	Day 1: 9 a.m.	Advice	Visual + text	Do not hesitate to contact Flash-Money customer service for any informationn you need. Contact: +221 77 871 44 62	To be designed by the infographic
		Day 2: 2 p.m.	Post Fun	image + text	Have you ever made a surprise transfer to your sweetheart? Tell us the truth 😅.	To be designed by the infographic
	Instagram	Day 3: 9 a.m.	commercial	Visual + text	Transfer with Flash-Money Simplicity & Speed 1. Call an FM agent 2. Send the information. Making the deposit Simple , isn't it!	To be designed by the infographic
2	Facebook	Day 1: 9 a.m.	Commercial	Facebook background	http://flash-money.ci Your international	Infograph Instructions: A blue background with the site in the middle and large. The small sentence will be small at the bottom. The

					money transfer site	goal is to get people used to the site.
		Day 2: 2 p.m.	Post Fun	background + text	What are you going to choose between 5000 FCFA and your ex-boyfriend	Community manager
		Day 3: 9 a.m.	Information	Visual + Text	Flash-Money Group has more than 50,000 transactions in 5 years and a network of more than 12 employees in 5 African countries.	Infograph Instructions: Put an image of people working, or someone who is in the office
		Day 4: 2 p.m.	Fan post	Background + text	I'm in a taxi and I forgot my kit at home. Does anyone have the Flash-Money number?	Community manager
3	Facebook	Day 1: 9 a.m.	Flash-Money activity	Pictures	Text about the event	Pictures
		Day 2: 2 p.m.	commercial	Visual + text	How to send money with Flash-Money Group: 1. Call an FM agent 2. Send information. Making the deposit	Infograph

					Simple, isn't it!	
	Instagram	Day 3: 9 a.m.	Flash-Money activity	Pictures	Text about the event	Infographer/photographer
		Day 4: 2 p.m.	Advice	visual + text	Don't forget to contact an FM agent before and after your deposit.t	Community manager
4	Facebook	Day 1: 9 a.m.	post commercial	Background + text	For any international money transfer needs, contact us at: +242 06 538 04 96	Community manager
		Day 2: 2 p.m.	E-talk	Video	Why choose Flash-money for these money transfers?	Community manager or member of management
	Instagram	Day 3: 9 a.m.	Carousel	Carousel + text	Flash-Money presence	Flash-Money is present in several countries, namely: 1. Congo Brazzaville 2. Ivory Coast 3. Senegal 4. Democratic Republic of Congo 5. Benign
		Day 4: 2 p.m.	Commercial	Background + text	With Flash-Money, you can send money to Senegal in just a few minutes.s	Community manager

5	Facebook	Day 1: 9 a.m.	Commercial repost	Visual + text	How to send money with Flash-Money Group: 1. Call an FM agent 2. Send information 3. Making the deposit Simple, isn't it!	Community manager			
		Day 2: 2 p.m.	Post fun	Facebook background	For your long-distance relationships, don't worry anymore, Flash-Money ensures your financial connection.n	Community manager			
	Instagram	Day 3: 9 a.m.	Flash-Money activity	Picture	Text about the activity	Post Fun		Have you ever made a surprise transfer to your sweetheart? Tell us the truth.	To l des by t info
		Day 4: 2 p.m.	Post Fun	image + text	Have you ever made a surprise transfer to your sweetheart? Tell us the truth.	Repost			
Performance indicators						**Number of subscribers, Likes, and coverage**			