ENHANCING PROMOTIONAL MARKETING CAPABILITIES USING GIVEAWAYS

ASHAN DISSANAYAKE

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Department of Computing

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Abstract

"When used properly, specialties are prized as a promotional incentive or motivator because people love getting 'something for nothing' and specialties can cause them to act when other media won't move them to do anything" (Taylor & Francis, 2019)

'Giveaway Marketing' or the forgotten trend of promotional marketing, is one of the least discussed marketing trends in the current digital era of marketing despite the huge capabilities it holds. Giveaways can be used as a motivational factor to drive users to engage or complete different task. Though little to no research has been previously conducted on giveaways, it was observed that small businesses and influencers use giveaways to increase their online reach and marketing capabilities with a small investment.

This project aims to design, develop and evaluate a solution as a 'new business concept' to enhance the capabilities of giveaways using a centralized social media like platform to shed more light on giveaways and its capabilities. The solution aims to create a community within the platform but extending out to social media through giveaways. Businesses can easily increase their social media reach and website traffic by simply just providing a motivational factor. The platform is aimed to be the center of all giveaways online, providing businesses clear insight on user behaviors, giveaway performances and the ROI of the giveaway. In designing an effective and sustainable concept and a solution, various factors related to the topic was analyzed through existing literature. Due to lack of related literature and to validate the findings and gather better facts, data was collected from users.

The results confirmed the potential of the new concept and proving the concept and such solution can enhance promotional marketing capabilities while increasing brand awareness for businesses. It also further reflected the need for a such solution in the market as no other is filling the void. Considering the identified factors, 'Regalos' mobile platform has been designed and developed to serve the basic requirements of the solution with future advancements in mind.