INTERNATIONAL CONFERENCE

INFORMATION AND COMMUNICATION TECHNOLOGIES IN BUSINESS AND EDUCATION

CONFERENCE PROCEEDINGS

International Conference
INFORMATION AND COMMUNICATION TECHNOLOGIES IN BUSINESS AND EDUCATION

Conference proceedings

INFORMATION AND COMMUNICATION TECHNOLOGIES IN BUSINESS AND EDUCATION

Proceedings of the International Conference dedicated to the 50th anniversary of the Department of Informatics

2019

University publishing house "Science and economics"
University of Economics – Varna

PROGRAMME COMMITTEE

Valentin Kisimov, Bulgaria
Valery Trofimov, Russia
Veselin Popov, Bulgaria
Violeta Kraeva, Bulgaria
Vladimir Sulov, Bulgaria
Vladimir Zanev, USA
Zdzislaw Polkowski, Poland

ORGANIZING COMMITTEE

Chairman: Prof. Vladimir Sulov, PhD

Members:
Prof. Avram Eskenazi, PhD
Prof. Julian Vasilev, PhD
Assoc. Prof. Todorka Atanasova, PhD
Assoc. Prof. Silvia Parusheva, PhD
Assoc. Prof. Snezhana Sulova, PhD
Assoc. Prof. Pavel Petrov, PhD

Secretary: Tijen Talib

FOREWORD

These proceedings contain the papers of the International Conference "Information and Communication Technologies in Business and Education" which took place at the University of Economics – Varna, Bulgaria, 18 October 2019.

The international scientific conference is dedicated to the **50th anniversary of the Department of Informatics at the University of Economics – Varna.** The conference is also dedicated to the 100th anniversary of the University. The included papers describe recent scientific and practical developments in the field of information and communication technologies, information systems, and their applications in business and education.

The papers in the Proceedings are peer reviewed and are checked for plagiarism.

C O N T E N T S

SOCIAL MEDIA POSSIBILITIES FOR IMPROVING ARTS MARKETING PERFORMANCE

Ina Stanoeva[1]

[1] Varna University of Management/School of Business and Marketing, Varna, Bulgaria, ina12_bg@yahoo.com, ina.stanoeva@vumk.eu

Abstract

The aim of this paper is to investigate the social media presence of the performing arts institutions and the freelance artists from the sector in Bulgaria.

Their presence on Facebook, Instagram, Youtube and Twitter, the state of their websites, the existence of ticket buying systems and usage of chat bots are compared. The methodology used in this article combines secondary research, content analysis and comparative analysis. Some recommendations for managerial implication are given at the end of the paper.

Keywords: *social media, advertisement, performing arts, content analysis, presence.*

INTRODUCTION

More and more the social media are becoming a tool for informing the audience about different events in the past few years. Social media are used broadly by digital marketing experts to inform, advertise and engage audiences. In traditional marketing communications theory exists the concept that they include advertising, PR, direct marketing, promotions and personal selling. Social media can combine all these activities and can be used in the marketing strategy and tactics.

Performing arts are traditionally more related to offline and live connection with their customers which are the audience of the performing arts product. A few years ago many of the Bulgarian performing arts institutions still counted on traditional marketing tools for attracting the audience such as leaflets and brochures, posters, word of mouth and the genuine interest of the public (Stanoeva, 2013). They didn't consider that other types of entertainment also fight for the attention of the customers.

However, the institutions and the freelance performance realise more and more that online connection with the public is also very important.

The aim of this paper is to investigate the social media presence of the performing arts institutions and the freelance artists from the sector.

The methods of content analysis, secondary research and comparative analysis have been used to investigate that.

1. LITERATURE REVIEW

Performing arts

Performing arts include theatres, music and opera, dance and circus. There are 66 theatres, 9 opera and ballet institutions in Bulgaria according to Bulgarian national statistical institute (NSI, 2019). There is no such information regarding the circuses. The information is presented in table 1.

Table 1

Performing arts institutions in Bulgaria in 2019

№	Institution	Number	Audience
1	Drama theatres	36	1 282 000
2	Puppet theatres	23	436 000
3	Drama-puppet theatres	7	268 000
4	Opera and ballet	7	313 000
5	Operettas	2	91 000
6	Philharmonies, ensembles, orchestras	51	780 847
	Total	126	

Source: *National statistic institute of Bulgaria (2018)*

The NSI doesn't present information about the types of the performing arts institutions in terms of their status – state owned or private.

It was searched for information on the website of the Bulgarian Ministry of Arts. There is information about the state and municipality owned performing arts institutions. Some interesting issues have been found. The information from NSI about the total number of performing arts institutions is presented in the table 2, in the left column and the information from the Ministry of Arts is presented on the right column. It

can be seen that at some rows there is a difference in the information. State drama-puppet theatres are more than the total number presented by the NSI. The same situation is related to opera and ballet institutions. There is no information about the operettas.

This may be due to different methods of classification of the institutions or it is a mistake. This should be cleared for future researches on the topic.

Table 2

**State and municipality owned Performing arts institutions
in Bulgaria in 2019**

№	Institution	Total Number (according to NSI)	State and municipality owned (according to Ministry of arts)
1	Drama theatres	36	16
2	Puppet theatres	23	11
3	Drama-puppet theatres	7	8
4	Opera and ballet	7	10
5	Operettas	2	N/A
6	Phil harmonies, ansambles, orchestras	51	6
	Total	126	51

Source: *National statistical institution of Bulgaria (2018); Ministry of Arts of Bulgaria (2018)*

According to publications in the press the circus art is now private based and in Bulgaria exist 9 circuses (Kitanova, 2017; Vaseva, 2017).

Social media and social networks

Elefant (2011) describes the term social media as a "technology that helps interactive information, user-created content and collaboration". There are different classifications of social media. Kaplan and Haenlein (2010) classify social media such as: collaborative projects (e.g. Wikipedia), blogs and microblogs (e.g. Twitter), content communities (e.g. Youtube), social networking sites (e.g. Facebook), virtual game worlds

(e.g. World of Warcraft) and virtual social worlds (e.g. Second Life). Its technologies include: blogs, picture-sharing, vlogs, wall-postings, email, instant messaging, music-sharing, crowd sourcing and voice over IP, to name a few." According to Dencheva (2016) social networks differ from social media. Social networks are part of social media and they present İnternet based platforms which gather different groups: people and companies in common virtual reality".

Social media marketing includes digital marketing tools using "digital technologies (e.g. internet, smart phones, digital promotions, etc.)" (Thomas & Housden, 2011; Johnsen, 2017; Rowan, 2002; Wind & Mahajan, 2002). It combines with traditional marketing and traditional marketing communication tools, but it may have some new features such as content marketing, SEO, Pay-per-click, affiliation marketing, website, email marketing and blogs.

2. METHODOLOGY

The methodology used in this article combines secondary research, content analysis and comparative analysis. The websites, Facebook, Instagram, Youtube and Twitter profiles of the Bulgarian state performing arts institutions have been searched. To find them, it was used the complex assessment for the performing arts institutions made by Bulgarian Ministry of arts (2019). The research was conducted in the period 5-9.08.2019. While doing the research it was found out that some of the institutions had chat bots or their own ticket and reservation system. The results are presented in the next section.

Limitations

The research includes information about the state performing arts institution in Bulgaria excluding circuses since they are private owned nowadays. It is narrowed only to Facebook (since it is the most used social network platform in 2019 (similarweb.com, 2019; napoleon-cat.com, 2019) and Instagram, Twitter and YouTube. Information about some of the most popular Bulgarian artists in the field which have their online presence in the social media is also included.

3. RESULTS AND DISCUSSION

The results from our research are presented in the table 3 below.

Table 3

Social media presence of the Performing arts institutions in Bulgaria in 2019

№	Institution	Website	Facebook page	Twitter	YouTube	Instagram	Online ticket system	Chatbot	Points from Ministry assessment
1	National theatre-Sofia	Yes	52962	330	396	2136	Own	-	121
2	Drama theatre - Plovdiv	Yes	27856	-	202	-	Own	-	126
3	Comedy theatre-Sofia	Yes	10706	-	-	-	Own	-	117
4	Bulgarian Army theatre	Yes	16641	87	168	815	Own	Yes	117
5	Drama theatre - Rousse	Yes	3114	-	-	-	D.W.	-	117
6	Drama theatre-Burgas	Yes	8923	-	-	-	-	-	113
7	Drama theatre-Yambol	Yes	3135	-	-	-	-	Yes	107
8	Drama theatre-Gabrovo	Yes	2953	C.O.	C.O.	517	-	Yes	106
9	Drama theatre – Stara Zagora	Yes	2383	-	-	-	-	-	106
10	Drama theatre - Targovishte	Yes	2509	-	-	-	-	-	102
11	Sfumato	Yes	10915	-	-	-	Thea-tre.art.bg	-	102
12	Drama theatre-Dobrich	Yes	1308	27	1	-	Thetre.bg	-	95
13	DT Sliven	Yes	916	-	-	-	-	Yes	93
14	DT Blagoevgrad	I.D.	4554	-	-	-	-	-	58
15	DT-Lovech	-	1805	-	-	341	-	-	54
16	DT Smolyan	Yes	4045	-	-	-	-	-	52
17	Drama-puppet thea-tre 199-Sofia	Yes	9225	1175	59	792	Even-tim.bg	Yes	127

18	DPT Pazardzhik	Yes	3935	-	-	-	main-tainan ce	-	115
19	DPT Haskovo	Yes	4831	-	-	596	-	Yes	109
20	DPT Shumen	Yes	2255	-	-	-	-	Yes	104
21	Youth theatre-Sofia	Yes	12123	227	36	756	Yes	Yes	104
22	DPT Pleven	Yes	6258	-	4	550	-	Yes	104
23	DPT Vratza	Yes	5243	-	-	-	-	Yes	76
24	DPT Silistra	Yes	864	-	-	-	-	-	64
25	Puppet theatre - Sliven	Yes	2409 friend profile	D.W.	D.W.	-	-	-	132
26	PT Burgas	Yes	2468	-	-	-	-	-	122
27	PT Plovdiv	Yes	2892	187	36	835	-	-	120
28	PT Yambol	Yes	-	-	-	-	-	-	116
29	PT Varna	Yes	3402	D.W.	-	D.W.	-	-	114
30	PT Rousse	Yes	5390	-	-	-	-	-	112
31	PT Stara Zagora	Yes	3590	-	-	-	Thea-tre.bg	Yes	109
32	PT Vidin	Yes	1024	-	-	-	-	-	108
33	PT Dobrich	Yes	-	-	-	-	-	-	105
34	PT Gabrovo	Yes	1154	-	-	-	-	-	99
35	PT Targovishte	Yes	1006	-	-	-	-	-	99
36	Theatre-music cen-tre Razgrad	Yes	1837	-	-	-	-	-	80
37	TMC Kardzhali	Yes	256 unnof-ficial page	-	-	-	-	-	76
38	Music drama thea-tre-Veliko Tarnovo	Yes	131	-	-	-	-	-	76
39	Sofia opera and ballet	Yes	7330	-	1349	D.W.	D.W.	-	121
40	Music and ballet centre Sofia	Yes	3299	-	35	-	Own	-	117
41	TMPC Varna	Yes	1763	-	194	-	Bgbile ti.com	-	115
42	Opera Plovdiv	Yes	675+1 006 ballet page	-	-	-	-	-	111
43	Opera Burgas	Yes	6094	D.W.	1	-	-	-	108
44	Opera Rousse	Yes	2027	-	D.W.	-	-	Yes	69
45	Opera Stara Zagora	Yes	5433	-	224	-	Own	-	69
46	Sofia philharmony	Yes	18651	74	152	1200	-	-	99
47	Symphoniette Vidin	Yes	972	-	-	-	-	-	99

48	Symphoniette Shoumen	Yes	-	-	-	-	-	-	87
49	Pleven Phylharmony	Yes	2198	-	-	-	-	Yes	62
50	Ensemble Philip Koutev	Yes	-	-	-	-	-	-	55
51	Symphoniette Vrat-za	Yes	948	-	-	-	-	-	35

Source: Facebook, Instagram, Twitter and YouTube profiles of the institutions and their websites; Complex assessment of the performing arts institutions – Ministry of Arts - Bulgaria (2019)

D.W. – Doesn't work

I.D. – in development

C.O. – can't be opened

As it can be seen 49 of 51 institution have their own sites. The presence in Facebook is also good – 47 of them have a page. This is very good since Facebook is the most popular media in Bugaria and it is a good tool to reach and attract young audiences (Vasileva, 2017). Only 7 institutions have Twitter profiles, 14 have Youtube presence and 10 have Instagram profiles. We can see that these 3 platforms also don't have so many followers. For example, Opera Burgas and Drama theatre Dobrich have only 1 follower in YouTube. Despite that fact, we think that there are possibilities for improving the presence in these platforms since younger generations use them more.

7 institutions have their own reservation and ticket buying system. And 5 use external platform for tickets such as eventim.bg, theatre.bg, theatre.art.bg, bgbileti.com and it should be noted that these institutions are predominantly from Sofia.

It is impressive that some of them have chatbots on their Facebook page since this is relatively new and unpopular in Bulgaria (13).

Finally, the top 20 of performing arts artists in Facebook are presented in table 4.

Table 4

Top 20 Bulgarian performers in Facebook

No	Name	Total fans	Profession
1	Nina Dobrev	5 923 608	Actress inUSA
2	Preslava	690 145	Pop Folk singer
3	Galena	408 148	Pop Folk singer
4	Azis	391 157	Pop Folk singer
5	Andrea	388 630	Pop Folk singer
6	Desislava	387 449	Pop Folk singer
7	Maria Ilieva	331 976	Pop singer
8	Kamelia	324 406	Pop Folk singer
9	Tsvetelina Yaneva	276 392	Pop Folk singer
10	Emanuela	264 894	Pop Folk singer
11	Krisko	245 556	Rap singer
12	Emilia	237 386	Pop Folk singer
13	Vasko Vassilev	231 730	Musician
14	DJ Kink	183000	DJ
15	Malina	178 302	Pop Folk singer
16	Konstantin	163 449	Pop Folk singer
17	Elena Parisheva	160 474	Pop Folk singer
18	Anelia	148 215	Pop Folk singer
19	Toni Dacheva	136 897	Pop Folk singer
20	Galin	122 978	Pop Folk singer

Source: *Combined classification of the Bulgarian performers using data from* https://www.socialbakers.com/statistics/facebook/pages/total/bulgaria/celebrities/

As it can be seen 15 of the performers from top 20 in Facebook are pop folk singers. Nina Dobrev is on the first place, but she works in USA and she is worldwide known, that is why she has so impressive number of followers. In the classification place have also 1 pop singer, 1 musician, 1 DJ and 1 rap singer.

CONCLUSION

The social media presence of Bulgarian performing arts institutions and performers in the field was presented in this paper. The institutions are well presented with websites and Facebook, but they need more improvement in terms of other social platforms such as Instagram, Twitter,

YouTube. Some of them also have own system for ticket selling and reservations and chatbots. This gives them many possibilities for improvement in terms of their social media presence and this way they can improve their marketing activities and audience engagement.

Some recommendations for future research can be given. Bigger analysis could be performed adding other issues such as e-mail marketing and affiliation marketing. More performers from the different art genres could be added. Detailed and deeper statistical analysis could also be performed.

REFERENCES

1. CELEBRITIES *in Facebook, statistics for Bulgaria* (2019) [Online] Available at: https://www.socialbakers.com/statistics/facebook /pages/total/bulgaria/celebrities/ [Accessed on 8/08/2019]
2. DENCHEVA, S. (2016) *Virtual communities in tourism*. Varna University of Management
3. ELEFANT, C. (2011). The "power" of social media: Legal issues & best practices for utilities. *Energy Law Journal*, 32, (1)
4. JOHNSEN, M. (2017). *Multilingual Digital Marketing: Managing for Excellence in Online Marketing*. Maria Johnsen.
5. KAPLAN, A. AND HAENLEIN, M. (2010). "Users of the world, unite! The challenges and opportunities of Social Media". *Business Horizons* 53 (1)
6. KITANOVA, D. (2017) *Bulgarian circus art is not presented in the world classifications* [Online] Available at: http://focus-radio.net/%D0%B1%D1%8A%D0%BB%D0%B3%D0%B0%D1 %80%D1%81%D0%BA%D0%BE%D1%82%D0%BE-%D1%86% D0%B8%D1%80%D0%BA%D0%BE%D0%B2%D0%BE-%D0% B8%D0%B7%D0%BA%D1%83%D1%81%D1%82%D0%B2%D0 %BE-%D0%BD%D0%B5-%D0%BF%D1%80%D0%B8%D1%81/ [Accessed on 9/08/2019]
7. MINISTRY OF ARTS OF BULGARIA (2019) Complex assessment of Bulgarian performing arts institutions [Online] Available at: http://mc.government.bg/page.php?p=58&s=81&sp=73&t=251&z= 0 [Accessed on 5/08/2019]

8. MUSIC institutions in 2018 – statistics (2019) [Online] Available at: https://nsi.bg/bg/content/3659/музикални-колективи [Accessed on 9/08/2019]

9. ROWAN, W. (2002). *Digital Marketing: Using New Technologies to Get Closer to Your Customers*. London: Kogan Page.

10. SOCIAL media statistics for Bulgaria –(2019) [Online] Available at: https://www.socialbakers.com/resources/reports/bulgaria/2019/june/ [Accessed on 8/08/2019]

11. STATISTICS for Facebook users in Bulgaria (2019) [Online] Available at: https://napoleoncat.com/stats/facebook-users-in-bulgaria/2018/09 [Accessed on 5/08/2019]

12. STATISTICS for social media usage in Bulgaria (2019) [Online] Available at: https://www.similarweb.com/ [Accessed on 5/08/2019]

13. THEATRES in 2018 – statistics (2019) [Online] Available at: https://nsi.bg/bg/content/3657/%D1%82%D0%B5%D0%B0%D1%82%D1%80%D0%B8 [Accessed on 9/08/2019]

14. THOMAS, B. AND HOUSDEN, M. (2011). *Direct and Digital Marketing in Practice* (2nd ed.). London: A&C Black.

15. VASEVA, TS. (2017) 120 years – Bulgarian circus arts continues [Online] Available at:https://truestory.bg/120-години-българско-цирково-изкуство-п/ [Accessed on 9/08/2019]

16. VASILEVA, B. (2017) Consumer Activities and Reactions to Social Network Marketing. *Management 12(2). Pp. 133-144*

17. WEB pages and social media profiles of the Bulgarian performing arts institutions

18. WIND, Y. AND MAHAJAN, V. (2002). *Digital Marketing: Global Strategies from the World's Leading Experts*. Hoboken: John Wiley & Sons.