

Digital marketing techniques for promotion of "Infrastructure of Serbian Railways"

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Abstract— This paper explores and analyses the presentation of "Infrastructure of Serbian Railways", a state-owned railway company, on the Internet and social media in 2020, as well as the effects achieved in the media and the public. The aim of the research is to determine the extent to which the business of "Infrastructure of Serbian Railways" can be presented on the Internet and social media by company's activities and shared information.

Keywords— railway, social media, internet

I. INTRODUCTION (HEADING 1)

According to the volume and type of investments in the railway infrastructure in 2020, it can be concluded that large modernization projects were realized in the region.

At the same time, the Covid-19 pandemic shaped almost the entire 2020, which significantly affected not only the functioning and business of "Infrastructure of Serbian Railways" (hereinafter: company), but also the implementation of railway infrastructure modernization projects in our country.

In these conditions, the results of this research should describe the extent to which the company responded to the challenges of 2020 via the Internet and social media and influenced by its activities public opinion and created a media and public attitudes on important topics of the company operation and business in the last year.

In this paper, we investigate how company was presented in 2020 on the Internet (company presentation) and social media (Facebook, Instagram, Twitter), by topics and areas, then by forms of presentation, as well as by the dynamics of activities.

In addition, the paper analyses the public's comments on the Internet announcements and the company's presentations, as well as the interest they have shown in other topics related to the business and functioning of this railway company.

The paper states in a theoretical sense the importance of presentation and PR activities for the successful presentation of the company to the public, as well as other target groups.

Also, the paper analyses the indicators of media reporting based on the Internet activities of the company, including quantitative and qualitative analysis. In particular, certain media (electronic editions) were analyzed from the point of view of their internet traffic and impact, with the aim of

determining the "coverage" of users and target groups with information and activities of the company.

The research is aimed at determining the extent to which the company can present its business and functioning to target groups and the public by its activities on the Internet and social media so influencing their attitudes, on which making and implementation of appropriate strategic and financial decisions depend..

II. METHODOLOGY

Based on the conducted quantitative research, the paper establishes a qualitative causal link between the company's presentation on the Internet and social media and informing the public through the media, as well as certain target groups (Government of the Republic of Serbia, Ministries, Local self-government).

III. RESEARCH RESULTS AND IMPLICATIONS

In 2020, the company published a total of 151 pieces of information on the company's website www.infrazs.rs. This means that every week in 2020, company publishes an average of three pieces of information on its website.

Most of this information referred to projects for modernization and reconstruction of railway infrastructure in Serbia - as many as 92 (61%). Of that number, 36 (24%) information was published regarding the project of building a high-speed railway, 35 (23%) about the reconstruction of railway infrastructure (renovation of regional railways, arrangement of road crossings and railway stations), and 21 (14%) on projects of modernization of railway corridors and vehicles in Serbia.

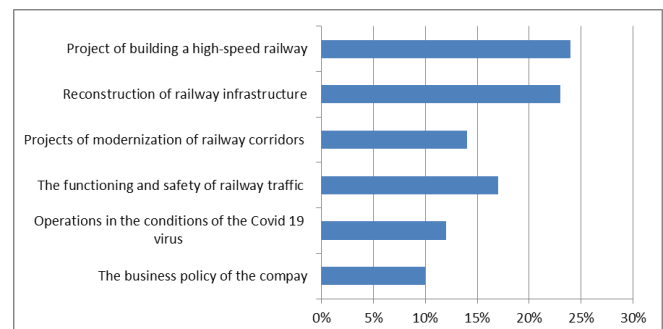


Fig.1. Information on the company's website www.infrazs.rs

On the company website, 26 (17%) pieces of information were dedicated to the functioning and safety of railway traffic and 18 (12%) pieces of information were about business operations in the conditions of the Covid 19 virus pandemic.

Of the remaining 15 published pieces of information (10%), 9 were dedicated to the company's business policy, and 6 to railway tourism and railway history.

A. Company presentation on website and social media

In addition to the company's website, the 151 information above was published in "Infrastructure of Serbian Railways"'s institutional presentations on the following social media: Facebook (facebook.com/inf.zel.srb), Instagram (inf.zel.srb), Twitter (@inf_zel_srb).

The information published on the company's website addressed the following target groups:

a) The general external public, with the aim of full transparency in the work and information on the company's operations, the functioning of railway traffic, and more importantly on the implementation of projects for modernization and reconstruction of railway infrastructure;

b) Media representatives, in order to be able to regularly follow current events in the company and have in one place all accurate and relevant information about the business and functioning of the company;

c) Internal public, i.e. employees, as a means of internal information and introduction to significant projects and activities in the company.



Fig.2. The company presentation on website

While the company has had an internet presentation and Facebook profile since its founding in 2015, it has been institutionally present on other social media since July 2019, when all railway companies had to open their accounts by order of state authorities, in order to better inform the public and greater transparency in work.

However, the company's presentations in the past two years have failed to be significantly present and influential on social media.

The Instagram account has 857 followers (as of May 31, 2021). In 2020, there were 151 posts, and a total of 97 comments were recorded. Of that number, 59 were positive comments (60%), 17 neutral (18%) related to certain statements or questions, and 21 negative comments (22%).



Fig.3. The company presentation on Instagram

The company's Facebook profile has 1,973 followers (as of May 31, 2021), and 151 posts were published on this media in 2021. These posts were viewed by a total of 195,737 visitors. There were 157 comments on the published posts, of which 50 were positive (32%), while 107 were negative (68%).



Fig.4. The company presentation on Facebook

Out of 107 negative comments on the Facebook page, 70 (65%) referred to the social status of employees, the work of the relevant ministry and relations within the company, and 37 (35%) to the implementation of projects for modernization and reconstruction of railway infrastructure. Out of a total of 107 negative comments, about 75% on the Facebook page of "Infrastructure of Serbian Railways" were left by employees in the railway sector.

The company's presentation on Twitter was followed at a negligible level.



Fig.5. The company presentation on Twitter

Based on the above, we can conclude that the company has an extremely small direct impact on social media because, despite the large number of posts, the number of followers and comments are small.

B. Presentation of the company on the Internet

On the other side, thanks to a large number of publications and current information, the company's presentation on the site is important for all target groups - from the public through government agencies and the media to employees. Regarding the impact of the company's internet presentation is significant, it plans to strengthen this type of promotion in the next period. This conclusion is confirmed by the research on the presence on the Internet and social media, which covered the period from April 15 to December 31, 2020.

During the mentioned period, a total of 2,298 posts about the railway infrastructure and traffic, as well as the business and functioning of this company, including modernization and reconstruction projects were published on the Internet and social media.

Out of a total of 2,298 texts published, as many as 2,108 (91.7%) were published on websites. The remaining 190 posts were published on social media, as follows: Twitter - 112 (4.9%), Facebook - 56 (2.4%), Comments - 9 (0.4%),

YouTube - 6 (0.3 %), Forum - 4 (0.2%) and Instagram - 3 (0.1%).

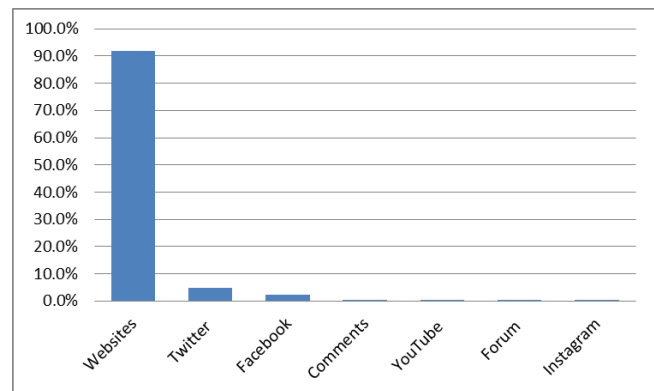


Fig. 6. The way of texts published

When it comes to informing the public and creating a public opinion on the functioning and business of the company, the impact of activities on the Internet is completely dominant, while the presence on social media is symbolic and without much influence.

Concerning the company's information activities, the ratio of announcements on the Internet and social media is approximately the same as stated. The conclusion is that social media, for now, has a minimal impact on informing the public and creating a public opinion about the company.

Based on these indicators, the company should implement more activities on social media in the forthcoming period. With targeted and organized information, especially on Instagram, Facebook and Twitter, it can address the target groups and thus take on a more important role.

Out of a total of 2,298 information published on the web and social media, 26.8% of posts had a positive connotation, 34.6% a neutral one, and 38.6% a negative one.

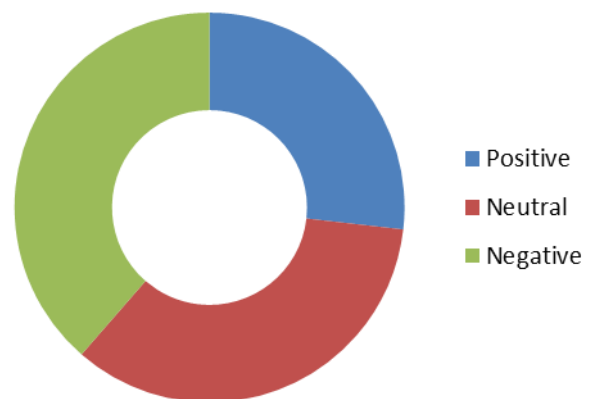


Fig. 7. Information published on the web and social media

Most positive information was published on web portals - 586, on Twitter - 16, and on Facebook - 5. Most neutral posts were on web portals - 705, followed by Twitter - 50 and Facebook - 31.

Most negative information was published on web portals - 821, on Twitter - 42, and on Facebook - 20.

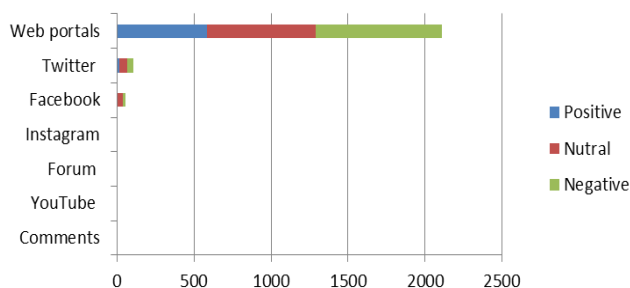


Fig.8. Structure of information

The analysis of the posts with a negative connotation revealed that out of a total of 887 posts, about 80% were based on announcements and official information. These are announcements that refer to extraordinary events on the railway and road crossings, slips, delays in the organization of traffic, and similar negative phenomena in the functioning of railway traffic. Although these posts have a negative connotation for the company, it is important that the opinions are transmitted on the Internet truthfully, objectively and .

Based on a qualitative analysis of publications on the Internet and social media, it can be assumed that out of 2,298 publications, the negative media and social context existed in only about 8% of publications.

Qualitative analysis of publications (especially with a positive connotation) on the Internet and social media, indicated that they are almost completely identical in content and topics with the information that the company publishes on its website.

While the posts on the company's website and social media do not have a large number of views, nor the influence on informing and forming public opinion, the posts on other web portals, especially when it comes to media sites, are extremely visited.

Based on the analysis of the posts on certain web portals of the media, about 2.13 million people viewed 2,294 posts about the company. Based on this indicator, we can conclude that media portals have an exceptional impact on informing the public and forming public opinion on the functioning and operation of the railway.

Apart from the posts with a negative connotation on social media, there were 62 negative posts on Twitter and Facebook in the mentioned period of eight and a half months. This number is 50% less than the number of negative comments (127) published on these two social media companies in 2020, although the attendance of media web portals and social media is considerably higher.

Quantitative analysis of posts in the period from April 15 to December 31, 2021, determined that the largest number of announcements about the company was on the following web portals:

rtv.rs - 122, rts.rs - 76, dnevnik.rs - 71, novosti.rs - 60, politika.rs - 59, b92.net - 55, ekapija.com - 55, topvesti.rs - 49 and blic.rs - 47.

The largest number of posts about the company with a positive connotation was on web portals: rtv.rs - 32, rts.rs -

23, plutonlogistic.com - 21, b92.net - 20, n1info.com - 19, krstarica.com - 16, novosti.rs - 16, blic.rs - 15, danas.rs - 15.

Web portals that published the largest amount of information in a negative context about the company are: topvesti.rs - 47, rtv.rs - 38, novosti.rs - 31, rts.rs - 27, danas.rs - 26, 021.rs - 22, b92.net - 22, kurir.rs - 21, nova.rs - 21, telegraf.rs - 19.

It should be emphasized that the company was almost the only source for publications with a negative connotation on media web portals. Also, that negative connotation referred primarily to the type of event (extraordinary events on the railway and road crossings, slips, traffic disruptions, etc.), not to the way or to the type of reporting.

Apart from Serbia, information about the company and its functioning and business was published on the Internet and social media from Bosnia and Herzegovina - 133, Montenegro - 119, Croatia - 29, Italy - 28, Macedonia - 5, USA - 4, Bulgaria, Russia - 1 and South Africa - 1.

IV. CONCLUSION

Based on the qualitative and quantitative research of publications on web portals and social media about the "Infrastructure of Serbian Railways" in 2020, it can be concluded that informing the public forming public opinion can be significantly influenced by direct media activities via the Internet.

This is of great importance when it comes to informing the public about the realization and significance of modernization and reconstruction of railway infrastructure in Serbia because the truthfully and objectively informed public would be willing to accept and support projects, which is a prerequisite for their successful realization.

Although the company's impact on the public through social media is currently small, presence in the communication channels creates opportunities to achieve a higher level of information, visibility, and influence through organized, planned, and targeted engagement on social media.

When it comes to web portals, the company should continue and intensify its activities so far, given that the findings of this research indicate a positive presence of the company on the Internet. The attendance and influence media web portals have on the public can be used by the company as a communication channel for objective, truthful, and timely informing of public opinion about its projects, business, and functioning.

Finally, this research has determined that having in mind all the positive effects that the company can achieve and in order to successfully realization of the goals, all previous activities should be intensified, enriched in content and conceptual sense, and visually and technically improved,

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