

A person wearing a grey hoodie, dark pants, and a white helmet is riding a mountain bike through a forest. The rider is captured from a rear three-quarter view, leaning forward. The bike is kicking up a large cloud of reddish-brown dirt. The background consists of tall, thin tree trunks and a dense canopy of leaves, creating a dappled light effect. The overall scene is dynamic and action-oriented.

Qhubeka

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Introduction

This project document has been prepared for the company Qhubeka. This plan will provide Qhubeka with tools that will ultimately enable them to better respond to the wishes and needs of their fans.

For the minor in Digital Marketing, the assignment was given to research for Qhubeka how they can keep their fans when there is a question of rebranding. The main question that has been formulated here is: **“How can we keep our fans connected with our brand while changing name and re-branding?”**

To answer the main question as best as possible, various studies have been carried out. Both desk research and market research are used for this. All deliverables have been merged into one whole in this project document.

Theoretical framework

The theoretical framework is elaborated in this chapter. Theoretical models and technical terms will be explained here.

What is engagement

The literal meaning of engagement is the degree to which a customer feels involved in your business and/or product. Engagement is the final stage of the customer journey. The buyer is then already familiar with your company and open to new options and solutions. In this phase, you keep the customer engaged by identifying new interests, problems and needs and continuing to provide appropriate solutions (Van Susteren, K. 2020, 25 June).

After the purchase, you know what the customer bought, and you have a way to reach out to them. This gives you a chance to get to know the customer better and/or thank them. This gives you the opportunity to increase the engagement for your business/product. This can be done in several ways:

- Sending additional information to the customer about their purchase: background information, a manual, a video, or some tips.
- Sending an email with recommended products or personalized offers based on previous purchases and identified interests, problems and needs.
- Sending a thank you to the customer. Possibly in the form of a coupon, discount code or a free product or service.
- Keep customers informed of news, blogs, updates, and discount offers in the form of a newsletter.
- Sending a thank you to the customer. Possibly in the form of a coupon, discount code or a free product or service (Van Susteren, K. 2020, 25 June).

Social media use

Social media is an umbrella term for all online platforms that allow users to interact. Users on social media can communicate with each other through various channels, publish photos/videos, share information, start a discussion, etc. In addition, social media are often used as a marketing tool.

The biggest players of social media are Instagram, Facebook, YouTube, Snapchat, Twitter, and LinkedIn. Every platform is unique, but every platform has its own advantages and disadvantages. If social media are used for business purposes, the company should consider which platform matches the best with the organization and which channels are most interesting. In addition, the company can also choose to adapt content to the type of the channel that is being used. For example, Instagram can be used for more playful content and Facebook can be used for more informative content.

Social Media is not only used for entertainment, social interaction or obtaining information, but is often used to develop a personal or a company identity, or to exert influence or power over others.

We can divide the user of social media into types of users: consuming, contributing and creating:

- Users within the “consume” type are least active. These users watch content without responding or read product experiences or creating their own information
- User within the “contribute” type are those who do respond or contribute to a discussion
- User within the “create” type are active producers of brand-related information

Social media also contribute to communication to the outside world. Your target audience follows you for a reason. They are interested in your brand. It is therefore important to share exactly what the target group is waiting for. In addition, social media channels nowadays allow the target group to contact you if they have a question or complaint. And of course, social media is the place to share the very latest news and offers (SocialLane, 2021).

Target group analysis

The target group of Qhubeka is elaborated in the next chapter. The target group is based on the social media visitors.

The target group of Qhubeka are people who love cycling and want to help other people and give them a better life. Most of the fans come from Europe, America, Australia, and South Africa. The target group consists mainly men aged between 20 and 40. The target group can be reached via social media.

The target group likes to watch sports, especially cycling, but also other sports such as soccer, athletics, and winter sports. The target group mainly watches cycling in their free time. The target group likes to feel involved in a team. The target group also thinks that you achieve more when you work together as 1 team. The target group associates cycling with terms as emotion, courage, and history.

Other people who follow Qhubeka are those who are fans of a particular cyclist who rides for Qhubeka. These people are less involved in Qhubeka, but they do follow the team. The problem with this target group is that they will no longer follow Qhubeka if their favourite rider goes to another team.

Tommy

Profession
Marketing Manager

Residence
Europe

Age
36

Family
Married with two kids

Tech

Internet

Social Media

Biography

Tommy is a real business man that works for Burberry. He loves his job and is trying to learn new things each day. In his free time he loves to sport, watch movies and to hang out with his family.

Interests

- Tommy has an interest in different sports such as: cycling, soccer and car racing.
- Tommy is adventures and likes to hang out with his family. He enjoys the weekend trips with his kid very much since he is very busy during te week.
- Richard is a real Marketing geek. For him it is very important to keep the brand Burberry ahead of competitors.

Painpoints

Tommy does not like to work with lazy people. He likes to give everything and gets irritated when people are less passionate about they job.

Channels

Facebook
Instagram
LinkedIn

Photo: Tommy, a man in a suit, standing against a wooden wall. Quote: "Success is not final; failure is not fatal: it is the courage to continue that counts."

Richard



Profession
Carpenter



Residence
North America



Age
25



Family
Living with parents

Tech

Internet

Social Media

Biography

Richard is a young man who likes to have fun. He loves to watch sports on tv, especially cycling. He enjoys the most having fun with friends, drinking a beer and watching sports together.

Interests

- Richard has an interest in different sports such as: cycling, basketball and football
- Richard is adventures and likes to take a ride with friends, without planning and having a final destination
- Richard likes to have fun and laugh. He loves watching memes and funny videos on TikTok

Painpoints

Richard does not like to lose. This includes losing as a sport team. Furthermore he would love to be more involved. He believes that you can achieve more if you work as one big family.

Channels

Facebook
Instagram
TikTok



"People rarely succeed unless they have fun in what they are doing."

Alexander



Profession
Entrepreneur



Residence
Europe



Age
33



Family
Living with partner and kids

Tech

Internet

Social Media

Biography

Alexanders is a hardworking man with his own business. He has not su much free time as he would want to. Therefore he likes to relax in his free time and watch sports.

Interests

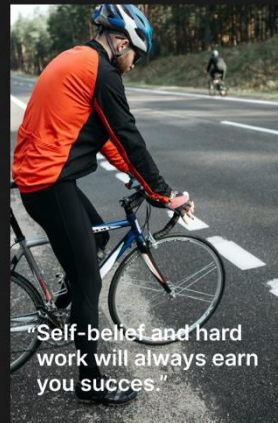
- He likes to travel especially to places with good cycling options
- Alexander attaches great importance to conviviality and the feeling of being one team
- He is curious and is always aware of the latest developments.

Painpoints

Alexander is a fan of specific cyclists. The team & spirit are important, but when a team changes it can be a reason for him to look to other teams.

Channels

Facebook
Instagram
Twitter



"Self-belief and hard work will always earn you succes."

Competitive analysis

In the next chapter a competition analysis is elaborated. This makes it possible to find out what the position of Qhubeka is compared to the competitors.

We are going to look at different sport teams and compare them with Qhubeka. One part will be about direct competitors and the other part about indirect competitors. We will look at different aspects, such as: Social media use, website, social goals, budgets, and performance.

5 direct competitors

In this paragraph, we will look at the competitors in the world of cycling. We will analyse different cycling team:

- One big team in the cycling scene
- Two medium teams
- Two smaller teams (smaller in budget)

The different cycling teams we are going to compare are UAE Team Emirates, AG2R Citroën, Lotto Soudal, Team TotalEnergies and Cofidis.

Brief information about the different teams

UAE Team Emirates

The history of UAE Team Emirates goes back to the 1990s, when Lampre-Daikin was founded. The Italian steel group was active in cycling for a long time, but in 2017 its sponsorship stopped. The team then had to look for a new investor and seemed to find it in the Chinese TJ Sport. However, this deal fell through, and the Arabs stepped into the project. With money from the Emirates airline company and the national bank of the United Arab Emirates, the team could continue.

The entrance of the Emirates in the peloton was not well received by everyone. Yet over the years the team managed to gain sympathy by focusing on young riders. Meanwhile, UAE Team Emirates is mainly the team of Tadej Pogacar. The young Slovenian won the Tour de France in 2020 in fabulous fashion and was able to follow that up a year later by winning a monument: Liège-Bastogne-Liège. The team was constantly looking for reinforcements for the big tours. For example, Marc Hirschi - the revelation of the Tour in 2020 - and Rafal Majka were recruited. Other big names in the team are Matteo Trentin, Diego Ulissi and Alexander Kristoff, as well as up-and-coming talent Brandon McNulty and Italian Davide Formolo (UAE,2020).

AG2R Citroën

AG2R Citroën is a regular team in the cycling peloton, until recently as AG2R La Mondiale. The French cycling team has been active in the WorldTour since 2005, with great riders under contract over the years, such as Christophe Peraud, Domenico Pozzovivo and Romain Bardet (AG2R,2021).

Lotto Soudal

Lotto Soudal is the oldest cycling team in the world. Since 1985, Lotto has been a fixture as the main sponsor of a professional cycling team. Soudal stepped into the Lotto story in 2015, as both Belgian companies have the same goal in mind: to win and keep trying to win. Since the team's inception, more than a thousand professional road races have been won.

Including 78 stages in Tour, Giro and Vuelta. Lotto Soudal commands respect through its attacking spirit, its sympathetic image and its sense of responsibility. Every year, new young riders are given opportunities within the WorldTeam, the Lotto Soudal Ladies and the Development team (Lotto,2021).

Team TotalEnergies

Team TotalEnergies is a French cycling team founded in 2000 with UCI ProTeam status from 2020. Since 2016, the electricity and gas company of the same name has been the main sponsor.

The team is based in the French region of Vendée and is linked to the youngster team Vendée U which was founded in 1991 by former rider Jean-René Bernaudeau, who also founded the professional cycling team in 2000 and has been its general manager since then. In 2000, Bonjour-Toupargel was the sponsor's name, from 2001-2002 only Bonjour. The following sponsor names were Brioches La Boulangère (2003-2004), Bouygues Télécom (2005-2008), Bbox Bouygues Télécom (2009-2010), Team Europcar (2011-2015), Direct Energie (2016-2019) and Total Direct Energie (2019-2021) and the current name Team TotalEnergies as of June 2021 (TotalEnergies,2021).

Cofidis

The French cycling team has been a household name in the peloton for years, but only in 2020 did the team join the WorldTour. The Cofidis brand, also an important sponsor of the Tour de France and Vuelta a España, had an important injection of quality in 2020, with Elia Viviani and Guillaume Martin, among others.

This general information of the teams is important to become familiar with the different teams in the world of cycling (Cofidis,2021).

Social media use of the cycling teams

	Facebook	Twitter	Instagram	TikTok	LinkedIn	Strava
Qhubeka						
UAE						
AG2R						
Lotto						
Total						
Cofidis						

It's interesting to see that other cycling teams do not follow the latest trends because if you want to attract youth to your team, you should use TikTok. What might be useful or fun for fans is to add Strava to your channels. Teams like Cofidis and AG2R do use this as a social media channel. To really connect fans to your team this might be an option, many fans will be cycling themselves and to see what their favourite riders are doing might motivate or inspire them.

When we look at the engagement of the different cycling teams, it is the same. Little reactions and relatively low likes compared to the followers. This is the case for every cycling team, impressive photos of a race provide the most engagement. For example, the photos of Paris-Roubaix do well with every cycling team, especially the muddy faces after the race of the riders. This example was for Instagram.

Another tip, change the Instagram URL in the footer of your website, it doesn't go anywhere now. Now it goes to <https://www.instagram.com/nttprocycling/>, that URL doesn't exist.

Website

	Fanclub	History of the team (About)	Charity	Merchandise	Design of the site*
Qhubeka	Orange	Orange	Orange	Orange	Yellow
UAE	White	Orange	White	Orange	Orange
AG2R	White	Orange	Orange	Orange	Orange
Lotto	Orange	Orange	White	Orange	Orange
Total	White	Orange	White	White	Yellow
Cofidis	Orange	Orange	White	Orange	Yellow

Orange= good
 Yellow = Average
 Red= Bad

*Is the website user-friendly and well-designed, also on your phone
 Only Qhubeka and Ag2R support a good cause. For the rest, the websites are almost all set up the same, piece of information about the team, calendar, social media wall and then a contact form at the end. Other teams miss out by not starting a fan club what Qhubeka already does.

Qhubeka could perhaps do something about user-friendliness on their website. It is not always very clear, and the mobile version is not perfectly developed, in our opinion. A good example of a optimized site is Lotto Soudal. Very clean and well laid out.

5 indirect competitors

BMC pro triathlon team

The BMC Pro Triathlon Team powered by 2XU is one of the most prominent and ambitious projects in professional triathlon today. Seven world-class athletes are racing for the BMC Pro Triathlon Team. Bike manufacturer BMC Switzerland and sportswear company 2XU are the main sponsors of the team. Since 2014, the BMC Pro triathletes have won a total of 109 races and finished on the podium in 217 of them. More than 50 races are planned for 2021.

In 2010, the Belgian lifestyle real estate group Uplace was the driving force behind the creation of the Uplace Pro Triathlon Team, the only Belgian professional triathlon team at the time. The goal was to record top Belgian results in international triathlon. Three years, 12 Ironman victories and 19 Ironman podium finishes later, that ambitious objective was met.

- **Website**

Modern website with on the homepage different boxes and various contents, with shortcuts for example to the team, tweets posted on twitter, news centre, webshop, etc. Via the menu bar you can go to the page 'The Team'. On this page you can read about the BMC pro triathlon team, when the team was founded, who the main sponsors are and what they want to achieve with the team.

On the 'athletes' page you can find all athletes. Per athlete there is a separate page with detailed information about the athlete personally and what gear they use. On the page 'calendar' you can find the races for 2021, where and when they will take place and which athlete will participate.

Furthermore, you can find the following pages in the menu bar: News, webshop - here you can buy BMC TRI gear, BMC pro triathlon tv - video about the team with different athletes, pictures - photos of different triathlon races, partners - all sponsors who sponsor the team and contact.

- **Social Media**

BMC pro triathlon team uses social media channels such as Facebook, twitter, Instagram, Youtube, TikTok and Pinterest.

- **Facebook**

On Facebook they post regularly, a few times a week. The posts vary from videos posted on TikTok, videos of a race, photos of training sessions to update texts during a race. In the posts they make use of hashtags.

There are 10,398 people who like the page on Facebook. However, there is only a small group of people who likes the posts. On average, a post gets between 5 and 100 likes and no reactions, except for one post.

- **Twitter**
On Twitter, they have 4,954 followers and get between 0 and 25 likes per tweet on average. The content posted is the same as on Facebook.
- **Instagram**
On Instagram, they have 16,3,000 followers and get between 50 and 400 likes per post on average. The videos posted on Instagram often get a lot of views. The content is large and partly like Facebook. However, they do post more exclusive content on Instagram, such as promoting a product. They also make use of Insta stories.
- **YouTube**
Here they have 125K subscribers and have an average of between 1k and 20k views per video. There is no fixed structure for posting a video, but they do post a video a few times a week.
- **TikTok**
On TikTok they only have 11 followers and 60 likes. The views are between 100 and 1600 views. There is no structure in posting the videos. Content is not posted regularly like the other channels.
- **Pinterest**
On Pinterest they have 47 followers and one board with 13 pins of detail pictures of a bicycle.

Nation's capital swim club

Nation's Capital Swim Club was founded in 1978 and has grown into one of the premier clubs in the United States. In 2017, NCAP was first in the Nation in USA Swimming's Club Excellence Program and was one of just 20 Clubs to be awarded Gold Medal Status. It has won USA Swimming's Virtual National Championship for the last eight years. NCAP has grown from one location to 14 different sites throughout DC, Maryland, and Virginia. They have a staff of over 90 outstanding professional coaches, including an ASCA National Coach of the Year and a member of the Hall of Fame.

- **Website**
Excellent clear website layout. Good navigation through the website. On the 'about' page you can find out what they stand for, when the team was created etc. The home page contains information about joining the swimming team, which social media channels they use, their mission and core values. In the navigation bar you can also find the following pages: Locations - at which locations/schools the swimming team is located, News, Store, and contact.
- **Social Media**
The Nation's Capital Swim Club uses social media channels, including Facebook, Twitter, and Instagram.

- **Facebook**
On Facebook, the swimming team has 2,500 followers and they regularly post content such as motivational posts, workouts, videos of the teams, highlighting athletes, etc. The likes per post vary between 10 and 100 likes, no reactions except for one post.
- **Twitter**
On Twitter, they have 2,146 followers. They retweet mostly posts from other teams and athletes. Occasionally they post a tweet themselves about, for example, a swimming competition. The posts are not much liked.
- **Instagram**
On Instagram, they have 2,992 followers. The content that is posted is like the content on Facebook, so they also post regularly. The posts are liked more often than on Facebook, the likes per post are on average between 100 and 300 likes per post. Videos that they post have between 1000 and 3000 views. They also use Insta Stories.

San Francisco Giants

The San Francisco Giants are an American professional baseball franchise based in San Francisco, California. Founded in 1883 as the New York Gotham's, and renaming three years later to the New York Giants. The team eventually moved to San Francisco in 1958. The Giants compete in Major League Baseball (MLB) as a member club of the National League (NL) West division.

- **Website**
Clear house style, but chaotic website layout. Many pages, making navigation unclear and you don't know where to look. There is no 'about' page, who they are, what they stand for and what they want to achieve. You can navigate to a page where you can buy tickets, the schedule, statistics, fans, standings, shop, apps, teams, etc.
- **Social Media**
San Francisco Giants uses social media channels, including Facebook, Twitter, Instagram, YouTube and TikTok.
- **Facebook**
On Facebook, 2,887,757 people like the page. Content is posted regularly, sometimes several posts a day. The content varies from messages to the fans to videos of a competition. The likes on the post vary between 1000 likes to about 6000 likes. The posts also get a lot of reactions, sometimes even thousands of reactions on 1 post.
- **Twitter**
They have 1.7 million followers on Twitter. A tweet is posted regularly. The content is partly the same as on Facebook, but there is also a lot of other content such as encouraging players. A tweet gets between 2000 and 8000 likes and is sometimes retweeted hundreds of times.

- **Instagram**
On Instagram, they have 1.3 million followers. Content is posted regularly and get most of the times more than 100k likes and thousands of comments per post. The content is a mix between the content on Facebook and new content for Instagram about for example matches and highlights. Insta stories are also used.
- **YouTube**
On YouTube they have 62k subscribers. They post a video about once a week. The videos have an average of 20k views.
- **TikTok**
On TikTok they have 249.9k followers and 4.3 million likes. The content of the videos is mainly of matches, fans in the picture or speeches. The videos have between 50k and 250k views.

SA Rugby

Both the South African Rugby Union (also known as SA Rugby) and the actual game of rugby have been at the forefront of change on the South African sports scene over the past ten years, and management structures and strategies in SA Rugby have continuously evolved to keep up with changes and challenges on the South African playing field.

SA Rugby is committed to South Africa, constantly emphasizing the role of the sport and the country's national teams in encouraging patriotism and instilling national pride in people from all walks of life. Rugby is also one sport in which South African teams compete with – and regularly beat – the top teams from around the globe.

- **Website**
Clear website with navigation. On the home page you will find the latest news, features, and video hub at the top. At the bottom of the page in the footer you can find an 'about' page where they tell you who they are.

In the navigation bar you can navigate to 'springboks'. Here you can find statistics, who the coach is and who the captain is. You can also find information about the team. Per athlete you can see personal information like their age, how big they are and how heavy they are. In the navigation bar you can navigate to other teams, tournaments, and podcasts.

- **Social Media**
SA Rugby uses social media channels including Facebook, Twitter, and Instagram.
- **Facebook**
On Facebook, 1,305,770 people like the page. They post several times a day. Many links leading to blog/articles are posted. The number of likes per post can be as high as about 2000 likes. Almost every post is commented on, the number of reactions differs per post.

- **Twitter**

On Twitter, they have 771k followers. There is a lot of tweeting about training and matches. The tweets are a combination of image and text. The tweets get between 100 and 300 likes per tweet.

- **Instagram**

On Instagram, they have 644k followers. The content consists of images from matches, training sessions and match announcements. Posts are made several times a week. Posts get between 10k and 30k likes with several reactions per post. Some posts have a spike in responses with around 400 responses. It is not clear if they use Insta Stories.

LSU Tigers

The LSU Tigers football program, also known as the Fighting Tigers, represents Louisiana State University in college football. The Tigers compete in the Football Bowl Subdivision (FBS) of the National Collegiate Athletic Association (NCAA) and the Western Division of the South-eastern Conference (SEC).

LSU ranks 11th best in winning percentage in NCAA Division I FBS history and claims four National Championships (1958, 2003, 2007, and 2019), 16 conference championships, and 39 consensus All-Americans. As of the beginning of the 2018 NFL season, 40 former LSU players were on active rosters in the NFL, the second most of any college program.

- **Website**

Long homepage and a bit messy. On the homepage, you will find several videos, the latest news, audio clips, a small preview of the store and photos. Navigation bar is not very clear with the icons. The Hamburger menu is clearer. You can navigate to tickets, fans, about, sports and gameday.

- **Social Media**

LSU Tigers uses social media channels, including Facebook, Twitter, Instagram and Tiktok.

- **Facebook**

On Facebook, 407,019 people like the page. They post regularly and the posts have between 20 and 150 likes per post, with comments on some posts. The content posted is about the sportsbook, they sometimes go live, radio broadcasts, etc.

- **Twitter**

On Twitter they have 238k followers. Many things are retweeted from other Tiger teams. Their own content is the same as on Facebook with a different video now and then. They do not get many likes on their own tweets.

- **Instagram**

On Instagram, they have 32.6k followers. This page is about all LSU teams. It regularly posts about all the sports games and practices. The posts get between 500 and 2000 likes per post. The videos that are posted get between 1000 and 10k views. It is not clear if they are using Insta stories.

	Qhubeka	BMC pro triathlon team	Nation's capital swim club	San Francisco Giants	SA Rugby	LSU Tigers
Facebook						
Twitter						
Instagram						
YouTube						
LinkedIn						
TiTok						
Pinterest						

	Qhubeka	BMC pro triathlon team	Nation's capital swim club	San Francisco Giants	SA Rugby	LSU Tigers
Lay-out	+	+	+	-	+	-
Navigation	+	+	+	-	+	--
About page	+	+	+	--	+	+
Social Media	+	+	+	+	+	--
Squad	+	+	--	-	+	+

-- = Bad/ couldn't find / not on the website

- = Average

+ = Good

Rebranding

The next chapter explains about rebranding and what the advantages and disadvantages are.

What is rebranding?

Rebranding is a marketing initiative that changes the look and feel of a brand, usually to influence the way a brand is perceived by consumers and stakeholders.

However, there is no one-size-fits-all approach to how a company approaches the rebranding process - it can be as minimal as replacing the brand logo, or as transformative as a redesigned product concept to appeal to a completely different audience and/or different markets.

What is the purpose of rebranding?

Companies can undergo rebranding for a variety of reasons, such as mergers & acquisitions or new product offerings, but it usually stems from a need to create a stronger connection between a brand's product and identity with the audience they target. Inevitably, companies can evolve significantly over time in terms of the products they sell, the audiences they address, and the markets they operate in (B. 2021, 21 september).

Benefits and disadvantages of the rebranding strategy

Benefits of the rebranding strategy:

- Always: a perfect moment for renewal, refreshment, a new sound.
- Space and opportunity for new brand values, repositioning and with an appropriate marketing strategy.
- New acquaintance with the existing target group.
- Appropriate introduction to new target groups.
- PR boost: attention value for the new brand and the opportunity to tell the associated (new) story.
- Shakes off any problem from the past.
- Creating internal equality in a merger/acquisition.
- Building 1 (multi-)national brand and therefore lower costs and more focus on power brands.

Disadvantages of the rebranding strategy:

- Cost in the short term: time, energy, and money.
- Saying goodbye to old, built-up brand values and associations is never fun.
- Internal: change can cause resistance and unrest.
- Externally: the question is always how the market reacts: will the market accept this? Or does part of the market/target group drop out?
- Present risk of decline in the total financial value of the old brand.
- After 3 years loss of legal ownership of old brand (when not used).

Do's and don'ts during the process

Do: Determine principles, goals and conditions.

The organization is entering a new era. This can feel quite abstract. Sketching a frame provides grip. We recommend that you have a good idea of the basic principles before starting the naming process. In concrete terms, this concerns the new positioning (something we are happy to help with). A clear starting point also requires a clear end point. The question here is: what is the goal you want to achieve and - more importantly - when was the goal achieved? Find focus and determine the conditions that the result must meet.

Do: Involve employees in the process in a functional way.

After all, it's about their name, their brand. Employees will have to say goodbye to the current name, get used to the new one, and then carry it out with the same pride to the environment. That is quite a process.

Do: Communicate in a concrete way, be to-the-point without unnecessary actions.

The best time to notify the organization about the rebranding is when the decision to change has been made and the naming process begins. Support this message with a clear and consistent story. So that it is immediately clear what the current situation is, what that means for them as employees and what is being worked towards. A clear timeline with concrete action points offers guidance in these kinds of situations.

Do: Take your time, create space and support.

Depending on various factors, employees can be actively involved in the renaming process. An employee survey or interviews are useful tools for this. For example, the goal can be to gain more insight into the current situation, the expectations regarding the future situations and to collect inspiration and vocabulary for the new brand name. In addition, questioning employees contributes to creating support for the future situation.

Don't: Make finding a new name a contest.

No, don't do this! This only leads to disappointment. Give employees the space to share their ideas in a non-binding way.

Don't: 'Keep' the 'old' positioning.

A renaming is much more than just putting a different name on it. Therefore, also take a close look at the positioning. After all, there is a reason why this strategy was chosen. In addition, this is the time to innovate and make your brand future-proof.

Don't: Be influenced by competition or 'the environment'.

Rebranding goes from the inside out. In other words: rebranding comes from within. From the core of the organization. It is sometimes tempting to look at other brands. That's fine too but focus on what the brand itself has to offer and to whom.

Don't: Wait to think about the introduction.

Make 'the story' associated with the rebranding a regular part of the process. Continue to review each decision and decide whether the change can be explained, understood, and

accepted by stakeholders internally and externally. Don't think about this afterwards. This does not come across as believable and makes it unnecessarily complicated. A good story about the roll-out is essential and crucial (2021, 11 maart).

Rebranding: The Effect of Team Name Changes on Club Revenue

Four criteria for an effective brand name have been proposed, including that the name should be easy to say, should be tangible, should help the team's positioning, and should have a positive connotation (Dalakas & Rose, 2014; Keller, 2008). A brand name has been found to serve seven functions for a consumer, including identification, search cost reduction, quality signaling, risk reduction, relationship, habitual behavior, and symbolic associations (Griff Round & Roper, 2012). In this way, a brand name contributes toward the development of brand associations, which are considered core to sport spectator-based brand equity (Walsh & Ross, 2010). Therefore, the choice of a brand name influences the associations, memories, and consumption patterns for those supporting a sport team. (Agha, N., Goldman, M., & Dixon, J. C. 2016.)

Juventus: Brand and Logo Should Reflect Your Vision

Italian soccer club Juventus switched out their traditional crest for a stylized "J" logo in 2017. The European soccer branding environment is very historic, with most clubs using crests created decades ago. Typically, those crests are complex and detailed; Juventus wished to separate themselves from the pack.

The club began initiatives to expand their brand outside of Europe. In attempting to create an internationally prominent brand, their new logo was fashioned to differentiate their brand from their European counterparts. Juventus' brand reflects an organizational vision of globalization and modernity.

Toronto Raptors: Branding is More than a Logo

The best brands create an emotional connection through experience. Nothing encapsulates this more than the Toronto Raptors and their "We the North" slogan. The Raptors, being the only NBA team outside the US, wanted to unite their fans around a singular notion of 'being Canadian'.

Often overshadowed by America, Canadians feel classified as outsiders, especially in the NBA media. This slogan collectivized that feeling into three words. It revitalized a country to rally around basketball and this team. It created a prideful mentality and started a rebrand that inspired a nation. Over the years, "We the North" gained more exposure and power. There is no doubt this spirit helped fuel Kawhi Leonard and the Raptors to the 2019 NBA Finals, where the power of the North has been felt like never before. (Burton, T, 2020, 10 August).

Analysis blog page

Qhubeka wants to retain and involve its fans with the brand when they change sponsors. For this, we looked at the blog page, among other things, and set up an improvement proposal.

General recommendations

Today, people and organizations of all walks of life manage blogs to share analyses, instruction, criticisms, product information, industry findings, and more. There are many popular blog formats, but here are six of the most common:

- The "How-To" Post
- The List-Based Post
- The "What Is" Post
- The Pillar Page Post ("Ultimate Guide")
- The Newsjacking Post
- The Infographic Post

What makes a good blog post?

Before you write a blog, make sure you know the answers to questions like, "Why would someone keep reading this entire blog post?" and "What makes our audience come back for more?"

To start, a good blog post is interesting and educational. Blogs should answer questions and help readers resolve a challenge they're experiencing — and you must do so in an interesting way.

It's not enough just to answer someone's questions — you also must provide actionable steps while being engaging. For instance, your introduction should hook the reader and make them want to continue reading your post. Then, use examples to keep your readers interested in what you have to say.

How to write a blogpost

To write an effective blogpost, the following tips should be considered:

- Understand your audience
- Customize your blog's theme: Once you have your domain name set up, customize the appearance of your blog to reflect the theme of the content you plan on creating and your brand. For example, if you're writing about sustainability and the environment, green might be a colour to keep in mind while designing your blog.
- Write an intro (and make it captivating).
- Organize your content in an outline. Sometimes, blog posts can have an overwhelming amount of information — for the reader and the writer. The trick is to organize the info in a way, so readers aren't intimidated by length or amount of content
- Use visuals. No one likes an unattractive blog post. And it's not just pictures that make a post visually appealing — it's the formatting and organization of the post, too.

- Insert a CTA. At the end of every blog post, insert a CTA that indicates what you want the reader to do next — subscribe to your blog, download an eBook, register for a webinar or event, read a related article, etc. (R. Leist).

How long does a blog have to be to keep the attention of your fans?

The answer is simple, a blog can be as long as you want. But keep it interesting for your readers. A blog has no maximum length, but it does have a minimum length; namely 300 words. Why is that? That's because of Google.

Google is focused on text. To get your website higher in the Google search results, you often must adjust your website. Then the search robots come by more often and Google knows that your website has something to say. And adjusting is best done by regularly posting a blog.

Google assumes that if you matter as an expert, you should be able to write at least 300 words on a relevant topic. The more text, the more there is to look up and be found on. The condition is that the text is relevant and coherent.

Fans and customers want to read interesting articles from you. Provided you write them scannable and manage to put down a catchy start, readers like to stick around.

Telling stories – that's how you touch your reader. And if you must scroll a bit and need more space on your screen, your fans will be fine with that. Long texts are no longer wrong if they are interesting and relevant.

A blog can therefore be as long as you want, taking into the following things:

- You must have at least 300 words
- Scannable writing, including headings, summaries, and blank lines
- The content must be relevant to your reader and to Google (DeVolle200, 2016).

[Step-by-step plan to write a blog](#)

Decide who you write the content for

If you have a specific target group for who your blog is, adjust your writing style that suits with your target group

Deal with one topic

Keep it with one topic in your blog to keep it clear and keep an overview. But how do you decide the topic you're going to write about? Empathize with your target group.

Make sure that your blogpost fits with your website and your organization

Don't deviate from your company focus. You can write about a lot of topics, but it must fit with your organization.

Provide a clear structure

Make sure that it is clear in your introduction what the topic is you are going to talk about. If you ask a question in the introduction; the rest of the article should be the answer. If you give a statement in the introduction, then the rest of the article must be the substantiation.

Use short paragraphs

It doesn't really matter how long your blog is. As long as you provide short paragraphs, so that your blog reads pleasantly.

Use subheadings and bullet points

To keep your blog legible, especially on mobile, subheadings and bullet point (or numbering) work best. This way your blog read on a small screen.

Write active

If you actively write, the blog is easier to read by keeping it short and clear.

Use resources and case studies

If you make a certain statement, prove it with real-life examples, figures & studies. These enhance your story. If it is difficult to find sources, ask an expert from your organization or someone from your network for a nice quote.

Link to other blogs

Refer to other blogs in your blog. By referring to other articles you give your target group more information about the topic, and you bring your other articles to the attention of your target group.

Learn from other blogs

See what your competitors are writing and what the reactions are. Also look at the level of the blogs and learn from others in this way.

Use keywords

It is the intention that your blog appears in the search results. That is why it is good to think about your keywords and to have them regularly in your blog.

Use a call to action

What do you want from the reader? Do you want them to download something, for example? Out this expectation in your blog by adding a call to action. That increases the change of interaction.

Use visuals

It goes without saying that images from videos enhance a blog. As long as they are relevant.

Provoke reactions and ask for feedback

This way you involve people in your blog, and you can learn from feedback for the next time. Feedback is valuable, wants to hear in this way and are the wishes of your target group (Berg, M. V.D. 2018).

Blog ideas

1. How do you keep your bike in top condition? (Care)
2. How do you keep your bike clean? (To do video)
3. How does cycling affect your health?
4. Interviews with own cyclists (Video?)
5. The different types of bikes from Qhubeka.
6. What is the logistics like at Qhubeka?
7. How do transfers work?
8. What is the best bike for you?
9. Throwbacks. (Great moments, reaches, etc.)

Blog example

1. Rinse your road bike or mountain bike immediately after your ride

If your bike is very dirty after a long ride, it pays to rinse it as soon as possible with a garden hose or a mobile cleaner. The dirt then has no chance to cake.



Cleaning bicycle

Rinse off the worst dirt as soon as possible after your ride. If you wait a long time with it, it will cake and it will be a lot harder to clean it. Do not use a pressure washer. It seems easy and fast, but a high-pressure sprayer can spray the grease from the bearings due to the high force. Your bearings can then wear out faster and you run a greater risk of rust.

Didn't your bike get very dirty during a ride and rinsing it already helps? Then dry your bike with a cloth. Remove as much water as possible from the bearings and drivetrain.

2. Hosing down not enough? Clean your bike thoroughly

If your bike is very dirty, or if you haven't cleaned it properly in a while, you should also wash it by hand. Then make soapy water with lukewarm water and use a good bicycle cleaner.

Bike mud cleaner helps a lot for removing mud and cleaning your bike.

A bicycle cleaner for mud to get your bike shiny again.

Bicycle cleaners ensure that the dirt comes off easily. Your bike will also dry with far fewer stains. Remove accumulations of dirt with a soft brush or wash mitt. This prevents scratches on your frame. The advantage of washing with a glove is that you can reach certain places better.

3. Cleaning and degreasing your bicycle chain

Cleaning also includes cleaning your bicycle chain. If it is not particularly dirty, you can clean your bicycle chain with the same soapy water. Do this last, then you do not smear the junk from the bicycle chain on your bicycle.



4. Cleaning the bicycle chain

Only use genuine bicycle chain cleaner. Other degreasers can damage your bicycle chain or frame.

Is your bicycle chain very dirty or can't you get it off with soapy water? Then it is time to degrease your bicycle chain. Use a good chain cleaner and any special chain cleaner tools for this. Then rinse the degreaser with water. Only use cleaners suitable for bicycles. General degreasers can damage the material and the rest of your bike.

5. Clean Your Entire Drivetrain

When your bicycle chain is dirty, there is often dirt in the rest of the drivetrain. For example, your cassette is dirty and there is dirt between your derailleur wheels.

After you have cleaned your drive train, you can wipe it well with a clean, dry cloth. After you have cleaned your drive train, you can wipe it well with a clean, dry cloth. It is advisable to also clean this, because otherwise the chain will quickly become dirty again. These parts are difficult to reach without a brush. It is often best to remove the cassette to get it clean. You can often clean your chainrings with a narrow brush without removing them.

6. Remove brine from your bike

Is it already freezing and is there brine on your racing bike or mountain bike? Then clean it as soon as possible. Salt is really the big enemy of your bike! To properly remove brine, you must first brush off the caked-on mess with a brush.

Then rinse everything with cold water. After that, it is wise to use warm water. Salt dissolves better in warm water. That seems nice but realize that the salt in dissolved form can easily reach everything and can also affect your bearings even more. So never spray hot water under pressure on the moving parts of your bike!

7. The finishing touch – Wax your frame

Done with your maintenance? To make your road bike or mountain bike really shine, you can use a polish wax. This creates a protective layer. Your bike will look better, and your next cleaning will be even easier.

The wax or silicone spray ensures that dirt adheres less easily to your frame and parts. Do you have brake discs? Make sure you don't accidentally spray on your brake discs.

With a good wax you can really give your frame the finishing touch. If they get greasy, you can hardly get it right without getting new brake discs and pads. So, hang a clean cloth over it before you start working with polishing wax.



8. Maintenance of your road bike or mountain bike

After cleaning your road bike or mountain bike, it is time to check all parts one by one. Sometimes it is best to clean some bicycle parts separately to get all the dirt off. Only when something is clean you can see if it needs to be replaced. You can already perform an initial inspection while cleaning.

Research on giveaways

In the following chapter we will explain the importance of giveaways.

Why should you use giveaways at your event? Giveaways can help increase visibility, brand awareness, visitors' appreciation and loyalty towards your brand or company. Giveaways are also a good way to get more visitors to your shop or website, and it is a good way to get more visitors/followers on social media. Giveaways are also usually used to promote shops or websites, and to do this, products can be given away as gifts. But how do you make sure it is a giveaway that people remember and participate in?

What can you use for a giveaway?

Choose an item that you can use immediately. Think of sunglasses or a cap. Or a reusable bottle that you can fill with water on the day itself. A bag is also such an item. Handy for the day itself, to keep everything in. But preferably a solid one, so that visitors continue to use the bag after the event. Another product that is often used is the lanyard, with the access pass or badge attached. Practical on the day itself, and handy for hanging up keys later.

What can you do to increase brand awareness?

With a minimum investment, you can reach a large audience thanks to the use of business gifts and giveaways (The Effectiveness of Promotional Products as An Advertising Medium, 2009) has shown that more than 45% of the people who have ever received a business gift, for example, a pen, use it daily.

More than half of the recipients of business gifts also indicated in the same survey that the gift has given them a more positive image of the company. More than 79% of these people indicated that they would do business again with the company from which they received the business gift.

Here are a few more effects of business gifts that this research has shown:

- People feel more appreciated thanks to a business gift.
- Your name recognition increases with giveaways
- Customer relations are improved
- 83% of people enjoy receiving a gift
- Your brand is better remembered

People remember your brand

An important effect of business gifts and giveaways with a logo is that people remember your brand or company better. For example, (Advertising impact of promotional items, 2009) has shown that people remember a company better when they see a promotional item. Whereas only 32% of people remember a company through television and radio campaigns, 57% of people remember a company after receiving a giveaway. Four factors played a role in this: how nice something is, quality, originality, and visibility. The higher an article or advertisement scored on one or more points, the higher the chance that someone will remember the brand behind it (info.eu@cseideas.com, 2020).

How can giveaways be promoted?

To bring giveaways to the attention of customers, they need to be promoted. This can be done by allowing customers to participate in a contest, for example, but it must remain easy for customers to participate.

It is recommended that a giveaway lasts about two weeks. In these two weeks, the giveaway can become known to (potential) customers. Most entries will come during the initial phase, and then there will be an increase in entries again at the end of the giveaway.

When the winner of the giveaway is known, it is important to announce this as soon as possible on social media and on the website. After that, it is important to contact the winner as soon as possible and to let him/her know that the parcel is on its way.

Social media analysis

To understand the target group of Qhubeka, a social media analysis will be carried out. To carry out this analysis, scientific articles, and internal information of Qhubeka will be used. With the help of this analysis insights are obtained in:

- *Current performance of Qhubeka, per social media platform*
- *General popularity of different platforms (most popular platforms, facts and figures)*
- *Best practices per platform*

Current performance Qhubeka

Based on the data obtained, we looked at the current performance of Qhubeka on social media. This revealed that Qhubeka has the largest audience on Facebook (394,551), Instagram (216,481) and Twitter (114,175). In addition, the following aspects emerged:

- Most visitors (on all channels) are male
- The target group consists mainly of people living in Europe, North America, and Asia
- The age of the target group is mainly between 18-34

Several interesting findings per platform are listed below:

TikTok

The target group lies in the age range 25-44 and the number of impressions is high (1,322,087) compared to the audience. Here lies an opportunity for Qhubeka.

Instagram

The target group North America is the largest here (34.87%). Instagram performs better than Facebook. The number of impressions, likes & reactions is higher with a smaller audience.

Facebook

Apart from Twitter, Facebook is the only channel that reaches the Oceania target group well (10.31%).

Twitter

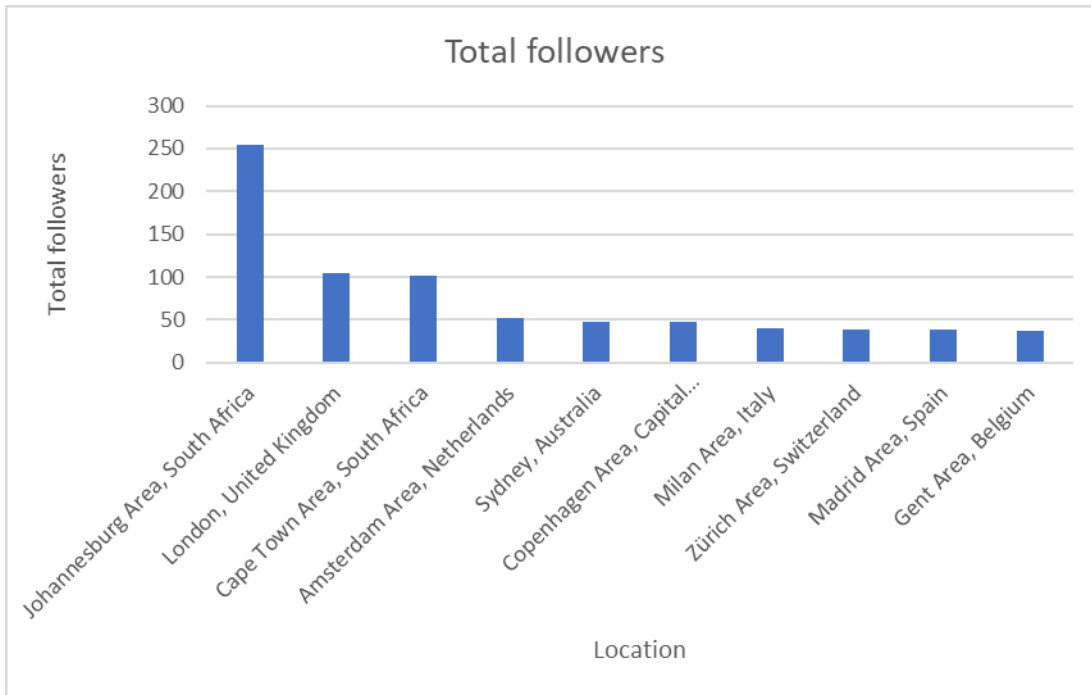
The number of link clicks is higher on Twitter than on Facebook and Instagram.

YouTube

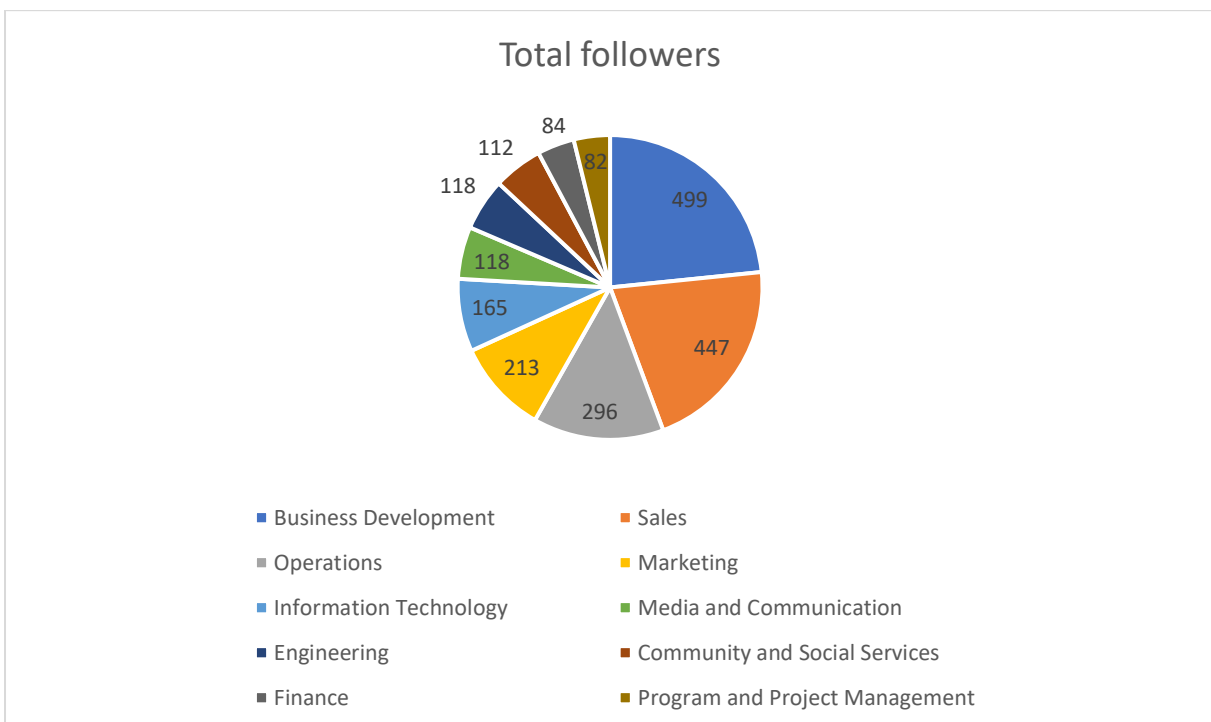
On YouTube, the target group is very young (13-17). The target group mainly lives in Europe and North America.

LinkedIn

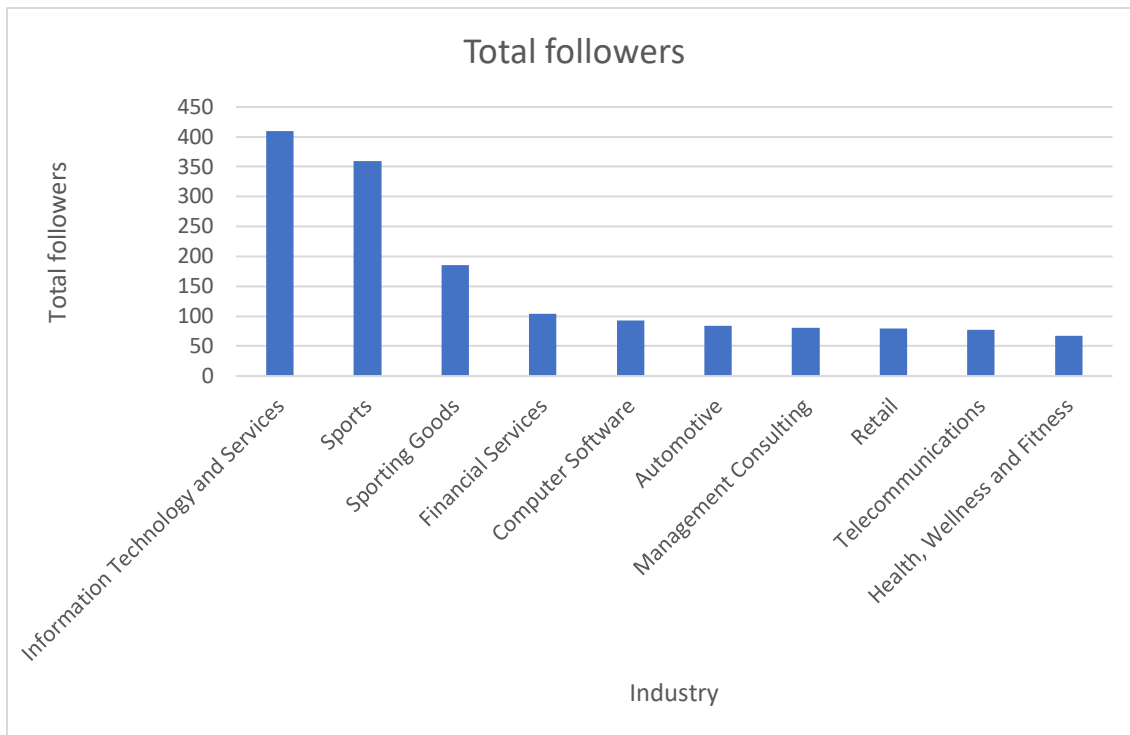
This table shows how many people come from a particular city. Here is the top 10 where most people come from.



This pie chart shows how many people have a certain job. The function that most people have is business development. This is also an overview of the top 10 functions that have been mentioned.



This bar chart shows which industry is most popular. The top 10 is also shown here. The industry that is most popular is information technology and services.

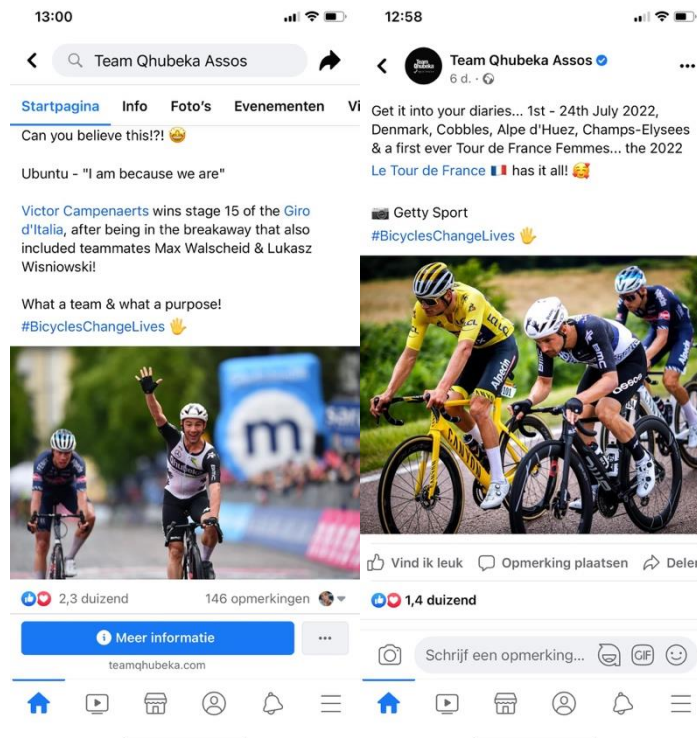


Analysis posts

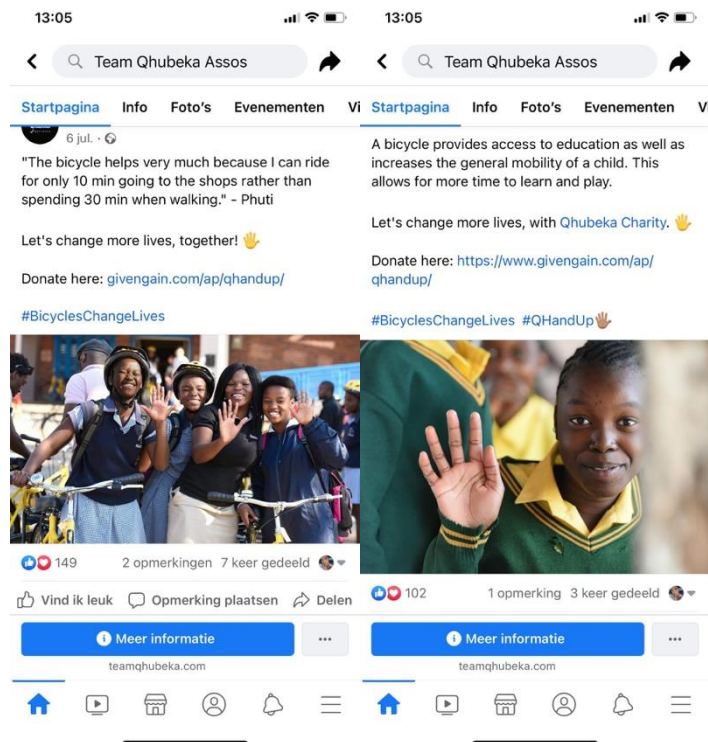
To understand how the target group interacts the decision has been made to analyze the most popular posts on Facebook and Instagram. The findings are presented below:

- Facebook

From these posts it can be concluded that the interaction increases when a victory is shared or when new tour data is shared.

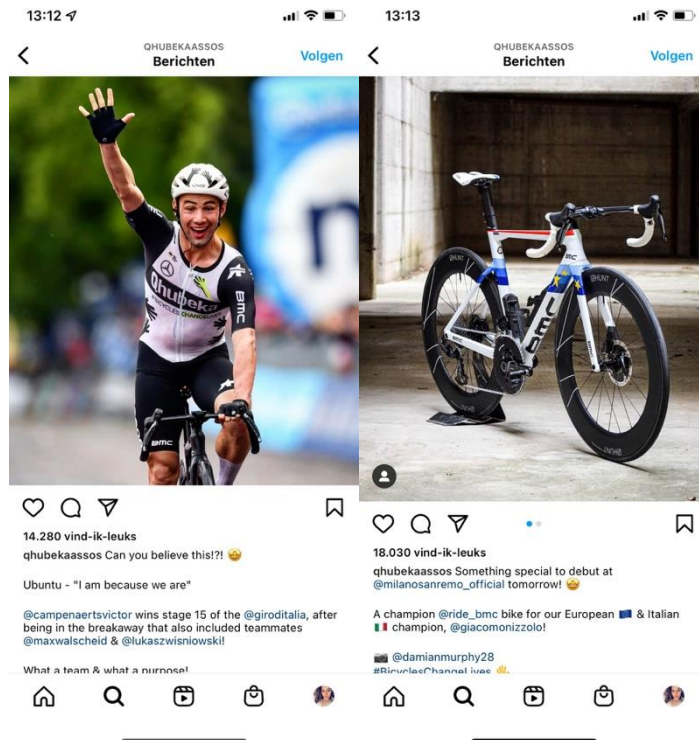


The images below also show that posts about donation score less well. It should be investigated whether visitors can be triggered in a different way to respond to such messages.

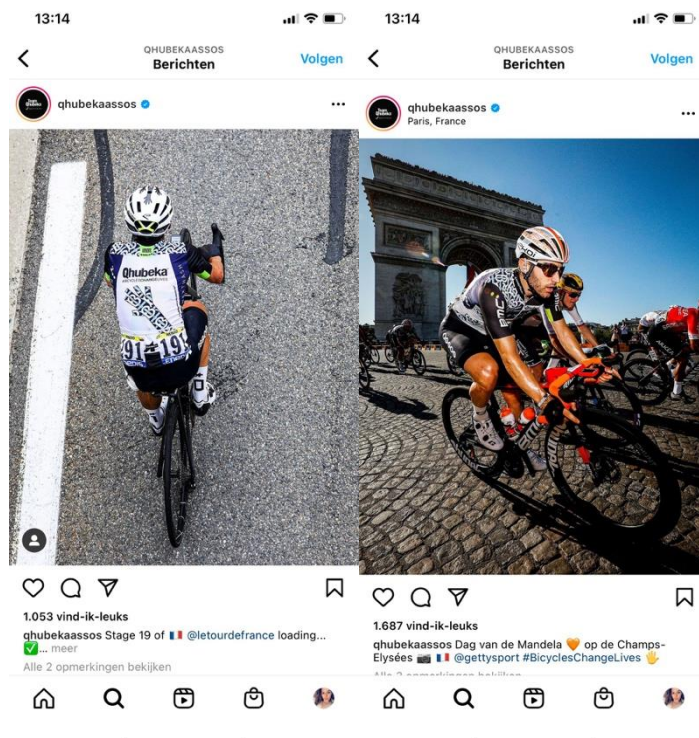


- Instagram posts

On the Instagram page, posts sharing 'good news' score high. Think of a victory or sharing news about a new bicycle.

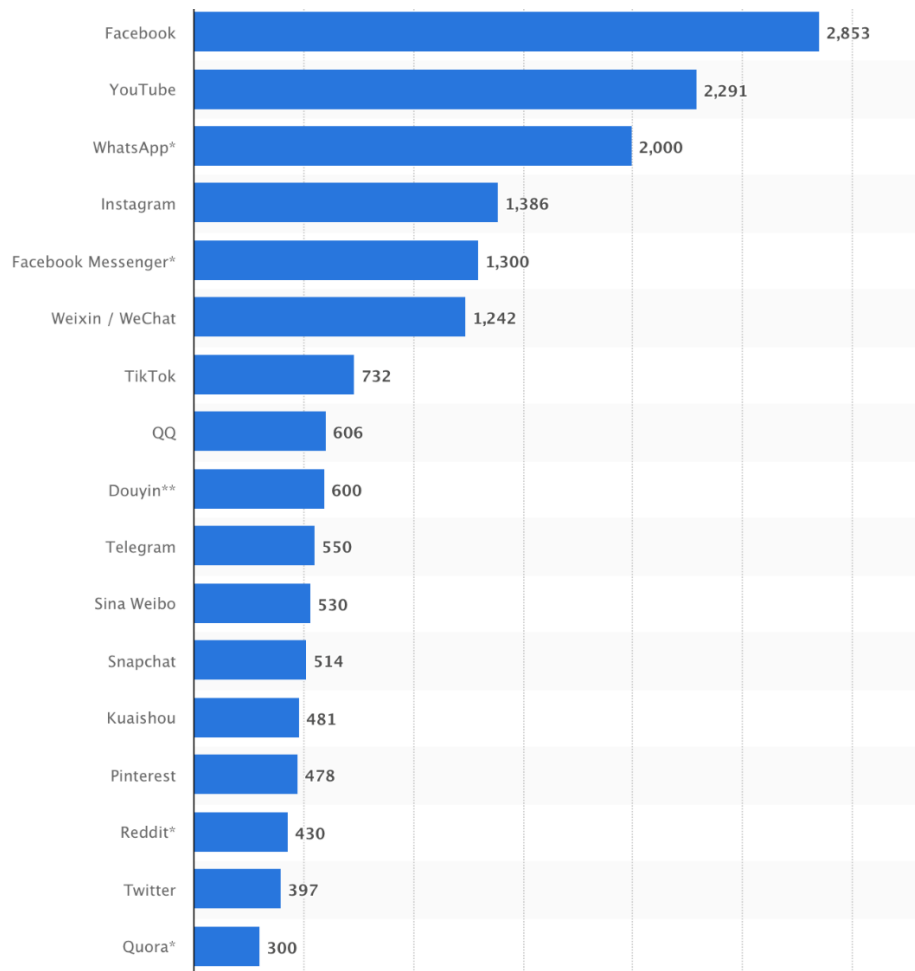


Below are posts that scoreless. It seems that informative posts generate less interaction on Instagram. It is important to experiment with this, for example: by asking a question or creating a call-2-action.



General popularity per social media platform

To understand how each social media platform can be used the best way it is important to have some background information in the facts and figures of each platform. In this paragraph there will be some background information about each platform (Vogel K, 2021).



Facebook

69% of adults in the US uses Facebook. Its audience is huge and diverse, and it sends the most website referral traffic compared to other networks. According to Sproutsocial, about 75% of women use Facebook, while about 63% of men use it. Representation across age groups is almost equal, but highest amongst the 18–64 crowd. People tend to go to Facebook posts for news, entertainment, staying connected with others, and shopping.

Instagram

Instagram is also one of the most popular social media networks around, but the audience is a little narrower. It's hugely popular with younger crowds, including millennials and Gen Zers. Like Facebook, Instagram is slightly more popular with woman than with men. Most importantly, it's a highly visual network—which means it's best for brands with cool or interesting-looking products. You can post both static images and short videos, but the one drawback is that it's not the best for driving traffic to your website.

Instagram is great for advertising, though, because it allows for both organic and paid strategies. And since it's so visual, it's not hard to capture your audience's attention—if you have a well-curated feed. Each month, more than 1 billion people are accessing Instagram and 1 million advertisers are working on the platform. If you're not on Instagram yet, and if you've got a beautiful product, you might be missing out.

Twitter

Twitter is (relatively) less popular but still has a large user base, with 22% of American adults on the platform. Slightly more men than women are using Twitter, and it's most popular with 18–24-year-olds. Like with Facebook, some people might consider Twitter as a news platform as well as social media. Sharing social media content, is common and is a huge reason why many posts on Twitter go viral.

TikTok

If you're looking to reach Gen Z, TikTok is where you need to be. In the United States alone, TikTok has around 100 million active users, with over 50 million logging in at least once a day. TikTok is known for its viral trends by influencers set to songs, sound effects, and even dialogue from movie, TV, YouTube, and everyone's favourite defunct platform: Vine. Just like on Instagram and other platforms, brands can work directly with influencers to promote their content.

LinkedIn

LinkedIn is a professional network and although it has ad content, these tend to be targeted to professionals. High-quality industry articles, B2B, and SaaS-related topics are probably among the most-shared types of content.

YouTube

According to the latest YouTube statistics, the video-sharing platform has 2.3 billion users worldwide as of 2021. It's ranked as the second-most popular social network. The only platform that has more active users than YouTube is Facebook. YouTube is a great platform for posting video content. Most people use it as a search engine and is the second most popular search engine after Google (Mohsin M, 2021).

[Best practices per platform](#)

The following section shows the best practices for each social media platform. This provides clear insight into the differences and makes it clear what content works on which platform (Chen J, 2021).

Facebook

Facebook has all the content types available to it so it's a little difficult to narrow down what works best. Video often wins, as well as informative or attention-grabbing links. Performance is also affected by the Facebook algorithm as well, so test and observe post performance.

Twitter

While it started with text-only, Twitter has evolved to include link previews, videos, photos, and gifs. Links work well on this platform and if you can time it right, jump in on the current memes and trends.

LinkedIn

A more professional-oriented network. LinkedIn is great for building yourself up as a thought leader. Talking about your company and sharing posts from your company's leaders are all

okay. If you share links, add your own commentary to it. If you have some work inspiration to share, a long text post is not unheard of.

Instagram

A visual-first network, Instagram favours photos and videos that are attention-grabbing. As the platform has grown, the types of images have changed. Professional photos aren't the only type that you see now. There are beautiful text graphics, educational content, inspirational messages, memes and even screenshots of Tweets.

TikTok

TikTok is a popular short-form video-sharing social media platform, known for its funny lip-syncing videos. The platform is especially popular among teenagers and has over 200 million monthly users on iOS and Android.

YouTube

There are different types of YouTube videos and some video types perform better than others, regardless of who is shooting the video. According to Mediakix, a top influencer marketing agency, the top 3 video types are as follows: how-to videos, vlogs, and product review video (R., 2021).

[Tips for all platforms](#)

Your strategy for social media posting should adapt to each platform you're posting on. But there are several best practices that apply to all networks. In the following paragraph a few best practices will be explained:

1. Differentiate across channels

Your audience is not the same across all the channels. Some platforms favour media over text, others are more receptive to infographics. It's strategic to tailor your content to your audience to maximize what you have. The same vertically long infographic wouldn't have the same impact on Instagram as it would on Pinterest due to real estate. Differentiating content across networks doesn't always mean you should create unique content all the time every time. It means knowing what works well and adjusting to the network. That same infographic for Pinterest can be divided up into slides for an Instagram gallery post. It's not the same as the original but it's tailored to fit Instagram's style.

2. Post-performance report

To see if content works it is recommended to review the performance of your posts. There are different systems that can be used. You can review the lifetime performance of each post to your networks. You can sort these by impressions, engagement and clicks to see which type of content performs best.

3. Posting time

Posting at 2 p.m. on every network might not be the best strategy. The time and day your audience is online and engaging is when you want to post. But how do you figure that out? Some social platforms have reports that show when your audience is most active.

4. Keep your profiles consistent

While you may have different strategies for different networks, your profiles should always be complete and consistent. Make sure your usernames, images, copy, and links match up. All your profiles should link back to your website.

5. Engage in social listening

Social listening is a technique used by social media channels to monitor your social media accounts to pick up on current mentions, customer feedback, or discussions of your brand. You can then analyse these posts to discover specific keywords or types of content that are circulating in your industry—and please the social media algorithms while you're at it.

6. Set goals

Advertising on social media isn't cheap. To justify your budget, set realistic milestones. This will also help you measure your progress and show you where you need to spend more time or tweak a few things.

7. Track growth

Once you've set your goals and started the journey of becoming a social media marketing titan, it's time to make sure you're on the right track. Most social media platforms have analytic tools that will show you how many clicks, shares, and sales you're getting. Use them!

8. Plan posts and use a calendar

Social media marketing campaigns require a lot of content, all the time. Accomplishing this will be pretty much impossible if you're not organized about your marketing efforts and don't have a solid plan in place. Social media calendars are an excellent tool to keep your sanity. Remember to incorporate deadlines to keep everyone accountable and, equally importantly, to make sure you're not rushing to come up with content at the last minute.

Conclusion

With this analysis it is clear how Qhubeka uses social media and how the target group interacts on the different platforms. It is now possible to create a consultation plan. With this plan Qhubeka can improve their performance on social media.

How to create a social media content strategy

A social media strategy is a summary of everything you plan to do and hope to achieve on social media. It guides your actions and lets you know whether you're succeeding or failing. The more specific your plan is, the more effective it will be (C. Newberry 2021).

Chose social media marketing goals that align to business objectives

For a good social media strategy, you need goals. With these goals you can see, for example, your social media growth and the engagement of your audience.

Social media marketing goals:

- See short-term stability growth in followers and engagement on Instagram, Facebook, Twitter, LinkedIn and TikTok
- See a 3% engagement growth on TikTok every month
- In the long term, see an upward trend in engagement on Instagram, Facebook, Twitter, LinkedIn and TikTok

Learn everything you can about your audience

Knowing who your audience is and what they want to see on social media is key. That way you can create content that they will like, comment on, and share. It's also critical if you want to turn social media followers into customers for your business.

When it comes to your target customer, you should know things like:

- Age
- Location
- average income
- Typical job title or industry
- Interests

To know your target customer, it is helpful to analyze your followers on the different platform on frequent basis. We did this for Qhubeka and have created personas.

Get to know your competition

If you know who your competitors are, you can distinguish yourself as a brand from the competitors. With a good social media strategy and interesting content on your social media (and for example in blog form), you can make your brand stand out.

To get to know your competition, it is useful to look at who your direct competitors are in the cycling world. You need to pay attention to which social media channels your competitors use, and which channels your brand uses. This way you can see which channels are used a lot and which channel your brand could use as well.

We did a competitive analysis for Qhubeka, and the results can be found back in this document.

Do a social media audit

If you're already using social media, take stock of your efforts so far. Ask yourself the following questions:

- What's working, and what's not?
- Who is engaging with you?
- Which networks does your target audience use?
- How does your social media presence compare to the competition?

Once you collect that information, you'll be ready to start thinking about ways to improve.

Your audit should give you a clear picture of what purpose each of your social accounts serves. If the purpose of an account isn't clear, think about whether it's worth keeping.

To help you decide, ask yourself the following questions:

- Is my audience here?
- If so, how are they using this platform?
- Can I use this account to help achieve my goals?

Asking these tough questions will keep your strategy focused.

We have investigated the social media channels of Qhubeka. Analysing these channels has made it clear that most popular channels are Twitter, Facebook, and Instagram.

Furthermore, YouTube is less popular and Qhubeka's target group is not active on this platform. It is recommended to keep the focus on the platforms that work for a more consistent strategy. Qhubeka also uses TikTok. It is not the platform with the most engagement, but it is relatively high comparing it to Facebook.

Set up accounts and improve profiles

Make sure you use your brand name as the account name, so you can be easily found by your fans. And use the logo of your brand as the profile picture.

In the description, briefly state who your brand is and show your fans what your brand stands for. At the bottom of your description, you put a link to your website/webshop or a donation tool. Optionally, you can use hashtags, but this is not necessary. And make sure your description does not contain too much text.

Example description:

- Team Qhubeka NextHash
- Africa's first UCI world tour team racing to
- Mobilize change in Africa through Qhubeka
- Donate Now: qhubeka.org

Find inspiration

While it's important that your brand is unique, you can still draw inspiration from other businesses that are great on social. Inspiration for good content can be found on Pinterest but also looking to business that perform well on social media. Concrete post and story ideas will be listed below:

1. Shout out to a customer who achieved something
2. Shout out to a customer who just joined with you
3. Shout out a staff member who achieved something
4. Shout out to another business
5. Shout out to a business partner or stakeholder
6. Show a new product or tool you just started using
7. Show a new service you are offering
8. Share your gratitude for something in your day
9. What are you listening to right now?
10. What is a podcast you just listened to and something you learnt?
11. What is a book you just read and something you learnt?
12. Run a contest or a giveaway
13. Ask your audience to caption a photo
14. Post a relatable meme or quote and ask people to tag a friend
15. Put up a "get to know" someone post. Here's an easy format.
 - i. Meet (Person Name):
 - ii. Role:
 - iii. Skills:
 - iv. Loves:
16. Create a sense of urgency and explain how a special, product or available places will soon not be available
17. Share your tip of the day
18. Celebrate someone's birthday
19. Celebrate your business milestones
20. Celebrate a holiday
21. Share a testimonial
22. Share a 'How to' or tutorial
23. Explain a common term in your industry that confused people
24. Share your favourite inspiration source
25. Share a link to a freebie (yours or other persons)
26. Cross-promote your platforms and share your other handles or blog
27. How do you keep yourself accountable? Share this and ask others their tips.
28. How do you keep yourself motivated? Share this and ask others their tips.

29. How do you keep yourself balanced? Share this and ask others their tips.
30. Share your business values
31. Share your business mission
32. Share your business vision
33. Share your business history
34. Share your business team or partners
35. Share your business office or HQ
36. Share your qualifications
37. Share your experience
38. Share your services
39. Share your "why" and your purpose
40. Share your availability
41. Explain how to book in with you
42. How do you stay focused? Share this and ask others their tips
43. Share a time you almost gave up on something and how you avoided it
44. Share and show the best tool you use under \$50
45. Share and show best course or resource you've taken under \$50
46. Share something you wish you knew a year ago
47. Share your most recent life learning
48. Share your most recent business learning
49. Share something common you struggle with
50. Share how you avoid burnout
51. Bust a myth about something in your industry
52. Talk about the most recent conference or course you attended and what you learnt
53. What helps you to get tasks done? Share this and ask others their tips
54. Top 3 morning routines that keep you on track during the day.
55. What are your biggest business motivations? Share this and ask others their tips
56. Share a quirk about yourself
57. Quick win - share something someone can do in 5 minutes to help them with a goal in your niche
58. How you destress after a big week? Share this and ask others their tips
59. What is the biggest pet peeve in your industry (that you don't do to your clients)
60. Work smarter not harder - share a hack you know of - it can be related to your business or something else
61. Share how you started in your business
62. Share how you started in your profession
63. Share your points of difference - what makes you different to others in your industry?
64. Share a case study or a positive client outcome
65. Share a FOMO moment from a client of yours that will have people envious
66. Name a common trap people fall into in your industry and how to avoid it
67. Share an industry secret
68. Share an "Ask me anything" post and answer all questions
69. Ask a poll with "this or that" and have your audience vote
70. Share your current goal

71. Share a goal you just achieved
72. Share your current struggle
73. Share a struggle you just overcome and how
74. How do you shake off procrastination? Share this and ask others their tips
75. Share tips on how to choose a service provider in your industry
76. Share the top things to avoid when choosing a service provider in your industry
77. Share the top 3 tips to choosing between 2 service providers
78. Share a failure and what you learned from it
79. Share a win and what you learned from it
80. Share a recent client you worked with and how you enjoyed the process
81. Share a sneak peek of something you are working on
82. Share a common mindset block you see and how to overcome it
83. Share market data that would be of interest to your audience
84. Share a common industry term and explain it
85. Share an industry trend and what you think of it
86. Share a blog of yours or someone else's
87. Share a future prediction of the next big thing
88. Share a tool that helps you
89. Share a resource that helps you
90. Explain your business name
91. Solve a problem your audience has
92. Talk about your audience's fears about working with your industry and overcome them
93. Share what stops people from working with someone in your industry and why people shouldn't hold themselves back from this
94. Explain how long it takes working with you until people see results or get outcomes
95. What should people do to prepare for your service
96. What is the process of working with you?
97. What does it feel like to work with you?
98. What should people expect the first time they work with you?
99. What do you love most about your role?
100. What do clients love most about working with you? What feedback have you received? Share this

Create a social media content calendar

If you post on social media, make sure you don't post too often, there's a chance your fans will get 'advertising tired'. Try to post 2-3 times a week. When there is a race, you can choose to post updates via Instagram stories.

When is the best time to post something? This varies per social media channel.

Instagram: The day you get the most interaction on Instagram is Thursday, followed by Wednesday and Friday. To spread out your posts throughout the week, you can choose to post on Tuesday, Thursday, and possibly Friday.

Facebook: The day you get the most interaction on Facebook is Wednesday, followed by Tuesday, Thursday, and Friday. To spread out your posts throughout the week, you can choose to post on Tuesday, Wednesday and possibly Friday.

Twitter: The day you get the most interaction on Twitter is Wednesday followed by Tuesday, Thursday. To spread your posts throughout the week, you can choose to post on Tuesday, Wednesday and possibly Friday.

LinkedIn: The day you get the most interaction on LinkedIn is Thursday followed by Tuesday, Wednesday, and Friday. To spread your posts throughout the week, you can choose to post on Tuesday, Thursday and possibly Friday.

TikTok: Over 90% of the users are active on a daily basis. This means that in theory you can post every day. However, please note that you should not post too much. For TikTok, you can post once a day, but no more than once.

So, try not to post much in a week and make sure your content is different per social media channel. Varied content can lead to more followers and engagement.

Create compelling content

The idea here is to:

- Keep your content aligned with the purpose of each network.
- Show other stakeholders (if applicable) what kind of content they can expect to see on each network.

This last point especially will help you avoid any tension when your colleagues want to know why you haven't posted their case study/whitepaper/blog post to TikTok yet. It's not in the strategy.

Ideally, you will generate content types that are both suited to the network and the purpose you've set out for that network.

For example, you wouldn't want to waste time posting brand awareness videos on Twitter if you've designated that channel for primarily customer support. And you wouldn't want to post super polished corporate video ads to TikTok, as users expect to see short, unpolished videos on that platform.

It might take some testing over time to figure out which type of content works best on which type of network, so prepare to update this section frequently.

According to the social media analysis we have done before we have the following recommendations for Qhubeka:

Facebook	Instagram	Twitter	TikTok
Use Facebook especially for the audience within the age of 18-44	Your Instagram page is mostly visited by people within the age of 18-54	Qhubeka's audience on Twitter is mainly between the age of 18-44	Use TikTok to get in touch with people within the age of 18-54
Great for sharing video's, new data, and victories	Great for sharing visuals and videos. Content that does not include a team member works better on Instagram, compared to Facebook.	Videos are popular. Try to keep your messages informatic and consistent.	Great for sharing short videos. Keep it fun and short.

As you can see, we have not mentioned any recommendations for YouTube. The reason for this is that we think that Qhubeka's main target group cannot be found on YouTube. In addition to that. The use of this platform is not effective, for Qhubeka when looking into the figures.

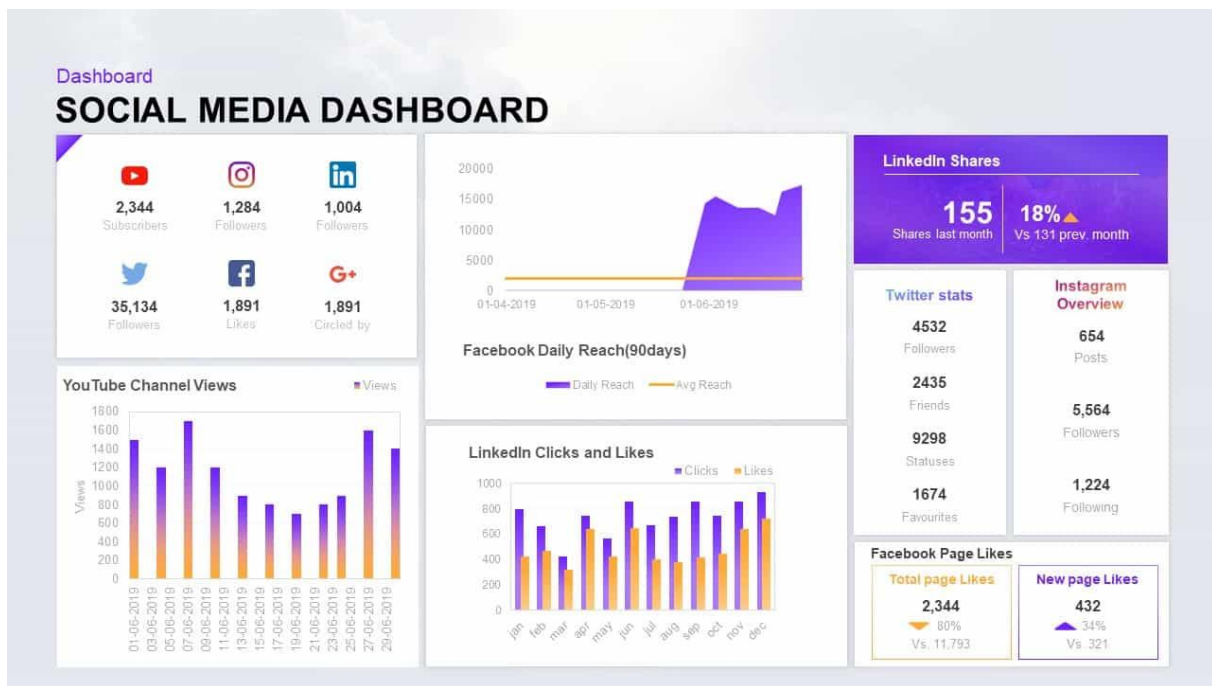
Track performance and adjust your strategy accordingly

Your social media strategy is a hugely important document for your business, and you can't assume you'll get it exactly right on the first try. As you start to implement your plan and track your results, you may find that some strategies don't work as well as you'd anticipated, while others are working even better than expected. Therefore, it is recommended to check the performance metrics on a frequent basis.

In addition to the analytics within each social network you can use UTM parameters to track social visitors as they move through your website, so you can see exactly which social posts drive the most traffic to your website.

Once this data starts coming in, use it to re-evaluate your strategy regularly. You can also use this information to test different posts, social marketing campaigns, and strategies against one another. Constant testing allows you to understand what works and what doesn't, so you can refine your strategy in real time.

Qhubeka is recommend to create a social media dashboard or use a simple Excel sheet. With this sheet it is easy to analyze your growth and engagement over the past period. It also makes it easier to conclude which type of content helped in generating more traffic/audience.



Conclusion

When elaborating the steps above, several important recommendations have emerged. The main findings are listed below:

- When creating a social media strategy, it is important to have goals you are working towards
- Before you are measuring your social media growth, make sure you have done a baseline measurement
- When creating content, it is advisable to consider the type of channel on which you want to post it. Consider the image format and the type of message. For example, news items are more popular on Facebook than on Instagram.
- Keep an eye on the growth of the channels and analyse which content works best.
- It is better to skip channels where the target group cannot be found, such as YouTube in the case of Qhubeka.
- Keep an eye on other companies on social media, collect inspiration.
- Try to use less popular topics differently. Content about donations are viewed less, combine this with a victory and check whether this works better.
- Try not to post much in a week and keep your content special per social media channel

Content strategy

In this chapter the content strategy for Qhubeka is elaborated. The following source was used when developing the strategy (2021a). For the visuals, please have a look at the following link: <https://www.figma.com/file/EaqhgYQCnp3wtolhXvqQ76/Content-Qhubeka?node-id=0%3A1>

Step 1: Who's the Hero?

The hero of the story is Negasi Haylu Abreha, a cyclist from Team Qhubeka. This cyclist comes from Ethiopia and is 20 years old. He barely speaks to his family and does not know if they are still alive. Negasi, who will drive his second year with the Team Qhubeka Continental team in 2021 is from Mek'ele, the main city in the Tigray region of Ethiopia. He has fled before, and he wants to return to his family. A team manager and a staff manager changed his mind. If he had gone, he would have been in danger. Negasi Hayly Abreha has one big brother and three younger sisters.

Step 2: what is the conflict?

Tigray is a region where conflict has arisen between national government forces and the region's ruling party, following an outbreak of hostilities in early November. It is a situation that continues unabated, with the United Nations raising concerns about a possible humanitarian crisis in the region. It is very difficult for him to keep in touch with his family because all network coverage in Tigray is cut. "Sometimes I can call my mother on Sundays. We keep the conversations very short." It's usually: "Hello Negasi, we're okay, everyone is fine and we love you. Ciao." My mother told me never to ask about the situation over the phone again for fear of their safety.

I am very afraid what can happen to my family and friends. I only see pictures of what might be on social media or what people are sending me. I know the places in the photos from my home region and now I see death, destruction, and poverty there. "

Step 3: what is the consequence of that?

The result is that he has little contact with his family and that he has no idea whether they are still alive. He is afraid of not being able to see his family again. His brother is a hairdresser, but he can't work now. His three younger sisters must go to school, but all schools are closed. Together with a friend, he was able to ensure that money went to his family. He sees photos/images of the region via social media. He recognizes the places in the photos. There he sees death, destruction, and poverty.

Step 4: What's the Climax?

The reason he continues to cycle is because he can give support his family and friends. Because of his achievements, he can send money so that they can live better there. In addition, it is a distraction for him as soon as he gets on his bike. His goal is to fight poverty in his country and to help children.

Step 5: What's the moral of the story?

The moral of the story is that Negasi Haylu Abreha is cycling for his family and his country. Knowing how difficult and tough life can be, he wants to counteract this by performing on a bicycle. This way he can send money. Through the charity, Qhubeka offers the opportunity

to give children a bicycle. The moral is that Qhubeka's team is cycling for a better life everyone in their own way, together to give all children a bike #Bicycleschangeslives.
[Build per channel a concept to share your story](#)

Instagram (Hero, Hub)

Instagram is used to visualize the story in different parts. We recommend starting with a short teaser with the text “Do you prefer cycling to school or do you like to walk 20km every day?” With this teaser you get people's attention, and you can start sharing Negasi's story. In the content after that, Negasi's story is told little by little.

- Post 1: Video teaser. The first image shows Negasi on a bicycle. Then you get a shot of a walking child in South Africa. Due to the long distances, this is a two-hour journey. Then there is an image that Negasi is back on his bike with his team. Then another shot with a kid who comes to school after a long walk. After this shot, you will see Qhubeka take a team win. Then Negasi saying that Qhubeka is committed to these children. The last shot shows the child getting a bicycle that makes it easier for him to go everywhere. The voice over is Negasi who tells the entire story of the video. In the background you will hear inspiring music.

- Post 2: A carousel of Negasi telling how his career is progressing with the team. Reference is made to the website where you can read a blog about Negasi.

- Post 3: A carousel with facts. Negasi tells about his childhood and that he had opportunities at Qhubeka and that he has gotten better.

- Story: Ask the question 'Did you also overcome difficulties in your youth?' (poll)

- Post 4: Showing the effect of the donations, narrated by Negasi. “Since I started cycling at Qhubeka we have already donated ... bikes, this means that .. children will not have the same childhood as us”

Facebook (Hero, Hub)

Facebook is used the same as Instagram. The aim is to inform people about the facts and to communicate the story of Negasi clearly.

- Post 1: video teaser. The first image shows Negasi on a bicycle. Next you get a shot of a walking child (the child is Negasi in his youth) in South Africa. Due to the long distances, this is a two-hour walk to arrive at school. Then there is an image that Negasi is back on his bike with his team. Then another shot at the kid who arrives at school after a long walk. After this shot, you will see Qhubeka take a team win. Then Negasi tells that Qhubeka is committed to these children. The last shot shows the child getting a bicycle that makes it easier for him to go everywhere. The voice-over is Negasi who tells the entire story of the video. In the background you hear inspiring music.

- Post 2: A carousel of Negasi at Qhubeka and how his career is progressing. Reference is made to the website where you can read a blog about Negasi.

- Post 3: A carousel with Negasi that is telling about his childhood and that he had opportunities at Qhubeka.

- Story: Askig the question: “Did you also overcome difficulties in your youth?” (poll)

- Post 4: Showing the effect of the donations, narrated by Negasi. “Since I have been cycling at Qhubeka we have already donated ... bikes, this means that ... children will not have the same childhood as us”

LinkedIn (Hero, Hub)

Negasi's story is shared in an inspiring way via LinkedIn and information is provided about how much has already been donated. With this, Qhubeka also wants to appeal to companies to participate in the promotion.

-Post 1: LinkedIn is used to tell the full story. This will be posted at the same time as post 4 from Instagram and Facebook. The story begins with an icebreaker about Negasi and his childhood. Then the story will be further told from Negasi's perspective. The story closes by referring to the website of Qhubeka.

-Post 2: Post 2 is used to tell how many bikes have already been donated, in addition, it should activate business parties to participate as well. An link will direct to the donation page.

TikTok (Hero, Hub)

- Post 1: Behind the scenes video of the team. You can see the team celebrating. You can hear different team members sayin “I did it for the team, and the charity.”

The intention of the video on TikTok is to show how they work behind the scenes. What works well on TikTok is a video in which the team celebrates a victory. .

Example Deceuninck-Quick-Step: <https://www.youtube.com/watch?v=zEuhyrNcRUM>

In the behind-the-scenes example of Deceuninck-Quick-Step, the video shows how they prepare for a cycle race. It then shows how the team bosses manage the team during the race and shows highlights of the race. At the end you can see how the team celebrates their victory.

YouTube (Hero, Hygiene)

- Video of the entire story.

Twitter (Hero, Hub)

- Post 1: Negasi likes to tell you about his difficult childhood in. Read more on Facebook

- Post 2: Did you already get the story from Negasi? Negasi is part of team Qhubeka, who fled his country two years ago. Read his inspiring story now.

- Item 3: We have collected ... bicycles. Are you still participating?

Website (Hygiene)

- Blog about the whole story of Negasi.

Improvement donations

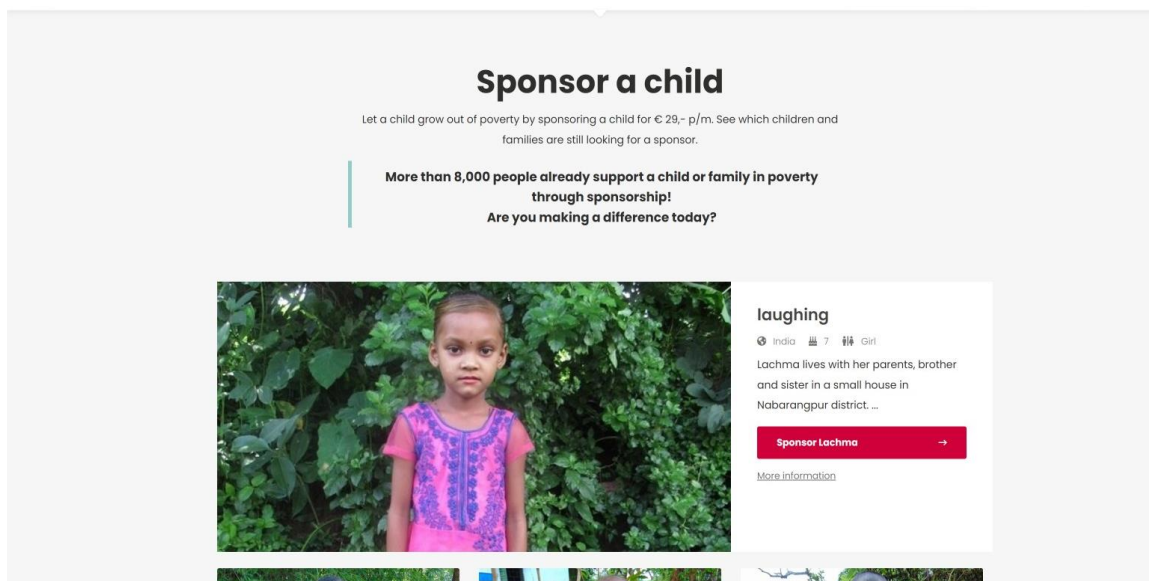
In the next chapter it will be explored how Qhubeka can persuade its fans to donate money to the Qhubeka charity. Furthermore, the current strategy of Qhubeka will be analysed to see if it convinces their fans to donate to Qhubeka charity

Methods for more donations

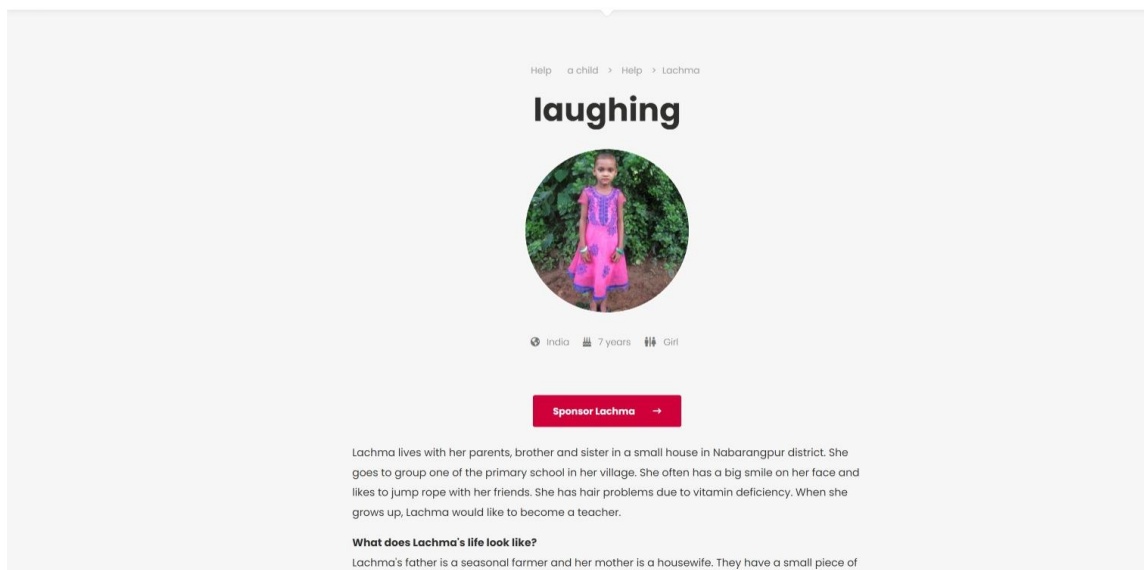
In the following paragraph we will explain ten evidence-based methods for encouraging people to give more to charity. Furthermore, we will give examples of how other charity's use these methods.

1. Focus appeals on a single person

Several studies have found evidence supporting the “identifiable victim effect,” the observation that people are more willing to provide aid to a single individual with a name and a face than to an anonymous victim or a nebulous group of victims. This effect can be profound. In one study, people were willing to donate significantly more money to a single named starving child than to two named starving siblings. This suggests that charities that are trying to help thousands of people should highlight how a potential donor could make a difference for a specific person (even if their donation might do much more than that).



The screenshot shows a website titled "Sponsor a child". The main heading is "Sponsor a child" in bold black text. Below it, a sub-heading reads: "Let a child grow out of poverty by sponsoring a child for € 29,- p/m. See which children and families are still looking for a sponsor." A green vertical bar is on the left. Below the sub-heading, text states: "More than 8,000 people already support a child or family in poverty through sponsorship! Are you making a difference today?". The main content area features a large photo of a young girl with a pink and purple patterned top. To the right of the photo, the text reads "laughing" in bold, followed by "India 7 Girl". Below this, it says "Lachma lives with her parents, brother and sister in a small house in Nabarangpur district, ...". A red button with white text says "Sponsor Lachma" with a right-pointing arrow. Below the button is a link for "More information". At the bottom of the page, there are several small, partially visible thumbnail images of other children.



2. Help people to feel their emotions, rather than repress them

One study suggests that we're less likely to want to help groups because people find the needs of larger groups to be emotionally overwhelming. To prevent these emotional costs, people tamp down their emotions and numb their compassion and sense of connection to members of the large group.

However, this study also found that this compassion collapse effect can be counteracted by pre-emptively and explicitly instructing people to feel their emotions rather than trying to regulate them.

3. Tie giving to a sense of identity and purpose

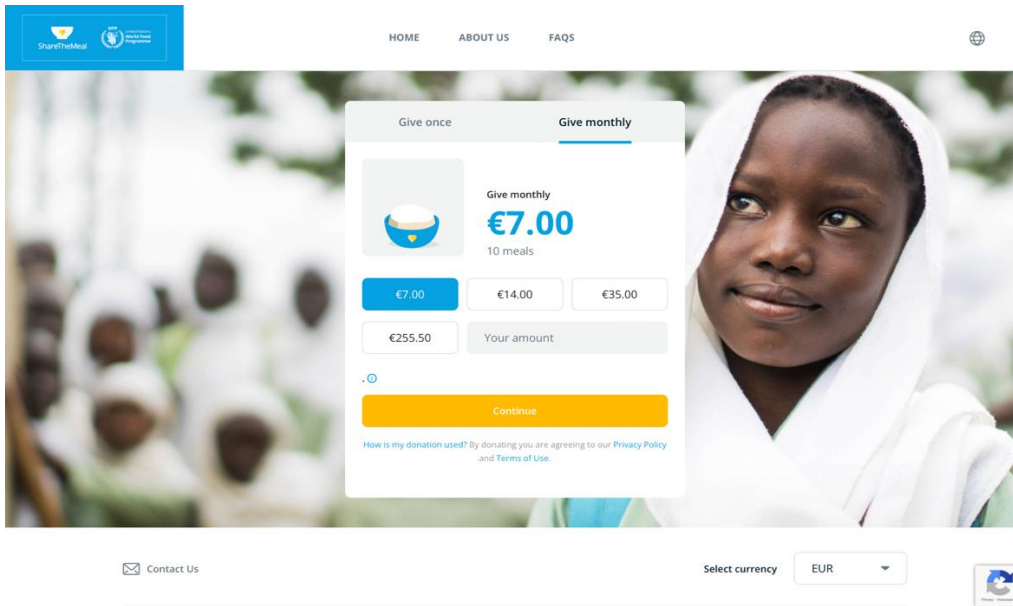
Research suggests that tying generosity to a person's identity may increase their generous intentions—they are more willing to give when they see generosity as part of who they are. For instance, in one study, young children were more likely to help others when they had been identified as "being a helper." Another study found that when people gave away something that represented their essence, such as a signature, personal possession, or blood donation, they were more committed to helping the cause in the future compared to people who gave something less personal.

4. Ask people to pay later (and thank them right away)

Changing the timing of a solicitation may help to motivate potential donors who are on the fence about whether to give.

According to one study, creating time between when you ask someone to donate and when they part with their money might help convince reluctant donors to say "yes."

This study showed that giving participants the ability to decide to donate to a charity—but giving them a choice about whether to send the money that day or later—increased the overall number of people who decided to donate. The researchers speculate that this was because the donors received the immediate positive reward of deciding to help the charity, but the pain of paying the money was delayed and thus discounted.



5. Describe the impact of the gift

When it comes to charitable giving, people want to know that their donations are making an impact. Several studies highlight this fact, as well as the mechanisms that may allow people to sense the impact of their giving in some contexts more than others.

One study found that, across three different experiments, adding tangible details about a charity's interventions increased donations because these details increased the participants' belief that their generosity could have an impact on a particular problem. More information about where charity money will go also makes people happier about their decision to give.


Nets to prevent malaria

OVERVIEW
Malaria kills over 400,000 people annually, mostly children under 5 in sub-Saharan Africa.⁽⁵⁾ Nets save lives. Participants hang the nets and sleep under them so they are not bitten by malaria-carrying mosquitoes.

COST-EFFECTIVENESS
About \$5 to provide one net.⁽⁶⁾ We estimate that \$3,000 - \$5,000 will save a life.⁽⁷⁾
Compare to most charities' programs

EVIDENCE OF IMPACT
Exceptionally strong. Many high-quality studies of nets have consistently found strong impact. The organization we recommend conducts high-quality ongoing monitoring.
Compare to most charities' programs

TOP ORGANIZATION IN THIS AREA



Against Malaria Foundation

[FULL RESEARCH REPORT](#) [DONATE](#)



Photo credit: Against Malaria Foundation

6. Make giving feel good

Indeed, when it comes to charitable giving, there is a strong connection—and often a feedback loop—between generosity and emotion.

In a 2016 study, researchers asked some participants to do a writing exercise designed to elicit positive feelings: They either expressed gratitude, wrote about an ideal future self, or wrote about an intensely joyful experience. As it turned out, these participants applied more effort when they were asked to perform acts of kindness compared with participants who did a neutral writing task.

7. ...Or make giving feel like a sacrifice

Other studies report a different relationship between emotions and generosity: the so-called “martyrdom effect.”

In one study, people were willing to donate more to a charity when they anticipated having to suffer to raise the money. They gave more money when they participated in a charity race than in a charity picnic, even though they generally preferred attending the picnic. Other experiments in this study found that people perceived donations requiring pain and effort to be more meaningful and that the effect was strongest when charitable giving was to causes having to do with human suffering.

8. Provoke givers to feel awe or elevation

Feelings of awe—the feeling of being in the presence of something vast that transcends one’s understanding of the world—can also increase generosity.

In a 2012 study, participants who watched awe-inspiring videos reported greater willingness to volunteer their time to help others—among a host of other positive effects—when compared with participants who watched videos that induced other emotions.

9. Tailor giving appeals

Oddly enough, one way to increase the success of donation appeals may be to tailor the message of the solicitation based on the wealth of the potential donor.

One recent study—aptly titled “Both selfishness and selflessness start with the self”—found that wealthier individuals were more willing to give and give more when the appeal emphasized personal agency and the pursuit of individual goals: “You=Life Saver, Like the sound of that?” or “Sometimes, one person needs to come forward and take individual action. This is one of those times.”

10. Take advantage of contagious generosity

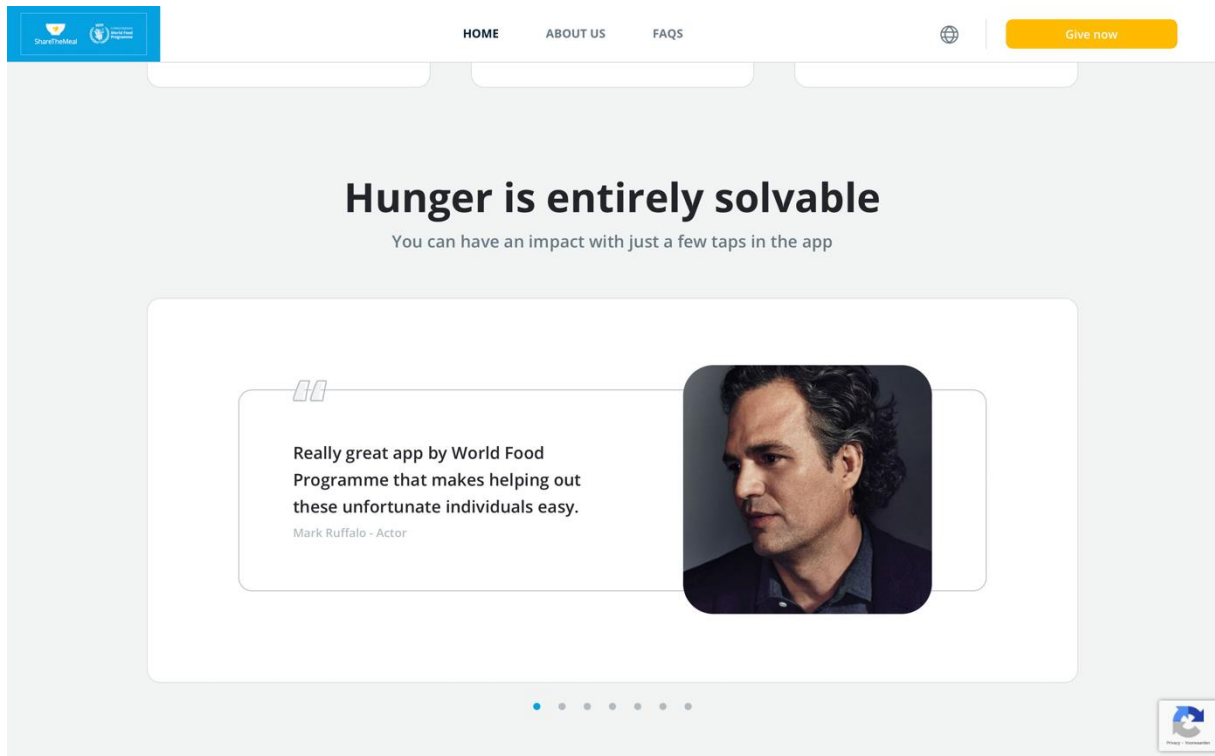
Several studies suggest that generosity can be socially contagious. In one study, participants who watched others make generous donations donated more than those who watched stingy donations. Another experiment in this study found that when people observed empathic group responses to emotional scenarios, they were more likely to experience empathy in themselves, and to donate more money to a homeless shelter (Ten Ways to Encourage People to Give More, z.d.).

[Learning from other charity’s](#)

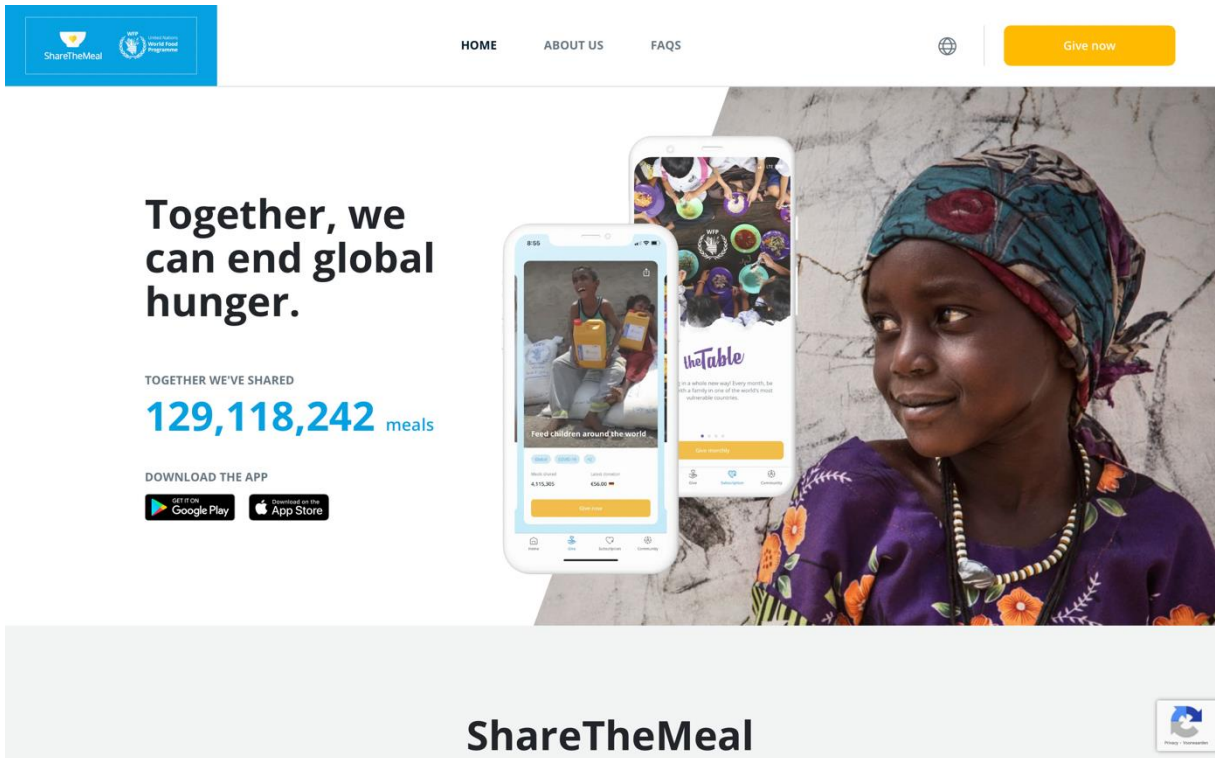
After looking to methods to encourage people to give more to a charity we have analyzed a few charity’ s. By analyzing these charity’ s, we can learn about their communication and how they encourage people to donate.

Share the meal

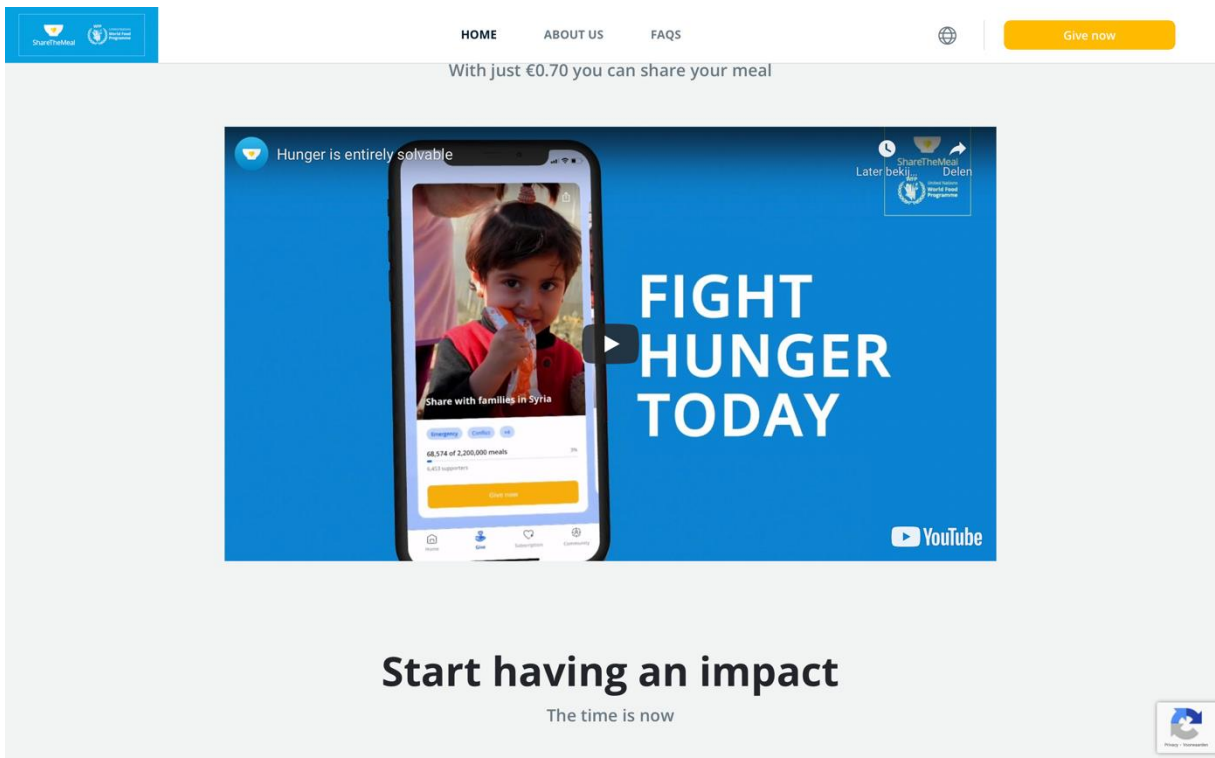
This organization uses various techniques to persuade people to donate. Among other things, they use quotes written by influential people. With this they are responding to various studies, such as 'Take advantage of contagious generosity'.



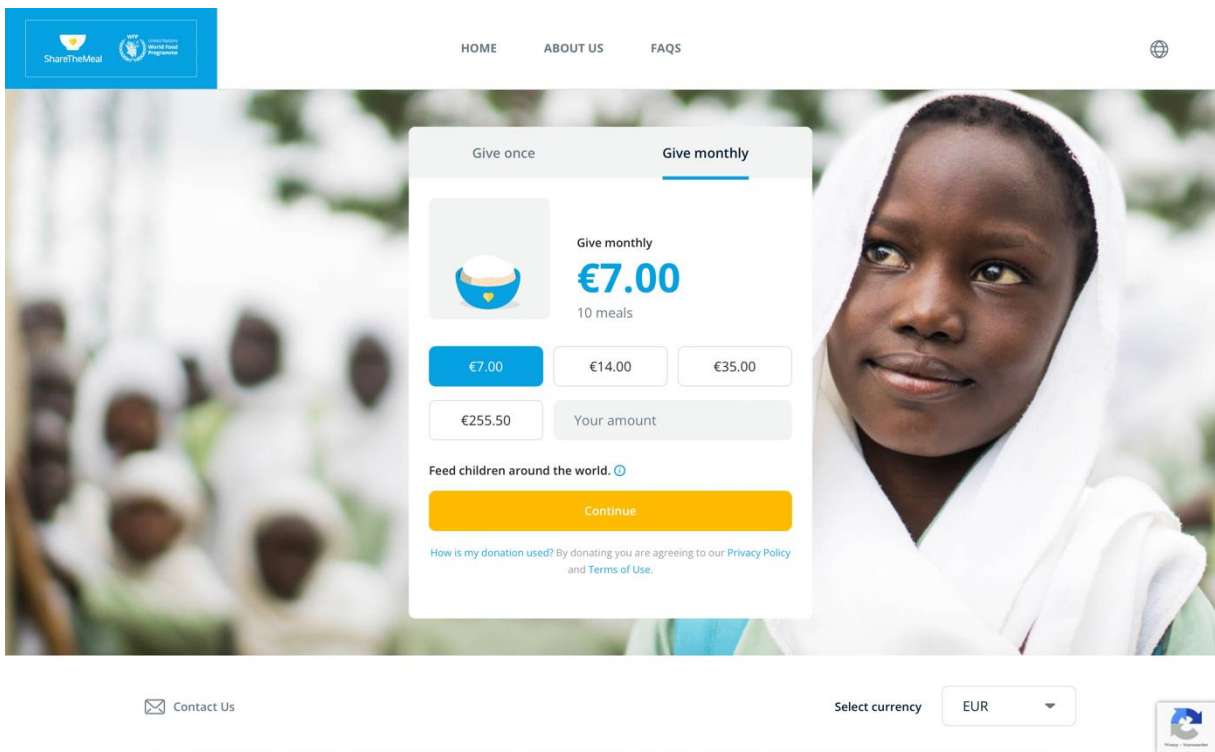
The following image shows the effect of previous donations, that is an example of the principle: **“Describe the impact of the gift.”**



In the picture below the text start having impact is presented. This is an example of: **“Tailor giving appeals.”**



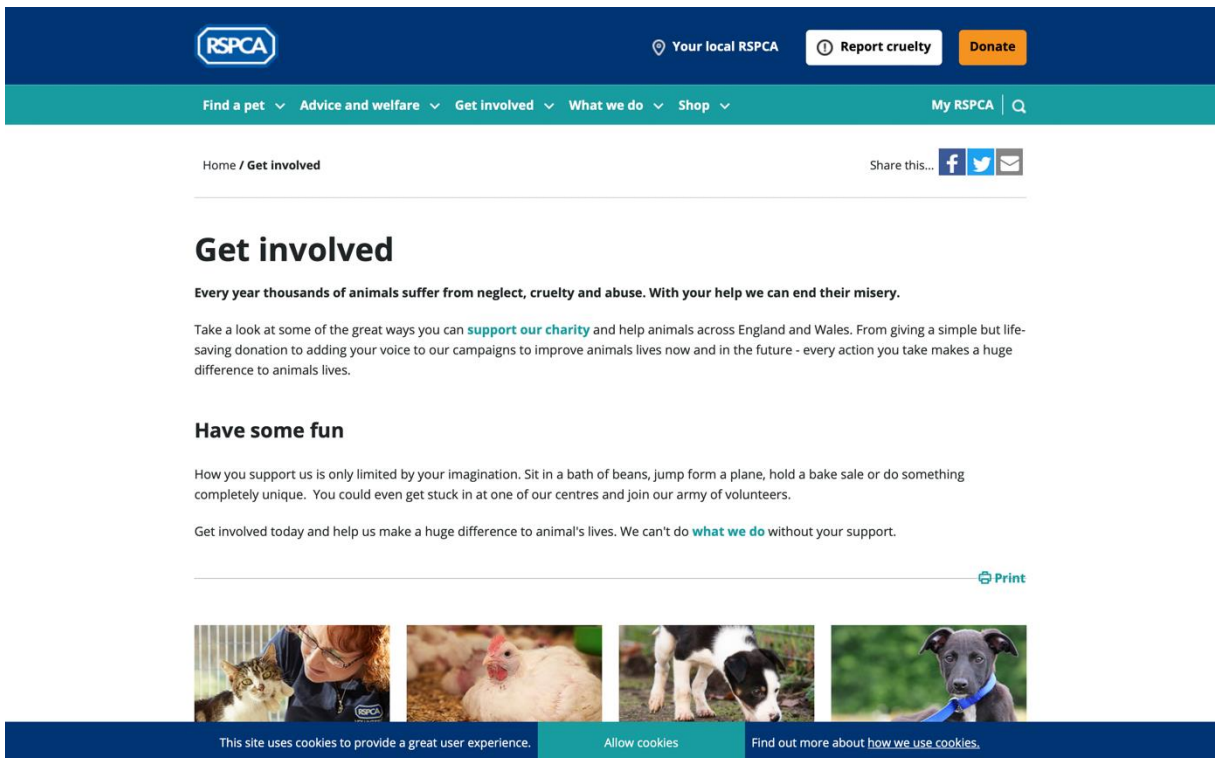
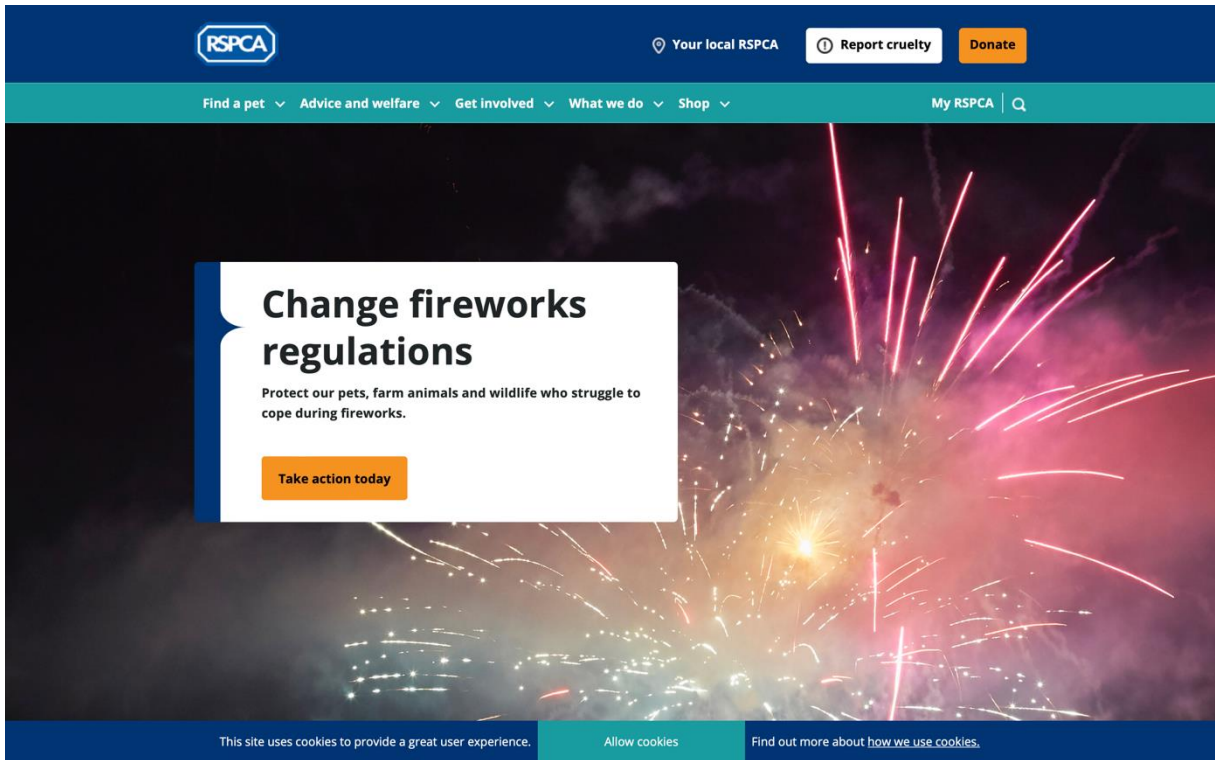
The image below shows that it is possible to pay monthly, this creates the effect: **“Ask people to pay later (and thank them right away).”**



RSPCA


This charity specializes in animal rescue & furthering the welfare cause for all animals. On their website they use different persuasive technologies. Some examples will be shown right over here:

The following images shows words such as 'take action today'. And 'get involved' those are an example of: **"Tailor giving appeals."**




The following image is an example of: "Focus appeals on a single person/animal."

! We cannot turn our back on animals. Join the Christmas Rescue by sending a gift today. [Donate now](#)




Why rehome a pet?

Could you offer a 'forever home' to an animal who desperately needs it?




Rehome a rescued pet

Discover the steps involved to rehome a rescued pet a pet from us



Rehome a horse


What to consider before owning a horse and find horses looking for homes.




Pet Insurance

Our pet insurance can help your pet in their time of need.


Could you offer a loving home to an extra-special animal in our care?



ELSIE



PIXIE



JAZZ AND SAM

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Eye-tracking donation process

We know we shouldn't be too involved with the charity, but we wanted to test the donation process. We did this through eye tracking. Two people were placed in front of the laptop, and they went through the donation process. The device followed the people's eyes.

The main conclusions that have come out are:

- Donation process is too long, too many clicks required. This makes people quit.
- It doesn't stand out (example KWF).
- You come to another website. Other colors. People wonder if that's part of it.
- Is not immediately on correct currency.
- Amounts scare off.

These things cause people to drop out of the donation process. The easier the process, the more donations will be made.

SEO improvement proposal

Within the following advice, various improvement points and tips are discussed where the website of Team Qhubeka can score even better SEO wise. To analyze the website of Team Qhubeka, an online SEO tool is used: seosos.nl. Seosos shows in depth where improvements can be made in the field of SEO.

In this analysis we can see that Team Qhubeka's website scores 60 points. That is already in the right direction, but there is always improvement to be made to optimize your SEO. As shown below, a lot is already coming through the analysis. However, there are some areas for improvement and mainly errors.



Areas for improvement

First, we look at the areas for improvement. These parts are already included on the website, however, there are still opportunities to optimize these parts.

Title Tag

Currently the Title Tag of Qhubeka consists of 'Team Qhubeka NextHash', this Title Tag has a length of 21 characters. An ideal Title Tag should contain between 25 and 60 characters (including spaces). Make sure the title is explicit and contains your most important keywords. Also make sure that each page has its unique title.

Text/HTML Ratio

Code/text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code and is used by search engines to calculate the relevance of a web page. A higher code/text ratio increases your chances of ranking better in search engine results.

Currently, Team Qhubeka scores on the ratio of HTML to Text ratio: 3.62%.

Text content size: 3278 bytes

Total HTML size: 90446 bytes

This is a relatively low score. A ratio of anywhere between 25% to 70% is a good text to HTML ratio. The percentage determines the visible text content ratio as opposed to HTML elements and other non-visible information of the website.

But how do you optimize the text to HTML ratio for your website (GSMresults, 2021)? Below mentioned are few tips which can help optimize your website's text to HTML ratio whereby help improve the end-user experience:

- Check the validity of the HTML code and get rid of any unwanted code
- Eliminate huge white spaces
- Do not use many tabs
- Get rid of the comments in the code
- Avoid using tables in your layout unless necessary
- Use a CSS for styling and formatting purpose
- Resize images and remove the ones not required
- Use less JavaScript
- Maintain the size of the webpage below 300KB
- Remove any form of hidden text not visible to users
- Include easily readable and understandable text

IP Canonicalization

To check this for your website, enter the IP address of the web server into the browser and see if your website loads with the IP address. Ideally, the IP address should point to your website's URL or to a page from your website hosting provider. If it does not redirect, you should perform an htaccess 301 redirect to ensure that the IP address is not indexed.

How to set up 301 redirects? There are several ways that web experts can use to set up 301 redirects. These redirects can be easily set up for either a single web page or an entire domain. One of these ways is to edit your htaccess file to implement 301 redirects. The second way is to use plugins to set up 301 redirects, this can only be done when using WordPress (Wagner, C., 2019).

Backlinks Counter (Alexa)

Team Qhubeka has 54 backlinks to its website. Backlinks are links that point to your website from other websites. A backlink is a kind of recommendation letter for your site. Since this factor is crucial for SEO, you should have a strategy to improve the quantity and quality of backlinks. You can improve the quantity and quality by, for example, quality content, if you have good content, another website will naturally link to your page (Verschueren, P., 2021).

Errors

Within this section the errors are explained, for example Google has certain rules to rank high within SEO. If it is not done according to Google's rules, it is considered an "error".

Headings

Use your main keywords in the headers (H1, H2, H3, etc.) and make sure the first level contains your main keywords. For your first level and your most important keywords, use H1. Never duplicate the title of the Title Tag in your header tag. It is important to make sure each page has an H1 tag, never add more than one H1 tag per page. Instead, use multiple H2 to H6 tags.

The analysis of the website shows that it does not use H1 tags. This is a crucial point to adjust though

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
0	6	4	3	0	0
<H2> UBUNTUI am because we are. </H2>					
<H2> LATEST NEWS </H2>					
<H2> MEET OUR SQUAD </H2>					
<H2> FAN HUB </H2>					
<H2> PARTNERS </H2>					
<H2> Stay in Touch </H2>					
<H3> Campenaerts champions the Ubuntu spirit in raising funds for Qhubeka </H3>					
<H3> Douglas Ryder: Team Update </H3>					
<H3> Il Lombardia the last stop for the 2021 season </H3>					
<H3> Giacomo Nizzolo sprints to 2nd place at Gran Piemonte </H3>					
<H4> OUR PURPOSE </H4>					
<H4> OUR ETHOS </H4>					
<H4> OUR JOURNEY </H4>					

Alt Attribute

Alternate text is used to describe images with text so that search engine crawlers (and the visually impaired) can understand them. This allows images to be displayed in the search results of, for example, Google images. On the home page of Team Qhubeka, 10 images were found and all 10 the ALT attributes are empty or missing. Below is an example of how to add an ALT attribute in HTML.

```

```

Iframe

Frames can cause problems on your web page because search engines do not crawl or index their content. Avoid frames where possible and use a NoFrames tag when you need to use them. The analysis of the website showed that Iframes were found.

Load Time

Website speed is an important factor in ranking high in Google's search results and improving the user experience. The analysis of the website showed that the website has a load time of 2.27 seconds. This is not slow, but it can be faster. Google recommends a page load time of under two seconds. To make your website load even faster, here are some tips (2xCeed bv, 2021):

- Optimize the format and layout of images
- Avoid inline JS and CSS files
- Optimize caching
- Avoid render-blocking scripts
- Avoid re-directs as much as possible
- Use G-zip encryption
- Reduce HTTP-requests
- Minification of JS and CSS
- Reduce the size of cookies

Page Speed Insights (Desktop)

Team Qhubeka's desktop website is slow. Page speed is important for both search engines and visitors. Google page speed Insights tests your page speed and gives it a score. If the score is 0, you can perform a full test with Page speed Insights Control, <https://www.seosos.nl/pagespeed-insights-control>. To optimize your page speed you can use the above tip at 'load time'.

✘ Traag



0 / 100

Pagina Snelheid

Mobile compatibility

Embedded objects like Flash, Silverlight or Java should be used only for specific enhancements. But avoid using embedded objects so that the content is accessible on all devices. Embedded objects were found on the Team Qhubeka website. So, avoid this.

Speed tips

The speed of a website has a huge impact on its performance, affecting user experience, conversion rates and even rankings. By reducing page load times, users are less likely to be distracted and the search engines are more likely to reward you by ranking your pages higher in the Search Engine Ranking Position. Conversion rates are much higher for websites that load faster than their slower competitors.

Tips for managing fast-loading HTML pages:

- ✘ Unfortunately, your website has too many CSS files

- ✘ Unfortunately, your website has too many JS files
- ✔ Top, your website does not use nested columns
- ✘ Unfortunately, your website uses inline styles

Website optimization

In the next chapter, an action plan is elaborated for the optimization of the website of Qhubeka. With the help of this action plan, it becomes clearer what needs to be adjusted. Eventually a wireframe will be made of the homepage for clarification.

The following items need to be changed to make the website matching the wishes and needs of the visitors. These adjustments are based on the eye-tracking test that we have performed (for the full results, see appendix):

- Clearer navigation menu, at the top of the website
- More consistent use of reading blocks and photos
- More logical structure
- Buttons should stand out more

Persuasive technologies

Based on desk research, we looked at several persuasive technologies that Qhubeka can use on the website. We recommend the implementation of the following principles:

- Commitment and Consistency: By a block on the page that links to the blogs
- Authority: On the website it can be stated in the footer/ or in a block which shows the prizes/rounds Qhubeka has most recently won
- Sympathy: This belief principle can be created by sharing a story or part of a story about donating/the team on the homepage

With help of the eye-tracking results and our recommendations using persuasive technologies we have created the following wireframes:

Verbeterde versie

The wireframe shows a dark-themed homepage for Team Qhubeka. At the top is a navigation bar with the logo and links for Home & Tour Dates, Our Team, Our Purpose, Events, and Contact Us. The main content area is divided into several sections: 1. A hero section titled 'UBUNTU I am because we are.' with a background image of cyclists and a 'Read more' button. 2. A 'Latest news' section featuring a quote: 'Campenaerts commits to Ubuntu spirit by raising money for Qhubeka' with a 'Read more' button. 3. A 'Tour agenda' section with four tour cards: Etape de Sennege, Tour de la Provence, Tour des Alpes Maritimes, and UAE Tour, each with a 'View all tour dates' button. 4. A 'Meet our team' section with four team member profiles: Regis Abibka (Coadjutor), Reinout Jans van Rensburg (Team Matic), Henrik Mulderhans (Senior captain), and Carlos Barbero (Cofe/Time waker). 5. An 'Our purpose' section with a 'Read more' button. 6. An 'Our partners' section with logos for Nextash, Asos, Mercedes-Benz, BMC, Burberry, Hunt, and Goodyear. At the bottom, there is a 'light / small / rights' text and social media icons.

Verbeterde versie

This wireframe shows an alternative layout for the Team Qhubeka homepage. It features a 'Team update' section at the top right with a quote: 'Campenaerts commits to Ubuntu spirit by raising money for Qhubeka' and a 'Read more' button. Below this is the 'UBUNTU I am because we are.' hero section. The 'Tour agenda' section follows, with the same four tour cards and 'View all tour dates' button. The 'Meet our team' section is identical to the first wireframe. The 'Our purpose' and 'Our partners' sections are also present at the bottom, along with the 'light / small / rights' text and social media icons.

<https://www.figma.com/file/wtrwYTB4iQJQevULrZpypl/wireframe-Qhubeka?node-id=0%3A1>

While creating the wireframe we have considered the scroll depth of the homepage. For this reason, we have removed the contact form at the bottom of the homepage and added it to the main menu. In determining the order of the blocks, we chose to share the information fans are looking for at the top of the page. This is also the reason that the information about the charity is at the bottom of the page. With this we respond to the UX principle.

Explanation buttons

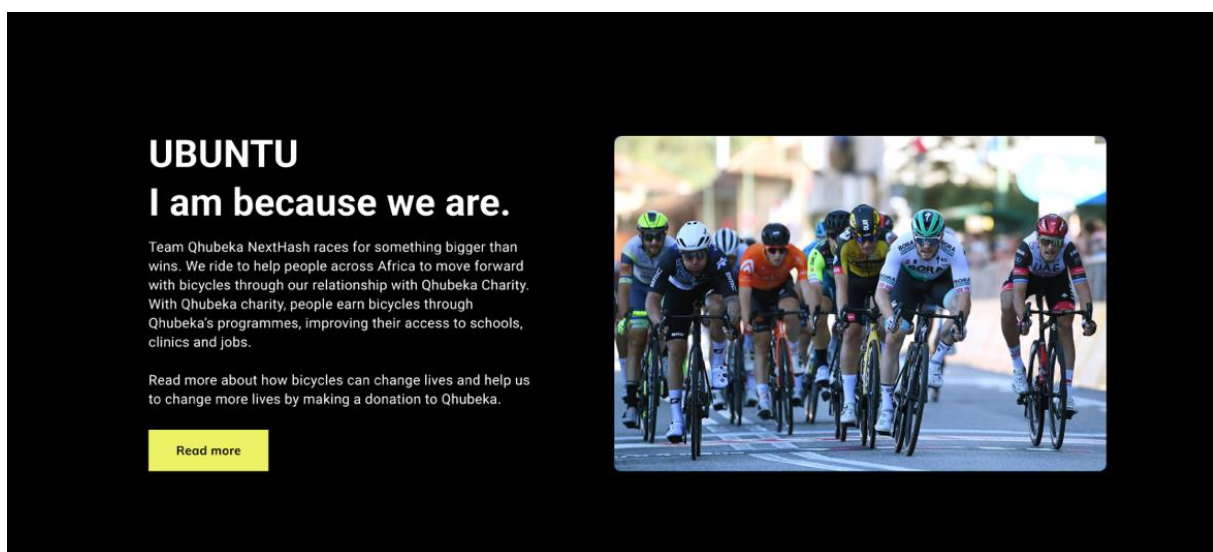
To make the buttons stand out, we chose the yellow color from the brand book. In addition, we have tried to clarify where the buttons lead, because the background of the website is

black, and it can therefore sometimes be unclear to which block a button belongs. Words such as 'view all dates' make it clear where a button belongs to.

Elements

Some of our improvement proposals are not visible on the wireframe. These are elements that can only be seen while scrolling on the website. The elements we recommend adding are:

- Changing main banner: The Ubuntu story should be updated weekly. The story is told each week from the perspective of a different cyclist. The button leads to the page where all stories can be read. Have a look at the below to understand what is meant by "main banner".



- Quotes meet our team: When you hover over the cyclists, a quote appears per cyclist. With this we want to apply a trigger that makes people want to read more about the cyclist(s) and get to know the team better.

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Appendix

Eye-tracking test homepage

Action plan

Step 1: Eye-tracking test

The participant is asked to navigate to the team Qhubeka website: www.teamqhubeka.com. During the test, a recording takes place in which it is recorded what the participant is looking at. Based on the recording, it is possible to analyze what stands out about the website and what does not. This ultimately allows an improvement proposal to be worked out.

Step 2: Questionnaire

After the eye-tracking test we will ask the respondent a few questions. With the questions we want to check whether the test also corresponds to the conscious thought of the participant. The questions that will be asked are:

1. What struck you about the website of www.teamqhubeka.com, do you remember where your attention went?
2. Have you noticed things that you would prefer to have arranged differently?
3. What feeling did the website evoke in you?
4. Do you know who Qhubeka is now that you've seen the website?
5. Did you find the contact form on the website?
6. Did you find anything about a charity?
7. Do you have any questions or comments?

Step 3: Conclusion

After the above steps, we wrote a conclusion. Based on this, we will process the recommendations for the website in various wireframes that we then want to test by means of a/b testing and/or eye-tracking.

Results

It emerged from the various shots that the photos with faces on the homepage attract a lot of attention. As a result, the buttons are less noticeable, and the participants of the study do not immediately notice the menu. It is striking that the three top buttons do not immediately stand out.

Questionnaire

The answers of the respondents are elaborated in the next section. Based on this, it is possible, among other things, to check which things Qhubeka can improve on the website.

Based on the questionnaire, several important findings emerged:

- Almost all the respondents indicated that the website does not have a logical structure and comes across as 'messy'.
- On the other hand, the respondents indicate that the website looks sporty, but it is not completely clear who Qhubeka is and what they do.

- The respondents do indicate that it concerns a cycling team, but it is not clear what they do.
- Most respondents could not find anything about Qhubeka charity
- However, the contact form was easy to find by everyone.
- In addition, the respondents gave the advice to create more logic in the use of images and text. The text is too much on some pages, while on other pages too many images are used.

Below are the full answers of the respondents:

Respondent 1

1. What struck you about the website of www.teamqhubeka.com, do you remember where your attention went?

Lots of photos, very little text.

2. Have you noticed things that you would prefer to have arranged differently?

The website is very dark. I would recommend a little less photos or other photos to create light

3. What feeling did the website evoke in you?

Sporty

4. Do you know who Qhubeka is now that you've seen the website?

It has to do with cycling

5. Did you find the contact form on the website?

Yes, I've seen that one

6. Did you find anything about a charity?

no

7. Do you have any questions or comments?

no

Respondent 2

1. What struck you about the website of www.teamqhubeka.com, do you remember where your attention went?

So, I noticed that if you click on something it comes up and you don't go to a new page. The website seems to have no structure.

2. Have you noticed things that you would prefer to have arranged differently?

I would make categories, it's messy and everything gets mixed up

3. What feeling did the website evoke in you?

Confused, suddenly a video came up

4. Do you know who Qhubeka is now that you've seen the website?

I think it has to do something about cycling

5. Did you find the contact form on the website?

I found this one

6. Did you find anything about a charity?

No found nothing about it

7. Do you have any questions or comments?

Create more overview, It should be immediately clear which website I am visiting

Respondent 3

1. What struck you about the website of www.teamqhubeka.com, do you remember where your attention went?

Lots of photos, I have no idea what company it is. The yellow color stood out.

2. Have you noticed things that you would prefer to have arranged differently?

Lots of text, I'll skip it if there's a lot of text, buttons with 'who we are' are small. Some places so a lot of text, others a lot of photos. Create more division in photos and text.

3. What feeling did the website evoke in you?

Cool, it makes the sport more interesting the dark color

4. Do you know who Qhubeka is now that you've seen the website?

Not really. You can donate and it has to do something with cycling, but I don't know much.

5. Did you find the contact form on the website?

Yes, this one was easy to find.

6. Did you find anything about a charity?

I saw you could donate but haven't looked further into it.

7. Do you have any questions or comments?

No, the titles and buttons should be more noticeable.