

Evolution of digital marketing: case of the ecuadorian brand Forestea

Evolución del marketing digital: caso de la marca ecuatoriana Forestea

Diego Bravo Torres

National University of Loja, Ecuador
dabravot@unl.edu.ec
<https://orcid.org/0000-0002-6347-8752>

Mónica Hinojosa-Becerra

National University of Loja, Ecuador
monica.hinojosa@unl.edu.ec
<http://orcid.org/0000-0003-3288-2135>

Received: 04/04/2021 **Revised:** 15/05/2021 **Accepted:** 29/05/2021 **Published:** 01/09/2021

Abstract

The digital marketing strategies of the Forestea brand were analyzed on the Facebook social network in order to establish whether there is an evolution in the digital development of the brand. Forestea launched its brand on Facebook in 2013 as a strategy to diversify its consumers. The products were analyzed including: composition, color factors, typography, message, content and form of diffusion. Followers' interaction with their Facebook web page was observed. The data obtained were systematized in observation files. This made it possible to determine the tools and resources that Forestea has used to strengthen its digital marketing through Facebook. The products published on the social network were counted, the months of January, June and December from the years 2013 to 2018; Due to the fact that the sales of the product have an increase of 45 % in the national and international market in the month of January. In December it falls by 50 % and in June they remain balanced. The stored data were summarized in tables per year, with a total of 24 observation files throughout the investigation. Since 2013, the brand's digital marketing has evolved by changing colors, typography and the way images are presented on the social network. But they still need to strengthen the credibility of the followers and retain them to the brand.

Keywords

Communication, marketing, Facebook, Forestea, brand, digital, Internet, loyalty.

Suggested citation: Bravo, D., & Hinojosa-Becerra, M. (2021). Evolution of digital marketing: case of the ecuadorian brand Forestea. *Universitas XXI*, pp. 61-80. <https://doi.org/10.17163/uni.n35.2021.03>

Resumen

Se analizó las estrategias del marketing digital de la marca Forestea en la red social Facebook con el objetivo establecer si existe una evolución en el desarrollo digital de la marca. Forestea lanzó su marca en Facebook en 2013 como una estrategia para diversificar sus consumidores. Se analizaron los productos incluyendo: composición, factores cromáticos, tipografía, mensaje, contenido y forma de difusión. Se observó la interacción de los seguidores con su página web de Facebook. Los datos obtenidos se sistematizaron en fichas de observación. Esto permitió determinar las herramientas y recursos que Forestea ha utilizado para fortalecer su marketing digital a través de Facebook. Se contabilizó los productos publicados en la red social, los meses de enero, junio y diciembre de los años 2013 a 2018; debido a que las ventas del producto tienen un incremento del 45 % en el mercado nacional e internacional en enero. En diciembre desciende un 50 % y en junio se mantienen equilibradas. Los datos almacenados se resumieron en tablas por año, con un total de 24 fichas de observación durante toda la investigación. Desde 2013, el marketing digital de la marca ha evolucionado cambiando los colores la tipografía y la forma de presentar las imágenes en la red social. Pero aún necesitan afianzar la credibilidad de los seguidores y fidelizarlos a la marca.

Palabras clave

Comunicación, marketing, Facebook, Forestea, marca, digital, Internet, fidelización.

Introduction

Social networks have meant a change in communication processes. They represent an open space that allows Internet users to openly present their points of view (Broun-Isaac, 2020). Sharing is the goal of social media. It also allows making professional contacts and has opened a door for companies to interact with potential consumers (Gómez-Carreño & Palacios-Alvarado, 2021).

Due to the great demand of users on social networks, traditional media have been displaced by them (Matassi & Boczkowski, 2020). New ways of promoting products or services have appeared through social media (Filippone et al., 2021). Something that companies have found very beneficial since social networks provide a wide market to promote both their image and their products (Piatyokop & Pronina, 2020). In these cases, the influence index does not depend on the companies but also on the predisposition of people in social

networks to be influenced (Lara-Navarra et al., 2018). Companies of all kinds, as well as multinational beverage companies, small and medium-sized companies, are forced to enter the digital world (Tarro et al., 2017).

Achieving success through social networks does not only depend on having a presence in them. It depends on different factors: generating clients on social networks, developing digital strategies to promote oneself, reaching specific audiences, building customer loyalty, generating creative campaigns, and achieving benefits for the company (López-Jáuregui et al., 2019; Ballestar et al., 2019).

Currently, beverage companies are battling against multinationals that monopolize the market with their products, reaching worldwide sales. This is the case of Coca-Cola, a brand that was well positioned in the market and had to adapt to new forms of digital marketing development on social media with its advertising campaigns (Boelsen-Robinson et al., 2016; Tran, 2021; Berceruelo et al., 2017). This is one of the challenges for companies like Forestea that seek to achieve business success and generate communicative products through social networks in order to position themselves on the market (Jumbo, 2019).

This research is based on determining the advertising strategies of the Induloja beverage company, with its Forestea product on Facebook, and the degree of interactivity it achieves with its followers. This type of research, specifically through Facebook, is currently being developed to determine the competitiveness of companies (Altamirano-Benítez et al., 2018). Experts have been interviewed and observation files have been developed that allowed the analysis of the subject to be carried out.

The observation sheets were made in order to analyze the advertising strategies used by the Forestea brand on Facebook during the investigation period, which is six years (2013-2018). The specific objectives are to analyze the communicational products of the Forestea company, from its inception in 2013 to December 2018 on Facebook, and determine the tools, technical resources, strategies, and methods that the Forestea brand used to position its image on this social network.

Communication and marketing

Internet has made it possible to share products and information through social networks. Companies, institutions, and organizations have adapted

to the forms of communication with both internal and external audiences. Social networks are a primary tool for marketing, generating the idea that, if today a company does not use social networks, it would be jeopardizing its success, facing failure (Linares-Cazola & Pozzo- Rezcala, 2018, p 158). With this, digital communication strategies have been created and adapted to segment or diversify their audiences.

Marketing allows companies to know their audiences and create sale strategies and consumption of services. Marketing thanks to social networks has become a fundamental aspect for companies when communicating with their customers (Jiménez-Marín & Pérez-Curiel, 2021, p. 17). We understand that communication not only informs, but it must also reach the consumer generating a reaction; “in this sense, the process should conclude with obtaining a favorable response from the recipient of the message, which ultimately consists of buying or not buying the product” (Monferrer, 2013, p.152).

This premise of Monferrer (2013) is sustained with the thoughts of Cardozo-Valesca (2007, p.199) who affirms that: “communication can be considered as a means to motivate, persuade, convince, compromise ideas, facilitate processes, harmonize points of view”.

The objective is to induce an idea of acceptance of the received message. This is the result that marketing seeks for its customers. Marketing encompasses a process in which companies establish relationships with their potential customers, in order to achieve sales of products or services. It involves an exchange of values between the seller and consumer, a situation in which both gain. These definitions coincide with the theorists Kotler and Armstrong (2003, p. 4) who affirm that: “The double goal of marketing consists, on the one hand, in attracting new customers by promising them a superior value and, on the other, maintaining and growing to current customers by delivering satisfaction”.

Marketing development occurs every time a company generates an exchange of value with another social unit. This is why the purpose of marketing is exchange (Monferrer, 2013). This exchange allows a process where both parties end the event with a transaction. This means that the company exchanges its product or service for customer satisfaction, becoming a repetitive cycle, where other economic or social factors may intervene. The use of social networks as a marketing tool has increased in recent years (Jiménez-Marín & Pérez-Curiel, 2021, p. 14).

With the advent of the Internet, greater ease has been achieved in the interaction and communication of people to the point that communication through a physical medium is no longer necessary. Within this scenario enters digital marketing. Selman (2017) defines it as the sales strategies created from a website. The important thing is to get the user to enter the page, explore it and conclude the action of buying or selecting a service.

One tool that has contributed to the evolution of digital marketing is Web 2.0. It is a platform that contains data generated by users that allows transmitting “viral advertising to many people individually and through social networks which help to spread messages for private or advertising purposes among users” (García, 2011, p. 41).

With tools such as Web 2.0 or Web 3.0:

Marketing on the Internet is proving to be an efficient tool to segment markets and get to know customers better, in order to achieve their loyalty, enabling companies the possibility of achieving a more direct relationship with their customers. (Camejo et al., 2020, p. 82)

Social networks have transcended personal interaction, due to easy access, low cost, and its reach, which is greater than that of conventional media, to open the way to a space for business interaction. Hütt-Herrera (2012, p. 124) calls these social network profiles in which organizations or companies are immersed, “professional networks” that have the capacity to develop a wide list of professional contacts to maintain communication, interaction, and commercial exchanges between people accessible and where users can communicate with each other, according to their needs, tastes, expectations, and preferences.

Currently Facebook is one of the most used social networks among Internet users and its popularity is due to the ease of communicating and interacting with other people around the world. Companies have found in this social network a space that allows them to position their brands, through direct contact with potential consumers (Jackler et al., 2019; Pérez-Dasilva et al., 2013; Gálvez-Clavijo, 2016; Zeler -Pighin, 2017).

Large and medium-sized companies in Latin America maintain a consolidated digital identity in their social networks. Sforzin (2016) considers that Internet access is unequal between the richest and poorest households in Latin America. 60% of companies in Ecuador have designated Facebook as their main platform (Jiménez, 2016, p. 306). For Boyeras et al. (2019) interactions on Facebook went from “like”, as a single reaction, to as of 2016

“I love it”, “I care”, “It amuses me”, “It amazes me”, “It saddens me”, “it makes me angry”, and to a series of emojis and sharing options, such as chat, group creation, and business options.

The company Forestea

In 2013 they launched the Forestea drink to the local public. The slogan with which the commercialization of this product began is to provide the local, national and international sector with a healthy, good-tasting drink that contributes to the health of consumers. Hence, its mission is: “To produce and deliver nutritious, natural and healthy food to our consumers, contributing positively to society in their health and well-being”. And consider as a vision to be:

A young company whose efforts are oriented towards innovation in the food industry. Our goal is to meet the demands of a society that prefers healthy and socially responsible products, creating a commitment to our shareholders, employees, and consumers. (<http://www.forestea.com.ec/>)

In the course of five years, the Induloja company has managed to introduce the Forestea product in markets such as the United States, Chile, and Colombia. They produce five different flavors based on the original product. Currently, they distribute: Forestea Horchata, Forestea Mandarina, Forestea Fresa-Limón, Forestea Green Apple and Forestea Tropical Fruits.

Image 1
Flavors of Forestea



Source: <https://www.facebook.com/foresteaecu>

Forestea was born in 2011 from a entrepreneurship and new business ideas contest, convened for Zone 7 of Ecuador by the Prendho Entrepreneurship Incubator of the Private Technical University of Loja (UTPL) and the Ministry of Industries and Productivity (MIPRO).

The results of the market study allowed the creation of the formula for the Forestea horchata, which was patented after a year and a half of its creation, at the National Agency for Health Regulation, Control, and Surveillance (ARCSA). According to the founders of the company, it took that long because Forestea was a new formula and there was no patent that includes similar components, the medicinal properties of the product had to be tested. For this reason, the study of the chemical components of the herbs took longer than expected. Horchata is a traditional Ecuadorian drink (Armijos et al., 2020) with medicinal properties (Guevara et al., 2020; Guevara et al., 2019; Ríos et al., 2017).

Forestea went on the market in 2013. In the beginning, it marketed itself as a handmade product, explains Santiago Torres, manager of the company, “we were our own sales and distribution force”. In 2015, they partnered with Family Foods in a strategic alliance with distributors in the United States, as a result of this alliance, the drink began to be marketed in the United States.

COPADE (Trade for Development), in 2018, recognized Forestea for meeting the requirements established by the World Fair Trade Organization, as a company that exercises fair, responsible, and equitable trade. Endorsement that makes Forestea a socially responsible company.

Forestea’s advertising strategies reflect an evolution in digital marketing. This is reflected in the number of followers that Forestea has accumulated over the years. Overall, on Facebook, where it maintains a number of 45,000 followers, around 4,000 followers on Instagram, and approximately 400 followers on Twitter. The brand’s digital strategy has focused on Facebook, where it accumulates the largest number of followers.

The Forestea company currently publishes, in 2021, an average of one publication every two days on Facebook. There are times when the publications are daily, even publishing two posts per day. Forestea per month generates approximately 25 to 35 publications.

Methodology

The research was carried out based on the postulates of quantitative and qualitative methods, a methodology that tries to “identify the deep nature of

realities, their system of relationships, and their dynamic structure” (Pita-Fernández & Pértegas-Díaz, 2002, p. 76). It tries to determine all the factors that influence a reality in order to analyze its behavior with all the elements that intervene. The qualitative methodology helps to analyze the data and observable variables present in the reality of the Forestea company and thus define conclusions based on the obtained results.

Qualitative methodology is defined as “research that produces descriptive data, such as: people’s words, spoken or written, and observable behavior” (Castaño-Garrido & Quecedo-Lecanda, 2003, p. 7). Qualitative research contributes to the satisfactory completion of the objectives set at the beginning of the research (Marín-Gutiérrez et al., 2016).

This method was used to obtain theoretical data and new knowledge that would allow the research to be carried out. It was possible to determine the necessary steps and instruments in the proposed research, taking into account the objectives. The qualitative method was used to describe the facts and situations that were observed during the research and study period.. It was possible to describe the behavior or state of the research variables, specifically in the observable results of the analysis of the communicative products present on Facebook. The application of the qualitative method contributed to the elaboration of the observation files, the results, and the conclusions (Marín-Gutiérrez, 2020).

As part of the qualitative method, information sources such as texts, books, magazines, and specialized web pages were taken. The preparation of a review of information sources “tests the judgment capacity and the reading and writing skills of the students” (Peña, 2010, p. 1). A comprehensive and analytical reading of the obtained texts was carried out. We analyzed the publications made by Forestea on Facebook from 2013 to 2018. To do this, we segmented the sample three months per year. The analyzed communicational products correspond to January, June, and December of each year, from 2013 to 2018, present on Facebook on its official Forestea page (<https://www.facebook.com/foresteaecu>).

The quantitative technique was also used through an observation form that had to be completed for each analyzed Facebook ad. In order to carry out the analysis first, we prepared a file in which the number of products published on Facebook was counted. The count was made of products published in January, June, and December 2013, 2014, 2015, 2016, 2017, and 2018. It was evidenced that the sales of the product have an increase of 45% in the national and international market in the month of January. In Decem-

ber, sales were down 50%. And in June the percentages of sales remain balanced. This allows us to evaluate the posts and images that were shared in months in which the production increases, decreases, or was maintained.

The stored data were summarized in four tables per year. A total of 24 observation files resulted throughout the investigation. On July 25, 2013, Forestea started its digital marketing strategy and until 2018 had made a total of 831 publications on its Facebook account. Therefore, we proceeded to calculate the required sample. The universe is 831 publications, the heterogeneity was 50%, the margin of error was $\pm 5\%$ and the confidence level was 90%. The result was acquired from analyzing 205 publications during the six years. Observation sheets were applied to a sample of 209 publications (four more than necessary), resulting in Table 1.

Table 1
Total posts on Facebook from the Forestea account

Year	Sample	Total quantity
2013	8	32
2014	7	28
2015	4	16
2016	67	263
2017	77	308
2018	46	184
Total 209		831

Source: Own elaboration.

Interviews

The interview is a technique that is used in qualitative research to be able to obtain data and realities necessary for the development of the research. "It is defined as a conversation that has a specific purpose other than the simple act of talking" (Días et al., 2013, p. 163). It is intended that the information obtained through this technique is as accurate as possible and then is transcribed to later interpret it faithfully to reality.

The type of interview that was conducted is categorized as a semi-structured interview, which "offers an acceptable degree of flexibility while

maintaining sufficient uniformity to achieve interpretations consistent with the purposes of the study” (Días et al., 2013, p. 163). Semi-structured interviews are based on planned questions that can be adapted to the interviewees and in this way clarify issues that have not been clear.

Santiago Torres, general manager of Forestea, was interviewed and he provided information on the history and creation of the Forestea drink. The interview served to get an idea of what Forestea’s social media management is like. An interview was conducted with Francisco Vicuña, coordinator of the Prendho UTPL incubator, who supported the company in order to be able to be created and grow in the way it has been doing. He helped clear up doubts about the support provided to entrepreneurs for the creation of Forestea, and also served to contrast and compare the data obtained from the interview with Santiago Torres.

Results

In 2013, Forestea posted a total of eight publications. Of these, five were only text, and three contained images. Four publications promoted the product and the other four made mention of the brand. In Forestea’s communication products, the colors red, black, green, and white appear alternately in the eight publications, one is blue. The brand’s logo appears three times on the right and once on the left and once in the center of the frame. Of the six publications that have text, in three the typography varies between black and red. The location of the logo used in three publications was placed in the center of the product and at the top left of the product. The same goes for the location of the product. In the communication pieces, the product was placed in the upper part on two occasions, and the central part on one occasion.

Four publications maintained the direct message of consuming the Forestea drink. The only hashtag used was: #DescansaChucho, in reference to the death of the Ecuadorian soccer player Christian Benítez. The most used colors were red, black, green, and white. Regarding the level of response from the followers, we gathered that all the publications reached the number of 133 “likes”, and a total of seven comments. The first year the digital strategy was carried out by the owners of the company. This is evident in the low amount of interaction by the followers of the company.

In 2014, seven products were analyzed on Facebook, of which six were made by the company and only one was shared from another page. Seven

different hashtags were used during the three months of the study period. Which were: #SUPERMAXI #TIA #FIBECA #MegustaForestea #Forestea #Naturaleza #ForesteaConLaSeleccion. And regarding the number of interactions, the number of 1104 “likes” and a positive comment were achieved.

In the 2014 sample, it can be seen that the type of content used in all the products was digitally treated images. Most products are self-authored. Regarding the type of message that was presented in the sample, it is evident that the drink had greater weight, along with festive themes such as Christmas. The Christmas season was used to promote the products and reach more people. In the case of the colors used, red, green, and white stand out. Which are colors that identify the brand. These are followed by yellow, blue, and black.

The point of interest in which the logo was located was in the upper left part of the post on three occasions, in the upper center part on two occasions, and in the upper right part on one occasion, which indicates that there was not a clear criterion for the location of the logo. The same happens with the location of the product in the image frame; in four images it was placed in the lower-left part and in two publications in the center, we consider that this was done with the intention that it didn't impede the visibility of the entire art.

Within the use of typography, and its color, and with the analysis of the art, it can be determined that the letter is located in the central part of the post, where colors such as red prevails in seven publications, followed by black, and then the white. Although colors such as green and yellow were also used but to a much lesser extent.

In 2015, the four analyzed publications were images and only one hashtag was used: #Forestea. The messages of the publications were directed to the consumption of the Forestea drink and a number of 887 “likes” were obtained, and a total of 24 comments; seven positive and 17 neutral comments.

Most of the products that were disseminated throughout the year were digitally processed images. The Forestea product had a greater role in the message of the advertising pieces. The colors red and white were the most used for advertising products, in three of the four publications. Since the beginning of the marketing strategy on Facebook, these colors have been the ones that have prevailed in the palette used for post.

The location of the logo remains variable whether, in the upper left, upper right, or in the center of the frame. Products in which the logo was not

present were also used. Regarding the presence of the Forestea drink, it can be determined that the product was located in the lower-left part of the advertising post on three occasions. This was done with the intent of generating greater visual weight to the context of the message, taking the leading role away from the drink.

The black font in the images of Forestea's products was the one that predominated in most of the products. This was followed by colors such as white and red, then blue appears to a lesser extent and brown was included for the first time. The black color predominates because the background of the image had a greater proportion of white, something that would technically be a possible explanation of why these colors were used.

2016 was a year of notable growth in followers for Forestea, this is evidenced in the data obtained in the observation files. In 2016, 67 posts were analyzed, of which 64 posts were images, and three posts were GIFS. The following hashtags were used: #ActitudForestea, #sentelatradicion, #Forestealovers, #CarrieFisher. The context of the message of the publications is mostly the consumption of the drink and this year there is a notable growth and evolution of the brand, reaching more than 12,628 "likes", 204 "I love it", 36 "It amuses me", 6 "amazes me", 12 "saddens me", 1 "annoys me" and accumulating the amount of 129 comments and 379 shares of the publications. In 2016, a greater amount of feedback was given by the public.

The subject on which the message was based for the dissemination of content was that of the product. An interesting fact at this stage is that festivities such as Christmas, New Year or international holidays were already being used more frequently.

All the advertising products have harmony in the composition in terms of colors, and red and blue were used the most. Followed by green, orange, and white. Although colors such as brown, yellow, black, purple, and gray were also used, but in smaller proportions. The brand does not have a set color for the publications, it varies depending on the context of the product message.

Regarding the location of the Forestea drink logo, it can be determined that most of the time it was located in the lower-left in 53 advertising posts. We can see that the location of the elements in the image frame begins to standardize. White typography was the most used in 22 publications regarding the brand's communication products. It is evident that red, yellow, blue, white, purple, and black appear, but in lower frequency. Being the central part in which the text was most often located.

In 2017, 77 publications were analyzed, of which 67 were images, six were GIFS, and the remaining four were short videos. The following hashtags were used: #Actitudforestea, # DeténElMundo, #ChristmasFacts, #PrideDay, #DiamundialDelaEducacionAmbiental. The message of the publications has the same intention as the previous years, it invites the consumption of the Forestea drink. In this year, around 18,113 “likes” were obtained, 413 “I love it”, 6,395 “it amuses me”, 47 “it amazes me”, 78 “it saddens me” and 26 “it annoys me”. Becoming the year with the highest level of interaction on the social network. In 2017 there are differences in the disseminated content. Although the most published products are still images. In 2017, other types of products were also used, such as videos, four in total, which have an average duration of 13.25 seconds.

The themes have the same focus as the previous year, the drink was the focus of most of the publications, followed by festivities, such as Christmas or New Year. At this point, it is evident that memes occupy a space within the first positions, and then topics such as: deaths of famous people or important news, as well as contests that the brand carried out to generate greater interactivity with the audience.

Among the most used colors in 2017 were: white with 34 times, followed by orange with 33, then blue and green with 32 and 30 times respectively. Red got 26, black 25, yellow 19, pink 12, and finally brown, gray, and purple were counted six times each. Thus, reflecting that the brand is not identified with a specific color for its publications, but that it varies according to the type of message that is disseminated.

Regarding the location of the logo, the lower left part in 45 publications is still the preferred location, but on 22 occasions it was located at the center of the image.

The drink in the central part of the advertising piece was the most used location for brand publications, followed by lower part. This was done in order to generate or capture the greatest possible attention. The white topography was used in those posts, with the purpose that the text stands out among the colors of the background.

In 2018, 46 publications were analyzed, all of them images. The following hashtags were used: #ActitudForestea, #SinSorbetePorFavor, #ParadojaSabado, #Forestea, #LlénameDeCosasBuenas, #LlénameDeForestea, and #Sabiduría. They obtained around 49,621 “likes”, 200 “I love it”, 4000 “It amuses me”, 25 “It amazes me”, 10 “It saddens me” and 6 “It annoys me”.

For 2018 it has been possible to determine that the majority of advertising pieces on Facebook were based on the theme of promoting Forestea. The theme of festivities (Christmas, New Year, etc...) continued to be used. Added to this is the use of memes to reach a wider audience in this social network.

The red color was the one that had priority at the time of spreading messages by the company. Also, the white and blue colors had also a presence, which are colors that were used since the beginning of the digital marketing of the company. It has been determined that their use is very varied and they maintain a certain uniformity in terms of the use of colors.

Regarding the location of the logo, the upper left part stood out among all the other options, although the central part of the frame was also widely used. In most advertising pieces, the drink was placed in the central part in order to give it that prominence that the drink deserves in relation to the other information in the publications.

Table 2
Total number of “likes” analyzed by years
on the Forestea Facebook page

Year	No. of “likes”
2013	133
2014	1104
2015	887
2016	12 628
2017	18 113
2018	49 621

Source: Own elaboration

Discussion

In order to determine the type of strategies that Forestea used on its official Facebook page, we carried out an analysis based on qualitative variables, observable in the communication products present in the social network. The importance of an effective advertising campaign for the positioning of Forestea on Facebook can be determined.

A variation of content in the publications of the Forestea company is necessary to refresh the content and generate greater interaction and feedback with the followers of the page. Since the brand's strategy is based on images and the type of publications has not changed. It is considered repetitive and it is necessary to vary the way in which a message is issued, even if in all publications the message is the same.

It was observed that Forestea's digital strategy is based on an advertising campaign where the main message of the communicational products is about the drink. They also run different contests for their followers and their interactions bring about the desired results. This strategy seeks to generate interest and the idea of consumption of the product. Thus, Forestea is correctly complying with the use of the strategies that are reflected in its publications. Forestea remains with the digital strategy of continuing to generate valuable content for its followers and in this way practice a good use of digital marketing on its official Facebook page.

It should be noted that Forestea maintains its digital success due to the correct use of technical aspects in each publication. Forestea has been generating products with many colorimetric variants and perhaps, in this way, it has not been possible to identify and retain customers using a well-defined range of colors.

The use of the hashtag is important and should be maintained throughout the entire advertising campaign. It is a tool used to communicate something specific. It shouldn't have a lot of changes. Forestea uses this tool under different theoretical criteria since they have several hashtags and variants that do not generate the same message.

Conclusion

Most of Forestea's posts on Facebook are images. Thus, the type of publication does not vary and the nature of the brand remains somewhat informal. This generates good results in terms of Forestea's Facebook followers. The reactions and interactions have increased year after year. Posts that are categorized as memes have the most reactions and interactions from followers. The technical resources used by the brand in its publications are general panning shots of people in a context where the existence of the product and close-ups of tit are evident. Using lighting to highlight it from the rest of the elements.

The tool most used by the brand is the photomontage where Forestea horchata is shown in different settings, accompanied by the implicit message of consuming the drink. The context of the analyzed products does not vary. The published content has the same persuasive line and the same style, including the type of message. Most of the time, the brand name and product are present and visible.

The hashtags used by the company are many and are not related to each other. This tool generates good results in the feedback loop of the messages. The most used colors by the company for publications are: red, green, blue, black, and yellow. Which allows a process of identification and appropriation by the followers of the brand.

Forestea maintains a very active visual advertising strategy on Facebook where images and illustration are given prominence. A strategy that Forestea uses to be able to directly reach its clients and potential clients on the social network.

Bibliography

- Altamirano-Benítez, V., Marín-Gutiérrez, I., & Ordóñez-González, K. (2018). Comunicación turística 2.0 en Ecuador. Análisis de las empresas públicas y privadas. *Revista Latina de Comunicación Social*, (73), 633-647. <https://doi.org/10.4185/RLCS-2018-1273>
- Armijos, C., Matailo, A., Bec, N., Salinas, M., Solano, N., Calva, J., Ludeña, C., Larroque, C., & Vidari, G. (2020). Chemical composition and selective BuChE inhibitory activity of the essential oils from aromatic plants used to prepare the traditional Ecuadorian beverage horchata lojana. *Journal of Ethnopharmacology*, 263, 113162. <https://doi.org/10.1016/j.jep.2020.113162>
- Ballestar, M.T., Grau-Carles, P., & Sainz, J. (2019). Predicting customer quality in e-commerce social networks: a machine learning approach. *Review of Managerial Science*, 13(3), 589-603. <https://doi.org/10.1007/s11846-018-0316-x>
- Berceruelo, B., De Antonio, A., Dennetiere, A., Díaz, S., García, A., Geijo, F., Gómez, C., Gómez, C., Gonzalo, P., Lázaro, A., Mariñas, A., Miguel, G., Mimoso, M., Nuevo, N., Ortiz, J., Pereira, A., Prados, A., Pulido, J., Rodríguez, A., Rodríguez, S., Sande, P., Soto, P., & Sotomayor, C. (2017). *Estudio de Comunicación. The Coca-Cola Company*. Madrid. <https://bit.ly/2NijjWc>

- Boelsen-Robinson, T., Backholer, K., Peeters, A. (2016). Digital marketing of unhealthy foods to Australian children and adolescents. *Health Promotion International*, 31(3), 523-533. <https://doi.org/10.1093/heapro/dav008>
- Boyeras, A., Tabachnik, I., Marín, C., & Kaper, F. (2019). *Redes sociales: técnicas del marketing digital*. Six ediciones.
- Broun-Isaac, J.T. (2020). Desafíos constitucionales en torno a la tutela del derecho de acceso a la información y libertad de expresión en la era digital. *Anuario de Derecho Constitucional Latinoamericano*, (26), 749-771. <https://bit.ly/2PWZJ4r>
- Camejo, D., Peña, B., & Valera, M.E. (2020). Plan publicitario para el impulso de las ventas a través de las redes sociales. *Revista Peruana de Administración*, 2(2), 80-91. <https://bit.ly/31MMmXf>
- Cardozo-Valesca, S.V. (2007). La comunicación en el Marketing. *Visión gerencial*, (2), 196-206. <https://bit.ly/3fFSpFq>
- Castaño-Garrido, C.M., & Quecedo-Lecanda M.R. (2003). Introducción a la metodología de investigación cualitativa. *Revista de Psicodidáctica*, (14), 5-40. <https://bit.ly/3mhHMd7>
- Días, L., Torruco, U., Martínez, M., & Varela, M. (2013). La entrevista, recurso flexible y dinámico. *Investigación en educación médica*, 2(7) 162 -167. <https://bit.ly/2PzxLvN>
- Filippone, G., Laganà, V.R., Di Gregorio, D., Nicolosi, A. (2021). Collective and commercial catering services of the ho.re.ca channel: A case study in Calabria (Italy). *Smart Innovation, Systems and Technologies (SIST)*, 178, 823-833. https://doi.org/10.1007/978-3-030-48279-4_77
- Gálvez-Clavijo, I. (2016). *Facebook para empresas y emprendedores*. IC Editorial.
- García, I. (2011). *Marketing Digital Multimedia: Nuevos formatos y Tendencias*. <https://bit.ly/2GxkcoD>
- Gómez-Carreño, E.A., & Palacios-Alvarado, W. (2021). Revisión de literatura sobre Marketing en Redes Sociales. *Interfaces*, 4(1), 1-16. <https://bit.ly/3rRzWb7>
- Guevara, M., Proaño, A., Tejera, E., Ballesteros, I., Sánchez, M.E., Granda-Albujá, M.G., Freire, B., Chisaguano, A.M., Debut, A., Vizuete, K., Santos-Buelga, C., González-Paramás, A.M., Battino, M., Álvarez-Suárez, J.M. (2020). Protective effect of the medicinal herb infusion “horchata” against oxidative damage in cigarette smokers: An ex vivo study. *Food and Chemical Toxicology*, 143, 111538. <https://doi.org/10.1016/j.fct.2020.111538>

- Guevara, M., Tejera, E., Iturralde, G.A., Jaramillo-Vivanco, T., Granda-Albuja, M.G., Granja-Albuja, S., Santos-Buelga, C., González-Paramás, A.M., & Álvarez-Suárez, J.M. (2019). Anti-inflammatory effect of the medicinal herbal mixture infusion, Horchata, from southern Ecuador against LPS-induced cytotoxic damage in RAW 264.7 macrophages. *Food and Chemical Toxicology*, 131, 110594. <https://doi.org/10.1016/j.fct.2019.110594>
- Hütt-Herrera, H. (2012). Las redes sociales: Una nueva herramienta de difusión, *Revista Reflexiones*, 91(2), 121-128. <https://bit.ly/3ujA6tF>
- Jackler, R.K., Li, V.Y., Cardiff, R.A.L., & Ramamurthi, D. (2019). Promotion of tobacco products on Facebook: Policy versus practice. *Tobacco Control*, 28(1), 67-73. <https://doi.org/10.1136/tobaccocontrol-2017-054175>
- Jiménez, R. (2016). *El uso de Facebook como plataforma de mercadeo digital, para la empresa Planeta Urbano de la ciudad de Loja*. Universidad Nacional de Loja. <https://bit.ly/303MO1W>
- Jiménez-Marín, G., & Pérez-Curiel, C. (2021). Las redes sociales como herramienta de comunicación entre públicos: endorsement marketing como forma de publicidad. En Rodrigo Elías Zambrano y Gloria Jiménez-Marín (Ed.), *Reflexiones en torno a la comunicación organizacional, la publicidad y el audiovisual desde una perspectiva multidisciplinaria* (pp. 13-25). Fragua. <https://bit.ly/31GXllc>
- Jumbo, P.P. (2019). *Plan de exportación para ampliar la comercialización de la empresa Induloja de la bebida Forestea en Popayán* (Bachelor's thesis). Universidad de Otavalo, <https://bit.ly/31WTWip>
- Kotler, P., & Armstrong, G. (2003). *Marketing: versión para Latinoamérica*. Pearson. <https://bit.ly/2RfiJr7>
- Lara-Navarra, P., López-Borrull, A., Sánchez-Navarro, J., & Yáñez, P. (2018). Medición de la influencia de usuarios en redes sociales: propuesta Social Engagement. *El profesional de la información (EPI)*, 27(4), 899-908. <https://bit.ly/3cOmkZY>
- Linares-Cazola, J.G., & Pozzo-Rezcala, S.K. (2018). *Las redes sociales como herramienta del marketing relacional y la fidelización de clientes*. Universidad César Vallejo. <https://bit.ly/3wtkKo6>
- López-Jáuregui, Á., Martos-Partal, M., & Labeaga, J.M. (2019). Impact of SMEs strategy on loyalty: the hairdresser case. *Spanish Journal of Marketing-ESIC*, 23(2), 273-293. <https://doi.org/10.1108/SJME-11-2018-0051>
- Marín-Gutiérrez, I. (2020). *Métodos y técnicas de la investigación*. EdiLoja.

- Marín-Gutiérrez, I., Andrade-Vargas, L., & Iriarte-Solano, M. (2016). *Diseño de proyectos de investigación-desarrollo y propuestas metodológicas*. Universidad Técnica Particular de Loja.
- Matassi, M., & Boczkowski, P. J. (2020). Redes sociales en Iberoamérica. *El profesional de la información (EPI)*, 29(1). <https://bit.ly/3s18iPf>
- Monferrer-Tirado, D. (2013). *Fundamentos del marketing*. Castellón de la Plana: Universitat Jaume I. <http://dx.doi.org/10.6035/Sapientia74>
- Peña, L.B. (2010). *La revisión bibliográfica*. Universidad Pontificia Javeriana. <https://bit.ly/3mheZoU>
- Pérez-Dasilva, J., Genaut-Arratibel, A., Meso-Ayerdi, K., Mendiguren-Galdospin, T., Marauri- Castillo, Í., Iturregui-Mardaras, L., Rodríguez González, M.M. & Rivero Santamarina, D. (2013). Las empresas en Facebook y Twitter. Situación actual y estrategias comunicativas. *Revista Latina de comunicación social*, (68), 676-695. <https://doi.org/10.4185/RLCS-2013-996>
- Piatykop, O., & Pronina, O. (2020). Model selection of the target audience in social networks in order to promote the product. *CEUR Workshop Proceedings, 2604*, 396-406. <https://bit.ly/3uikhDt>
- Pita-Fernández, S., & Pértegas-Díaz, S. (2002). Investigación cuantitativa y cualitativa. *Cadernos de Atención Primaria*, 9 (2), 76-78. <https://bit.ly/3mmRDhJ>
- Ríos, M., Tinitana, F., Jarrín, P., Donoso, N., & Romero-Benavides, J.C. (2017). “Horchata” drink in Southern Ecuador: medicinal plants and people’s wellbeing. *Journal of Ethnobiology and Ethnomedicine*. <https://doi.org/10.1186/s13002-017-0145-z>
- Selman, H. (2017). *Marketing digital*. Ibukku.
- Sforzin, V. (2016). *Redes sociales en Latinoamérica. De los usos a las estrategias colectivas*. IX Jornadas de Sociología de la UNLP, 5 al 7 de diciembre de 2016, Ensenada, Argentina. En Memoria Académica. Buenos Aires: <https://bit.ly/36EgTYo>
- Tarro, L., Aceves-Martins, M., Papell-Garcia, I., Arola, L., Giralt, M., Llauradó, E., & Solà, R. (2017). A youth-led, social marketing intervention run by adolescents to encourage healthy lifestyles among younger school peers (EYTO-kids project): A protocol for pilot cluster randomized controlled trial (Spain). *International Journal of Environmental Research and Public Health*, 14(8), 923. <https://doi.org/10.3390/ijerph14080923>

- Tran, V.T. (2021). Exhibiting Coca-Cola at universal exhibitions. *Food, Culture and Society*. <https://doi.org/10.1080/15528014.2021.1873036>
- Zeler-Pighin, I. (2017). *Facebook como instrumento de comunicación en las empresas de América Latina* (Tesis doctoral). Universitat Rovira i Virgili. <https://bit.ly/3rInCdq>