



19th Prof. Vladas Gronskas International Scientific Conference

Abstract Book

29th of November, 2024



2024

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Editor:

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eISSN 2669-0233

<https://doi.org/10.15388/VGISC.2024.II>

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POSTERS

MOVIE RECOMMENDATIONS - A BLOG FOR CINEPHILES AND NEWCOMERS TO CINEMA

Eglė Gasparaitytė

*Marketing And Sales Management Master Study Programme, Vilnius University, Kaunas Faculty
E-mail: egle.gasparaityte@knf.stud.vu.lt*

Ugnė Jakubauskaitė

*Marketing And Sales Management Master Study Programme, Vilnius University, Kaunas Faculty
E-mail: ugne.jakubauskaite@knf.stud.vu.lt*

Supervisor: Prof. Dr Dalia Krikščiūnienė

In order to investigate the interest of users we created a blog “Movie Recommendations” which provided cinema-related news and movie lists for different liking and occasions. During our exploratory research the biggest problem was identified such as the high customer dropout rate (almost 76%). By applying Google Analytics tool we explored that number of users coming to our blog was increasing almost 1,5 times every week (162,5%), 34,1% of users viewed only one page, and only 24,1% moved to the next article. To solve the problem we used the content marketing method – creating an audience map and two personas: people who don't know what to watch in their free time, and professionals creating similar content and looking for new ideas. The insights suggested that to reduce visitor dropout, it would be helpful to add more interactive elements (videos, polls, quizzes) to the blog’s landing page.

Key words: *cinema, movie recommendations, what to watch, cinema news*

POSTERS

MOVIE RECOMMENDATIONS

A BLOG FOR CINEPHILES AND NEWCOMERS TO CINEMA



Team:
 Eglė Gasparaitytė and Ugnė Jakubauskaitė
 Institute of Social Sciences and Applied Informatics
 Marketing and Sales Management, VU, Lithuania.

Prof.: Dalia Krikščiūnienė



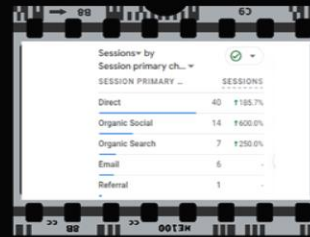
RELEVANCE AND
DISTINCTIVENESS



The blog provides film recommendations for those who are not only looking for something to watch in their spare time, but also for those who are interested in film news for personal or professional reasons. The blog provides lists of films for various occasions such as Christmas, Valentine's Day, Halloween, and lists of the most critically acclaimed films. This variety of content sets us apart from our direct competitors, who only offer newly released films that are only shown in cinemas. In the future, there is also the possibility of cooperation with cinemas for mutual advertising and publicity.

DATA AND
STATISTICS

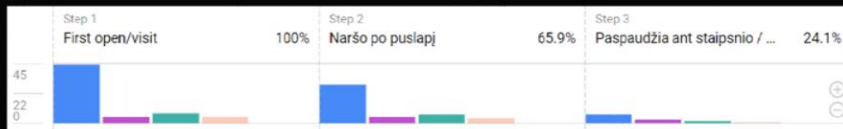
Within two weeks of the blog's launch, the number of user actions on the site increased to almost 1,000, the number of active visitors to the site reached 45 (181.3% increase), and the number of new users increased by 162.5%. The most popular page of the blog was the home page (landing page), followed by the Halloween movies. Users were spread over 4 countries: 41 users (Lithuania), 4 users (USA) 1 user (Russia) and 1 user (Sweden). The traffic to the blog is direct - 40 users, 14 users via social networks, 7 users via search, 6 users via email invitation and 1 user via referral.



MAIN PROBLEM



Looking at Google Analytics data on the distribution of traffic on our website, we found that although the majority of users come to our blog quite often, 34.1% fewer users browse (i.e. spend more than 3 minutes on the site). This loss of a third of users in the first few minutes is a sensitive issue for our website, but the biggest problem is that only 24.1% of all users go to the third step (clicking on the next article). Knowing these insights, we can strengthen the second and third steps.



CONCLUSIONS
AND MAIN
FUTURE PLANS

The analysis of the problems of the blog shows that attracting and retaining new/loyal customers is essential. For this reason, the action plan for the future includes: creating and uploading interactive and video content to the blog and social networks, finding partners and achieving OKR's goal (to become one of the most competitive film blogs in Lithuania within 1 year, focusing on attracting and retaining customers through different content):

1. Increase the organic daily traffic to our blog by 25% (from 47 per day to 60) by 31/12/2025 through social media competitions.
2. By 31.12.2025, increase the number of subscribers by 6 times (from 500 to 3000) by offering subscribers discounts on cinema tickets.
3. By 31/05/2025, stop rejection at step 3 of the blog visit (moving on to the next page) by including interactive content on each page
4. By 31-12-2025, increase the session duration from 30 sec. to 3 min by adding video material and tests to our content.