

Promotion of Armenian Commemorative Coins through a Facebook PR Strategy

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Introduction

The numismatic values issued by the Central Bank of Armenia reveal a remarkable intersection of cultural significance and financial worth. Beyond its face or metal value, numismatic value—which is determined by elements including rarity, historical relevance, condition and collector demand—is the value of a coin or currency note. This value captures the appealing qualities of an item to collectors and could vary significantly due to these features. These coins are treasures that reflect the past, customs and traditions of the Armenian people rather than only monetary value. The Central Bank has released over 440 commemorative coins in gold, silver and copper-nickel since 1994, each honoring important historical events, notable personalities, and cultural sites, so providing physical markers of national identity (Nahapetyan, 2023). They are available for purchase at the CBA's "Numismatist" sales salon, located at Deghatan St. 3 in Yerevan, which also offers other numismatic items such as commemorative medals and coin sets.

Although great demand leads the majority of these limited-edition coins to sell fast, others get less attention. This can leave the CBA with extra inventory, which might affect future releases. This creates an interesting problem: How can the Central Bank ensure consistent public interest while also addressing the balance of supply and demand? A public relations campaign can enable the Central Bank to tackle this issue while ensuring harmony between supply and demand (Arauz, 2021). Such a campaign must emphasize the coins' historical settings and stories to attract new audiences. The main challenge is that there has been limited public awareness, involvement, and inspirations regarding these coins. The excess inventory challenge

illustrates the need for a well-planned strategy to ensure more people are aware of the coins. For instance, unsold coins can enable the Central Bank to launch targeted campaigns targeting underrepresented groups, including foreign buyers and younger collectors. These types of campaigns could highlight the coins' historical and cultural narratives, thereby guaranteeing no coin's value is still overlooked. Social media platforms like Facebook have become quite effective instruments for audience involvement and culture promotion in the digital era (Arauz, 2021). Hence, their reach and adaptability provide a special chance to interact with a variety of audiences, including younger generations who could be new to numismatics, collectors and history enthusiasts. This proposal tends to create a Facebook-based public relations (PR) plan to raise awareness of and interest in Armenian commemorative coins.

At first sight, it will seem that no significant challenges will appear while realizing this plan. However, there are some that need to be focused on. One possible limitation can be the formality of the Central Bank of Armenia which creates some challenges regarding the creativity and broadness of the planned projects. Moreover, the audience needs to be constantly reminded that commemorative coins are officially sold only in the “Numismatist” shop, which, as already mentioned is under the control of the CBA and cannot be returned. Thus, the Bank does not hold a responsibility when an individual buys coins from resellers (who usually sell coins *twice* as high as their original price). Even more, the Central Bank can't ship coins internationally and has to use a set of authorized vendors to ship expensive items only to international or governmental organizations. Hence, the international audience should be informed that no shipment is available. The final challenge is that all posts regarding releases or any information about commemorative coins should be upgraded. As previously mentioned, coins, usually those popular for the audience topic, tend to become sold out very quickly, and no coin with the same design is repeated or

returned in stock (Vardanyan, 2023). That is why, to avoid misunderstanding among followers, posts need to be upgraded and edited so the audience can be informed that a certain coin is out of stock. Hence, in order to successfully achieve the goals regarding the Facebook PR plan, these challenges need to be addressed, so we can find approaches to overcome them. Using Facebook's features for engagement, community building and storytelling, the strategy will emphasize the historical and cultural significance of these coins while encouraging greater interest in Armenia's numismatic past and increasing the sale rates of the coins especially those with the lower demand.

Literature Review

Representing and preserving national cultural identity is much assisted by numismatic items such as commemorative coins. Social media can help to depict Armenian coins' values. This review analyzes various studies to inform discussions and analysis on the use of a Facebook PR approach. Besides being a hobby, coin collecting offers a sense of identity and community. Various studies denote how the social nature of coin collecting makes participants to yearn to connect with other enthusiasts (Kleine et al., 2021). Creating a Facebook page can bridge this gap by ensuring that collectors share experiences, actively engage in the narrative advanced by Armenian coins, and develop a proud feeling of shared culture and belonging (Case, 2010). Studies examine collectors' motivations categorizing them as hobbyists and investors (Kleine et al., 2021). Thus, this categorization should inform the Facebook PR campaign to target the investment and hobby domains. Other studies have examined the historical value of coins, tracing the development of this activity from ancient Greece (Packkalov, 2020). Such studies reiterate how numismatics hold significant value in enabling the society to understand economic

and historical settings. The proposed Facebook page can also target people interested in history by depicting Armenian commemorative coins as objects that embody this history.

A fundamental element of numismatic values is that they symbolize culture. For example, Libera (2020) denotes how postal stamps have been “national ambassadors,” emphasizing how numismatic coins can also symbolize historical events and cultural heritage. According to Libera (2020), deliberate museum partnerships and palestic displays help stamps promote cultural diplomacy and attract tourists. Insights from Kéfélian (2021) show that this thesis can benefit from this concept by illustrating how they are cultural coins that seek to illustrate its vast history and legacy. Since these coins serve two critical roles as financial assets and cultural relics, Psomadaki et al. (2019) argues that this offers an opportunity to engage the audience. By emphasizing Armenia’s culture and history, the coins would leverage their ability to remain in people’s minds as they would remind them of their heritage. Pachkalov (2019) agrees by showcasing how numismatics help to comprehend historical settings and culture. A similar study by Libera (2020) advances the discussion by demonstrating how the collectibles can be used to advance cultural diplomacy.

Other studies denote the role of collectibles in fostering authenticity. According to Watson (2020), Calouste Gulbenkian’s work on art collection illuminates how numismatics is critical for verifying processes and building professional networks. Ideally, Gulbenkian uses a methodology that seeks to understand how his collection is of historical value (Watson, 2020), which can be applied to the thesis. Thus, a Facebook page can ensure that collectors trust the Central Bank by showing how it is committed to authenticity and history. The platform will include interviews and professional evaluations to showcase the significance of the coins and attract a wider, audience that has an affinity for authenticity (Psomadaki et al., 2019). The other

study that supports the need for authenticity is Case (2010), who further advocates for transparency in the proposed Facebook page to ensure the PR campaign exceeds expectations and instills confidence.

The behavior of coin collectors also influences the PR strategy selected. Uncertainty among collectors makes them to leverage community-based forums and professional resources to verify the origin and quality of coins. This uncertainty can be cured using high-quality content embedded into a Facebook PR page. Honesty and openness should also be embedded to foster trust and convenience for young collectors. Besides the content being trustable, the page should also have relevant and accessible content (Arauz, 2021).

Thus, social media can entice the numismatic community to value and cherish Armenian commemorative coins.

In other words, embedding historical, cultural, and psychological elements can ensure that a Facebook PR campaign attracts diverse audiences, preserves the numismatic heritage, and strengthen the community.

Research Question

To achieve the aims of this study, the core research question is:

To what extent can a Facebook PR strategy promote the CBA's commemorative coins, spur public engagement, and enhance the historical and cultural understanding of their numismatic values?

This question will be explored by examining the intersection of digital communication, cultural promotion, and numismatic interests. Sub-questions include:

- What types of Facebook content are most effective in engaging diverse audiences with numismatic themes?
- How can storytelling be used to emphasize the cultural and historical value of Armenian coins?
- What role does authenticity play in building trust and interest among collectors and the general public?

These questions aim to provide a comprehensive framework for designing a strategic PR plan that aligns with the goals of the Central Bank of Armenia while addressing the needs and expectations of its audience.

Methodology

Combining qualitative and quantitative research approaches, the project aims to create a dynamic and interesting social media strategy that will not only inform but also engage and educate local and global audiences about the rich numismatic culture of Armenia.

Research Strategy and Data Gathering

The approach for this project consists of numerous important elements meant to compile a wide spectrum of data, therefore offering insights on audience preferences and current best practices.

Content Analysis of Similar Organizations

An important component of my study was a thorough content analysis of Facebook sites maintained by prominent coins mints all over the world as well as central banks of various countries. The main emphasis of the research was on the types of content that get the greatest interaction among the followers. Metrics such as likes, comments, views and shares were examined to determine what resonates with the audience. For instance, comparable material might be helpful for the campaign if a video series on the background of a coin series attracts strong interaction in terms of views and shares. This strategy provided a standard and guided the creation of content most likely to captivate the target audience.

Survey Implementation Concurrently

Surveys were distributed to gauge public perception and interest in Armenian commemorative coins. Survey was initially written in English language and further translated into Armenian and Russian for the larger scope of answers. The study deployed three separate but identical surveys, which were translated into Russian, English, and Armenian to ensure inclusivity and linguistic diversity. The researcher distributed the surveys digitally on Google Forms through social and academic networks to reach the diaspora and local respondents. This allowed the collection of data across a broad range of numismatic interest levels and digital familiarity. Each version included both multiple-choice and open-ended questions to capture both quantitative and qualitative insights. The surveys were critical in identifying key audience preferences, motivations, and content expectations, directly informing the development of a strategic, data-driven Facebook PR framework.

The sampling strategy employed a convenience-based approach, leveraging online academic networks, social media channels, and numismatic community groups to distribute the

surveys. While this enabled timely and cost-effective data collection, it also introduced certain limitations, including a respondent pool that skewed urban and younger in composition. Older collectors and those with limited digital access may have been underrepresented. These constraints should be considered when generalizing results, particularly in extrapolating insights across Armenia's full demographic landscape.

Stakeholder Interviews

Expert interviews with numismatics specialists, PR professionals and Central Bank of Armenia stakeholders will help to augment the survey results and content analysis. These interviews will probe more closely what content should be emphasized and what approaches would be most successful in involving the public. Once again, interviews would be held in three languages Armenian, Russian and English for the wider audiences to be engaged. Discussions could, for example, focus on the storytelling element of coin collections or on effective internet engagement strategies seen in this industry.

Four targeted expert interviews were conducted: one with a Salesperson specialist from the CBA's "Numismatist" store Irina, another with the Head of the Numismatic Values Department Anna Adonts, the other (preferring to be anonymous) with the Director of the Department and the last one (preferring to stay anonymous) with the Secondary Market Reseller. These individuals were selected for their deep expertise—one representing direct, daily interaction with coin buyers, and the other overseeing strategic issuance decisions and public messaging. The salesperson provided insight into customer behavior, price sensitivity, and common misconceptions about commemorative coins, such as confusion between medals and coins or assumptions about customization. The Head of Department contributed high-level perspectives

on design themes, coin popularity, and the future direction of numismatic innovation. The Director of the Department, in turn, talked towards confirming that Facebook can be used as a tool to promote CBA coins and make people be engaged in the matter; however, the strongest point is that there is the need of historical and cultural resonance like the coin of Aznavour is to make people become engaged in the topic. Lastly, the Secondary Market Reseller pointed out the importance of using a brand persona, a famous person to make the topic seem engaging for the audience and make the theme work. Together, their feedback helped triangulate the survey findings and offered actionable guidance on how to tailor Facebook content that is culturally resonant, educationally rich, and strategically targeted. Their input was instrumental in defining content pillars such as storytelling, transparency, and community-building—critical to engaging diverse audiences (*See Appendices*).

Objective and Gain from Each Research Component Each component of this methodology serves a specific purpose

Content Analysis

Identifies successful content strategies and elements that drive engagement on social media platforms. This data will immediately affect the type of material developed for the campaign, therefore guaranteeing that it has the possibility to perform well depending on tested criteria.

Survey

Provide a direct line of insight into the tastes and interests of potential followers. Knowing audience interests helps one create materials more likely to be liked, shared and interacted with.

Interviews

Offer expert validation and deeper understanding of the content's cultural significance and marketing strategies. Refining the campaign and making sure it appeals to the audience on an emotional as well as practical level depend on this qualitative feedback.

Creation of a PR Strategy

A thorough Facebook PR plan was created based on the understanding acquired from the research elements. The approach contained the subject elements like the coins' creative designs and historical relevance, content schedule, and various engagement strategies. The main engagement strategies were live conversations and interactive quizzes. Continuous monitoring was also a critical aspect of the strategy to ensure the campaign leverages audience input to succeed.

Ethical Considerations

The thesis ensured confidentiality and anonymity of the survey and interview respondents. However, the core challenge was to determine whether the changing Facebook algorithm and survey affected the engagement metrics.

Justification for Utilizing social media

Using social media can help to enhance awareness of brand identity. Embedding a historical touchpoint can ensure the CBA strongly bonds with the audience. In addition, social media is widely available, enabling more people to access and understand the country's history. Social media engagement can also ensure that the PR campaign targets collectors, beginners, and enthusiasts and enhances their collaboration. In addition, it can spur sales by ensuring the audience is engaged and makes purchases. These platforms' customer feedback features help the

CBA stay in constant contact with its audience. This enables prompt feedback and the detection of possible problems, which in its turn enhances customer satisfaction and service quality.

Possible Risks and Difficulties

Adopting social media is not risk-free, though. The reputation of the financial assets may suffer as a result of unfavorable public reactions. Additionally, there is a chance that private information, including login credentials and personal data, could be accidentally or purposefully leaked due to page managers' carelessness or cyberattacks. There is still a serious risk of cyberattacks, which obviously could seriously harm the CBA's reputation. Employee internal skepticism about the value and all in all necessity of a Facebook platform for numismatic promotion can also be problematic, requiring in-depth internal debates as well as consensus-building.

Implementation Stages and Resource Allocation

A social media strategy must be implemented using a number of planned steps and the proper resource allocation. The CBA should start by assigning responsibilities and roles to the Public Relations Service, the Center for Currency Issuance and Numismatics and the Department of Numismatic Values (more units can be included if necessary).

For customized content delivery, it's also critical to identify and target important demographic groups. Those groups are numismatic experts, collectors and investors. It will also be essential to interact with users who already express an interest in numismatics, whether through direct purchases or involvement in forums devoted to the subject.

To increase the impact and reach of the CBA's numismatic values, the strategy should target international regions with a demonstrated interest in numismatics in addition to the local market.

Educational

Useful information

The following are sample Facebook post concepts illustrating how educational content can be used to inform and engage audiences on the official Central Bank of Armenia page. These examples aim to demonstrate formats that balance accessibility with cultural and historical depth.

Numismatic advice!

Extend the longevity of your valuable coins with this very simple method:

Keep your collection in a cool and dry place as well as away from direct sunlight.

For additional information, check out our comprehensive and very helpful guide to conserving coins.

[Link]

#CB #CBA #CentralBankOfArmenia #Numismatics #NumismaticsEducation #CoinLearning
#Coin #Coincollection #Coincollector

[Picture]

Step-by-step guides

Detailed and step-by-step guides regarding coin collecting.

Have you ever thought about where to start your numismatic collection? We can help you!

Step 1. Decide the theme of your collection.

Step 2. Research the classifications of coins.

Step 3. Visit our website (link) or the “Numismatist” shop to familiarize yourself with our available selection and the commemorative coins that have been issued by the Central Bank of Armenia.

Step 4. Connect with other collectors who will share their experience and advice with you. For additional information, visit our website.

[Link]

#CB #CBA #CentralBankOfArmenia #Numismatics #NumismaticsEducation #Coin

#CoinLearning #Coincollection #Coincollector [Picture]

Infographics

Attractive, clear and concise publications that will significantly facilitate users' understanding of numismatic data.

Developments in Armenia's numismatics. Get to know the history of Armenia's numismatics through infographics that go back centuries. From historical coins to contemporary numismatic issues, learn how each issue reflects the cultural and economic significant events of that period.

#CB #CBA #CentralBankOfArmenia #Numismatics #NumismaticsEducation #Coin

#CoinLearning #Coincollection #Coincollector

[Picture]

Information

News

Periodic updates on coin issuance, numismatic events, etc.

New commemorative coin issue We are pleased to introduce the new commemorative coin issued by the Central Bank of Armenia, dedicated to the 100th anniversary of Charles

Aznavour's birth. Do not miss the opportunity to acquire this commemorative coin. Visit the Central Bank of Armenia's "Numismatist" shop now.

[Link]

#CB #CBA #CentralBankOfArmenia #Numismatics #NumismaticNews #CoinFacts
#CoinUpdates

[Picture]

Interviews

Conversations with numismatists, historians and other experts who shed light on various aspects of coin collecting and the history of numismatics.

Collector's corner. This week, famous numismatist John Doe (pseudonym) gives an interview about collecting numismatic values. The secrets of creating a coin collection will be discussed.

Watch the full interview here: [Link]

#CB #CBA #CentralBankOfArmenia #Numismatics #NumismaticNews #CoinFacts
#CoinUpdates

[Picture]

Inspiring

Motivational posts

Inspirational entries aimed at motivating and engaging the numismatic community in collecting activities.

The joy of collecting is not in the number of items in the collection, but in the uniqueness and distinctiveness of each piece.

#CB #CBA #CentralBankOfArmenia #Numismatics #NumismaticBeauty

[Picture]

Customer reviews

Publication of customers' positive reviews about their purchased commemorative coins. We can receive opinions through email, phone calls, etc.

Alex's story. Alex found his most anticipated commemorative coin at our store, dedicated to the 100th anniversary of Charles Aznavour's birth. "The quality and service exceeded my expectations," he shares. Thank you, Alex, for allowing us to be part of your collector's journey. To get acquainted with the "Charles Aznavour 100" and other commemorative coins, visit our website at the given link.

[Link]

#CB #CBA #CentralBankOfArmenia #Numismatics #NumismaticBeauty #HistoricCoins
#TreasureCoin #CoinCollectorJourney

[Picture]

Engaging*Interactive content*

Surveys intended to engage followers and explore their numismatic interests, opinions, and knowledge about numismatic themes.

QUESTION. Which era's coins do you find most interesting? A) Ancient Rome B) Medieval Europe C) Contemporary commemorative coins Vote, share your opinions, and see what other collectors think.

#CB #CBA #CentralBankOfArmenia #Numismatics #CoinOfTheDay

[Picture]

Holiday greetings

Publications and greetings for holidays aimed at engaging the community during festivals and special events.

Happy New Year and Merry Christmas: We wish everyone a year filled with rare commemorative coins, and collectors with wonderful additions to their collections. #CB #CBA #CentralBankOfArmenia #Numismatics #HappyNewYear

[Picture]

Surveys

Opportunities for targeted surveys to uncover user requests and demands that will enhance the content of future numismatic products.

We value your opinion. Help us improve by taking a short survey about your numismatic interests and expectations. Survey link [Link]

#CB #CBA #CentralBankOfArmenia #Numismatics #CoinOfTheDay

[Picture]

Small interactive games

Guess the coin/commemorative coin. We invite all those interested in numismatics and coin collectors to participate in our game. It's time to test your knowledge with our "Guess the Coin" game. Here's how to play. Pay attention to the half-depicted shape, size, and any noticeable features of the commemorative coin. Share your guess in the comments: Is it an ancient Armenian coin or perhaps a contemporary commemorative coin? Wait for the reveal. Visit our page tomorrow when we will disclose the coin and congratulate those who guessed correctly. Prize: The first three participants who correctly guess the coin will receive... We wish success to all participants.

#CB #CBA #CentralBankOfArmenia #Numismatics #GuessTheCoin #NumismaticsGame
 #CoinCollectors #NumismaticsShop

Event publications

Brief publications that illustrate upcoming numismatic events, from exhibitions to webinars, intended to inform and inspire the numismatic community about collecting coins and familiarizing themselves with the history of numismatics.

Exclusive numismatic exhibition 'Journey Through Time': Join us for the "Journey Through Time" numismatic exhibition, organized by the Central Bank of Armenia's "Numismatist" shop. This event is a festival of Armenia's rich numismatic history, showcasing unique specimens of commemorative coins issued by the Central Bank of Armenia. Date: [Insert date] Time: [Insert time] Location: [Enter the address of the venue] For additional information and updates, follow us and visit our website: [Link].

Let's appreciate and cherish our numismatic heritage together again at this exhibition. We are waiting for you!

#CB #CBA #CentralBankOfArmenia #Numismatics #NumismaticBeauty #HistoricCoins
 #TreasureCoin #CoinCollectorJourney

[Picture]

The following hashtags will be mandatory regardless of the topic of the post

#ԿԲ

#ՀՀԿԲ

#ԿենտրոնականԲանկ

#Դրամագետ

#Numismatist

#CB

#CBA

#CentralBankOfArmenia

The following hashtags will be used for the coin collecting posts:

#coincollecting

#coins

#numismatics

#coin

#coincollection

#coincollector

In the context of numismatic features and collector interests, the following will be used:

#numismatic

#silvercoins

#numismatica

#rarecoins

#worldcoins

#oldcoins.

"For entries that highlight the historical aspects of metal coins, these hashtags could be appropriate:

#gold

#goldcoin

#numismatist

#history

#historiccoins

#numismatics

#silver

#bar

Moreover, considering the four directions of publications (educational, informative, inspiring, and engaging), the following well-known hashtags can be very effective."

Educational

#NumismaticsEducation Focuses on the educational aspects of metal coins.

#CoinLearning Intended for publications aimed at informing about the characteristics and history of metal coins.

#CurrencyHistory For sharing historical imagery related to coins and currency.

#CoinCollecting101 For beginner level educational publications.

Informative

#NumismaticNews For the latest numismatic news.

#CoinFacts For entries presenting interesting facts about coins.

#RareCoins To showcase unique coins in collections or the numismatic market.

#CoinUpdates For news about new coin issues or changes in the numismatic world.

Inspiring

#CoinCollectorJourney For sharing personal stories or inspiring stories about collecting.

#HistoricCoins Showcases coins with historical value.

#TreasureCoins For particularly valuable or sought-after coins.

#NumismaticBeauty Displays the aesthetic and artistic aspects of coins.

Engaging

#CoinTrivia Engages users with interesting facts about coins.

#NumismaticsCommunity Encourages user interaction and discussion.

#CoinOfTheDay For interactive posts about specific coins.

#GuessTheCoin For interactive posts to guess the coin.

Facebook Post Statistical and Comparative Analysis

Statistical Analysis

A statistical analysis of Facebook posts has been conducted within the interest framework of the Central Bank of Armenia concerning various central banks from different countries, spanning from January to February 2025

The countries include:

Europe:

- National Bank of Hungary
- Bank of England
- Bank of Lithuania
- Banque de France
- National Bank of Slovakia

- Deutsche Bundesbank
- Norges Bank (Norway's Bank)
- Bank of Latvia
- National Bank of Moldova
- Central Bank of Malta

Outside Europe:

- National Bank of Kazakhstan
- National Bank of Georgia

According to the analytical statistics, the least interesting posts for users have primarily been those related to educational/informational thematic subcategories.

(op.´ <https://www.facebook.com/share/p/JSjSs3WvtsewYgrd/?mibextid=ox5AEW> ,
<https://www.facebook.com/share/qBU2fA8KRvnp6Enh/?mibextid=ox5AEW> ,
<https://www.facebook.com/share/p/7er4hivY7PPbdrnc/?mibextid=ox5AEW> ,
<https://www.facebook.com/share/p/YKdv3v1utn14Ru9R/?mibextid=ox5AEW> ,
<https://www.facebook.com/share/p/JYPGoDUwWWTP7G6r/?mibextid=ox5AEW> ,
<https://www.facebook.com/share/p/S1Uquqph4J9uPvic/?mibextid=ox5AEW> ,
<https://www.facebook.com/share/p/h47pPdv8rdHYL86a/?mibextid=ox5AEW> ,
<https://www.facebook.com/share/p/64SYtPmsmHUko1ap/?mibextid=ox5AEW>)

This image suggests that there should be more attention given to similar nature publications to make the posts interesting to users.

According to the same statistics, the most interesting publications for users have been related to events such as interviews, conferences, webinars, news, anniversaries, and other informative and engaging nature publications.

(Op. <https://www.facebook.com/share/3zbiBjaj93CQAwm/?mibextid=ox5AEW> ,
<https://www.facebook.com/share/p/KU8giaW6aXx1NJb5/?mibextid=ox5AEW> ,
<https://www.facebook.com/share/p/q57AxnLmzbrqAWxD/?mibextid=ox5AEW> ,
<https://www.facebook.com/share/p/7igs6g1MXwrmCYes/?mibextid=ox5AEW>
<https://www.facebook.com/share/p/ZHwAW9HwwjLePmfg/?mibextid=ox5AEW> ,
<https://www.facebook.com/share/p/rpBesnQ7TaLNbrez/?mibextid=ox5AEW>)

Comparative analysis

I. Introduction

This section aims to analyze and compare the Facebook post policies of the Central Bank of Armenia (CBA), National Bank of Georgia (NBG), and National Bank of Hungary (NBH) when promoting commemorative coins. Analysis is concentrated on posts done between January and February 2025, inspecting the kind of content posted, thematic focus, visual composition, engagement metrics, and adherence to cultural branding goals. By examining how each institution utilizes Facebook to communicate the symbolic and historical meaning of numismatic objects, this comparison endeavors to ascertain best practices and areas where digital engagement could be significantly enhanced.

II. Central Bank of Armenia Posts Analysis

During the January to February 2025 timeframe, Central Bank of Armenia (CBA) Facebook activity dedicated to commemorative coins was slim. Nevertheless, related content shared briefly before this window indicates its broader digital communication strategy. In May 2024, the CBA released a gold collector coin celebrating the 100th anniversary of the birth of Charles Aznavour, a world-renowned Armenian-French singer and cultural figure (Armenpress,

2024). The accompanying Facebook post included distinct images of the coin and a short caption announcing Aznavour's legacy. Though engagement metrics were low, the post was noticed by users who had an interest in culturally related themes.

Similarly, in November 2023, the CBA released a series of commemorative coins on the 30th anniversary of the national currency of Armenia (Central Bank of Armenia, 2023). The release was promoted through Facebook through sophisticated images and an explanation of the design motifs, such as references to Armenia's monetary history and independence. While these posts were informative and well-photographed, they were not interactive. There were no videos, question-based comments, educational images, or calls for viewer engagement. The content was largely one-way, with little space for user discussion or reaction. This suggests that while the CBA utilizes Facebook to announce the releases of coins, it has yet to leverage the site's potential in interactive engagement.

III. Comparative Analysis with Two Other Central Banks

National Bank of Georgia

In February 2025, the National Bank of Georgia (NBG) launched a silver commemorative coin dedicated to the European Winter Youth Olympic Festival "Bakuriani 2025" (National Bank of Georgia, 2025). The Facebook release of the coin featured high-quality images and a good caption stating its design, featuring an action shot of a skier against the backdrop of a snow-covered mountain, along with the official logo of the festival. The bank emphasized the event's significance to Georgia, so the coin symbolized Georgia's status as host country and its dedication to international cultural and sports cooperation. The post was well organized and timely with the festival's opening, which added significance and visibility. Although there was a solid thematic link and visual treatment, there were no interactive elements such as videos, polls,

or comment question prompts. It was a one-way announcement with no follow-up discussion or user interaction strategy.

National Bank of Hungary

Meanwhile, the National Bank of Hungary (NBH) issued anniversary posts like a release on the 150th anniversary of the Hungarian Chamber of Commerce and Industry (Daily News Hungary, 2024). Posts featured professional images of the coins, perhaps with brief historical context or institutional data. While visually elegant and informative, NBH's Facebook strategy reflected minimal multimedia content or features for audience interaction. There were no videos, storytelling techniques, or interactive features to foster engagement. Like the NBG and CBA, NBH's communication was still high passive, prioritizing formal presentation over user engagement.

IV. Cross-Bank Synthesis & Best Practices

A comparative examination of the Central Bank of Armenia (CBA), the National Bank of Georgia (NBG), and the National Bank of Hungary (NBH) discovers a similar approach to Facebook announcements concerning commemorative coins. All three utilize the site primarily for official announcements, employing high-resolution photos and short text to convey the launch of new coins. These entries effectively provide factual information and generate national pride through culturally appropriate individuals, events, or anniversaries.

However, a notable shared limitation is the underutilization of Facebook's interactive features. None of the banks incorporated videos, live sessions, polls, or user-generated content that could encourage dialogue or participatory engagement. The absence of such features limits the potential for fostering sustained interest or emotional connection with broader audiences, particularly among younger or digitally engaged demographics.

Despite these limitations, several best practices are evident:

- **Visual Consistency:** All three banks maintain a professional aesthetic, using high-quality images and standardized layouts, reinforcing institutional credibility.
- **Cultural Relevance:** Tying coin themes to prominent national narratives enhances their resonance and symbolic value.

Opportunities for improvement include:

- **Interactive Content:** Adding multimedia and feedback mechanisms could boost visibility and engagement.
- **Storytelling:** Incorporating historical context, designer interviews, or usage stories would enrich the content, deepen understanding, and humanize the numismatic offering.

V. Conclusion

The Facebook strategies of the Central Bank of Armenia (CBA), the National Bank of Georgia (NBG), and the National Bank of Hungary (NBH) in promoting commemorative coins are informative, visually consistent, and culturally aligned. However, they generally lack interactive features that drive deeper engagement. Integrating multimedia elements, such as videos or reels, alongside storytelling and calls to action, would significantly enhance audience interaction. Employing Facebook's native tools – such as carousels, event-based posts, or live Q&As – could foster a stronger user connection. Ultimately, these improvements would elevate public awareness of numismatic releases while reinforcing national identity through accessible digital narratives.

Initial Considerations and Purpose of Advertising

It is wise to assess page activity and preliminary research results before starting an advertising campaign to decide whether or not ads should be taken into consideration first. The cost and strategy are heavily influenced by the advertisement's goal. Increasing sales, engaging a particular demographic or raising brand awareness all have different goals that require different approaches and have varying expenses.

Factors Affecting the Price of Facebook Advertising

Facebook advertising costs are influenced by a number of factors.

1. **Ad Purpose:** The purpose of the advertisement may result in significant differences in price. An example is that brand awareness ads tend to be cheaper and less competitive.
2. **Price Adjustments:** Since adjusting ad settings is flexible, it is easy to manage costs in accordance with specific campaign objectives. This affects the overall costs based on impressions or clicks.
3. **Target Audience:** Advertising costs are also influenced by the target audience's demand and specificity. When highly-sought after demographics are targeted, costs increase because of higher competition.
4. **Ad Quality and Relevance:** Since Facebook targets highly relevant ads, it ensures lower costs and better distribution.
5. **Seasonal Trends:** Costs are also affected by seasonal fluctuations, and higher demand makes prices to rise during peak holiday seasons.

Common Pricing Models

The PR campaign objectives can be instrumental in ascertaining the pricing strategy of the Facebook ad.

Cost-Per-Click (CPC)

Perfect for enhancing website traffic, this model charges users each time they click on an ad.

Despite its performance-based metric that makes it easier to track ROI, it can become costlier if there are many clicks on an ad.

Cost-Per-Mille (CPM)

The CPM is effective for enhancing brand awareness. The mechanism is that for every one thousand impressions received by an ad, advertisers are charged. It is more cost-effective for campaigns that aim for long-term sales conversions.

Utilizing Tools for Enhanced Management

Using tools like Facebook Ad Managers can enhance campaign management. They help to create, manage, and optimize ads, enabling advertisers to management budgets and use detailed metrics to assess the effectiveness of campaigns. Thus, it is beneficial for adjusting strategies and enhancing engagement.

Leveraging Facebook PR Strategies to Promote Armenian Commemorative Coins: A Data-Driven Analysis of Public Engagement and Cultural Value Perceptions

Introduction to the Analysis

The survey conducted in the scope of this thesis was intended to elicit public opinion, behaviours, and inclinations towards commemorative coins issued by the Central Bank of Armenia (CBA) in order to supply insights to guide strategic Facebook PR campaigning. This is part of a prioritized digital communication to stimulate further public interest and admiration of Armenia's numismatic heritage. Knowledge of public opinion is essential to good practice in public relations, according to Grunig and Hunt's (1984). The Two-Way Symmetrical Model is highly oriented towards dialogue and feedback from the intended public to achieve shared understanding. More than 60 respondents between the ages of 18 and 34 participated in the survey, mostly from Yerevan, with professional representation in finance, marketing, and education. These constituencies are valuable in shaping Facebook's posting to meet the interests and expectations of the target population, enabling the CBA to create a more resonant and culturally situated digital voice.

Demographic Profile of Respondents

The demographic analysis of survey respondents reveals a predominantly youthful and educated participant pool, indicating a promising foundation for targeted Facebook engagement. Apparently, 78.3% of respondents fell within the 18 – 34 age range, with the largest subgroup

being 18 – 24. This aligns with global digital trends, where younger demographics are the most active social media users, particularly on platforms like Facebook (Statista, 2024). Gender distribution skewed slightly female, yet representation across both genders was relatively balanced, allowing for inclusive content development. This balance suggests that PR strategies should avoid overly gendered messaging and instead appeal to shared cultural values. Additionally, younger audiences are more receptive to interactive and visual content, reinforcing the need for multimedia-rich campaigns.

Educationally, most respondents reported holding at least a high school diploma, with a notable proportion possessing bachelor's or master's degrees. This suggests a high informational receptivity and capacity to engage with curated content, emphasizing historical and cultural narratives. Geographically, nearly all respondents resided in Armenia, with 100% of Armenian-based respondents indicating residency in urban centers such as Yerevan – an essential insight for localizing campaign outreach. Professionally, respondents represented diverse sectors, including finance, education, and marketing fields that inherently value historical, cultural, and collectible artefacts. These findings affirm the strategic viability of a Facebook PR campaign focused on Armenia's urban, digitally literate youth. Customizing content to their educational level and cultural affinity may increase engagement with CBA's numismatic initiatives.

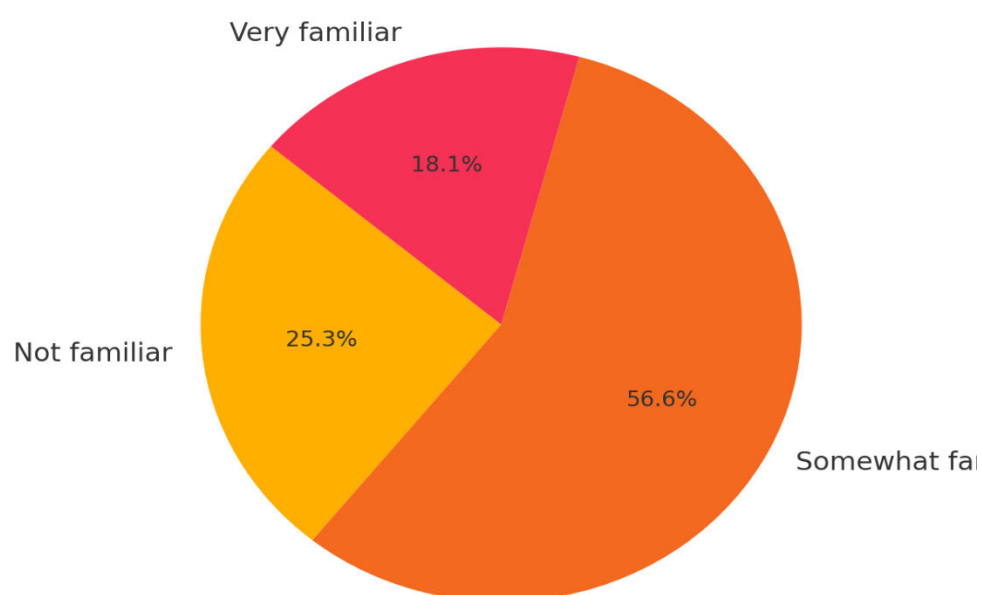
Familiarity and Motivation with Commemorative Coins

The survey results demonstrate moderate public awareness regarding the Central Bank of Armenia's commemorative coins. Out of all respondents, 36.7% indicated they were “very familiar” with these coins, while 43.3% reported being “somewhat familiar,” and only 20% admitted they were “not familiar.” This distribution suggests that over 80% of respondents possess at least a basic understanding of the CBA's numismatic offerings, presenting a

substantial foundation for targeted awareness-building via Facebook. This level of familiarity indicates a promising opportunity to deepen engagement by showcasing lesser-known coin designs and their cultural significance. Furthermore, it highlights the importance of consistent content delivery to reinforce existing awareness and convert it into active participation.

Figure 1: Awareness of CBA Commemorative Coins

Figure 1: Awareness of CBA Commemorative Coins



As shown in Figure 1, about 80% of respondents were either “very familiar” or “somewhat familiar” with the concept of commemorative coins issued by the CBA, supporting the viability of targeted awareness initiatives.

When examining purchasing motivations, the most commonly cited reasons included investment, collecting, gift-giving, and educational purposes. A notable 68.3% of respondents reported interest in coins as collectable or investment items, echoing broader market trends in

which numismatic collectables are viewed as alternative investment assets (Krause & Mishler, 2000). Gift-giving was another strong motivator, particularly among Armenian residents, with many noting they had purchased coins for family, friends, or diplomatic purposes. Educational intent, though secondary, was acknowledged by 21.7% of participants, reflecting the potential to promote historical narratives through numismatic storytelling.

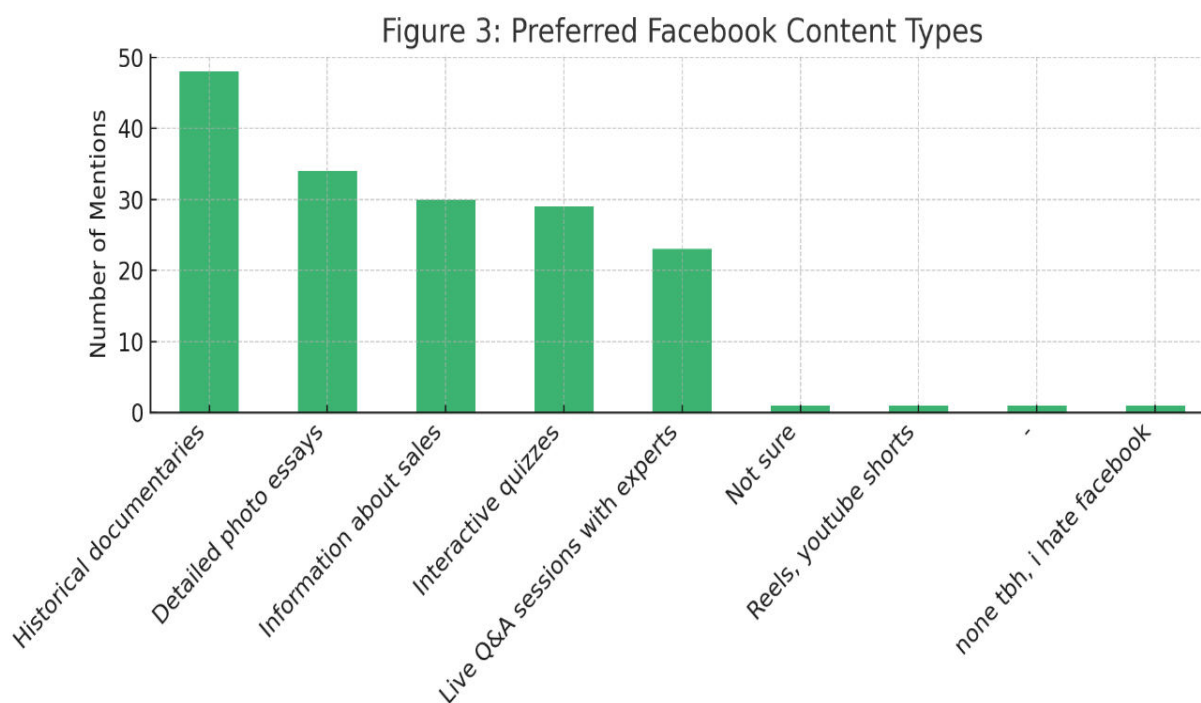
In terms of engagement frequency, only a minority reported regular purchases, yet a considerable number expressed interest in doing so if better informed. This identifies a clear opportunity: a receptive segment could be activated through Facebook PR content that emphasizes the coins' historical significance, cultural symbolism, and collectible value. By incorporating behavioural segmentation into its PR strategy, the CBA can nurture this interest and convert it into sustained engagement and purchasing activity. Highlighting personal stories or testimonials from collectors may also create a sense of community and aspiration. Moreover, simplifying access to purchasing information and showcasing limited-edition releases could prioritize quicker decision-making.

Content Preferences for Facebook Engagement

The survey revealed clear preferences for content types that combine educational value with interactive and visually engaging formats. When asked to select multiple types of content they would prefer on a Facebook page dedicated to Armenian commemorative coins, respondents most frequently chose historical documentaries (71.7%), followed by interactive quizzes (60%), expert-led live Q&A sessions (51.7%), and detailed photo essays (48.3%). Data regarding the availability and sales of coins was also valued and selected by 45% of respondents. This trend of preference suggests the need for cultural interaction and transactional clarity – a twin mandate for the Central Bank of Armenia's Facebook policy.

Figure 3 outlines the most preferred types of Facebook content, with historical documentaries and interactive quizzes emerging as dominant formats.

Figure 3: Preferred Facebook Content Types



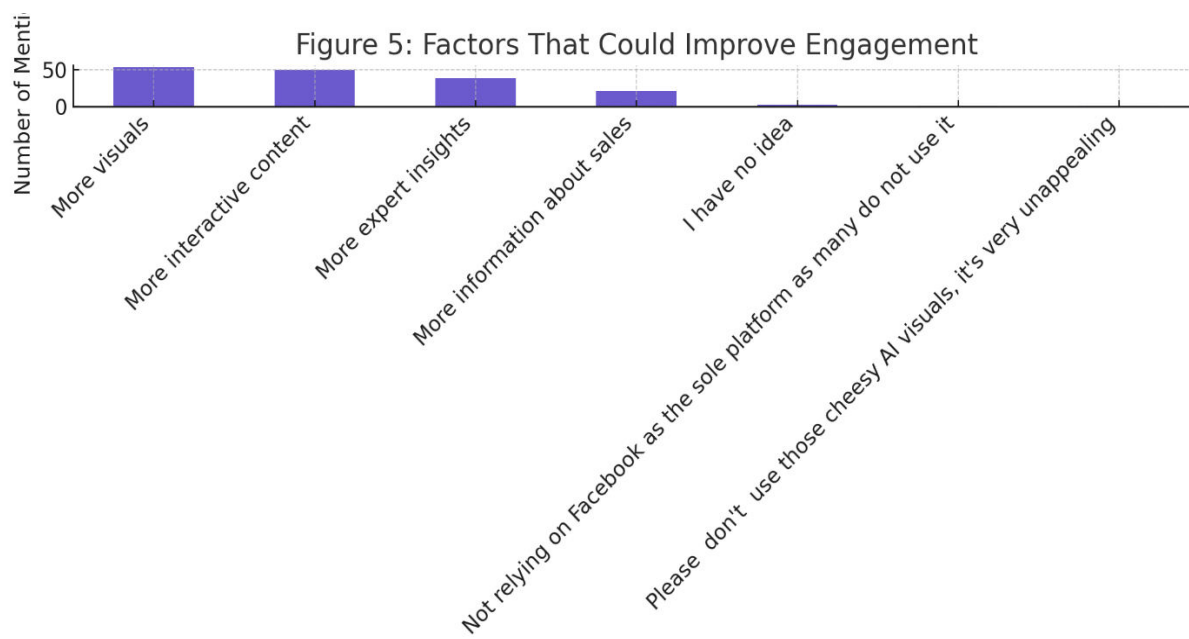
Surprisingly enough, when asked to select the most preferred type of content, historical documentaries and interactive quizzes emerged as the most in demand. 40% of the users preferred historical documentaries, and 35% favored interactive quizzes. This supports the efficacy of narrative forms and game-like interaction as primary methods of stimulating interest in numismatic heritage. This finding is further supported by Kolb's Experiential Learning Theory (2014), which posits that learning occurs most effectively through active, reflective participation. Interactive quizzes and coin-related games allow users to explore cultural narratives while engaging with the subject matter cognitively and emotionally. Such methods not only capture attention but reinforce retention, thereby deepening users' appreciation of

Armenia's numismatic heritage. These findings align with the research of Psomadaki et al. (2019) into social media engagement that identifies storytelling, visual engagement, and interaction as primary motivators of cultural communication and the engagement of young people.

Participants also provided several features that would make them more active on a Facebook page. The most common requests included more graphical content (65%), more interactivity (58.3%), expert analysis (51.7%), and more readily available information on coin sales (48.3%). These demands indicate a dynamic, multi-modal communications approach that blends education with real-time applicability. The use of Uses and Gratifications Theory (Katz, Blumler & Gurevitch, 1973) also supports this further, where the argument is that audiences actively seek out content that meets their informational, social, and personal needs.

Figure 5 shows certain features that the users see to enhance their experience, with visual content, interactivity, and expert opinion leading the way.

Figure 5: Factors That Could Improve Engagement



All of these are translated into practice through Facebook postings that leverage visually engaging forms of storytelling – infographics and mini-documentaries – with interactive postings in the form of polls and quizzes. Expert interviews and live debates can enhance credibility and provide instant feedback on the available coins to meet information requirements. By combining carefully developed cultural storytelling and transactional messaging, passive fans can become interested collectors and cultural ambassadors.

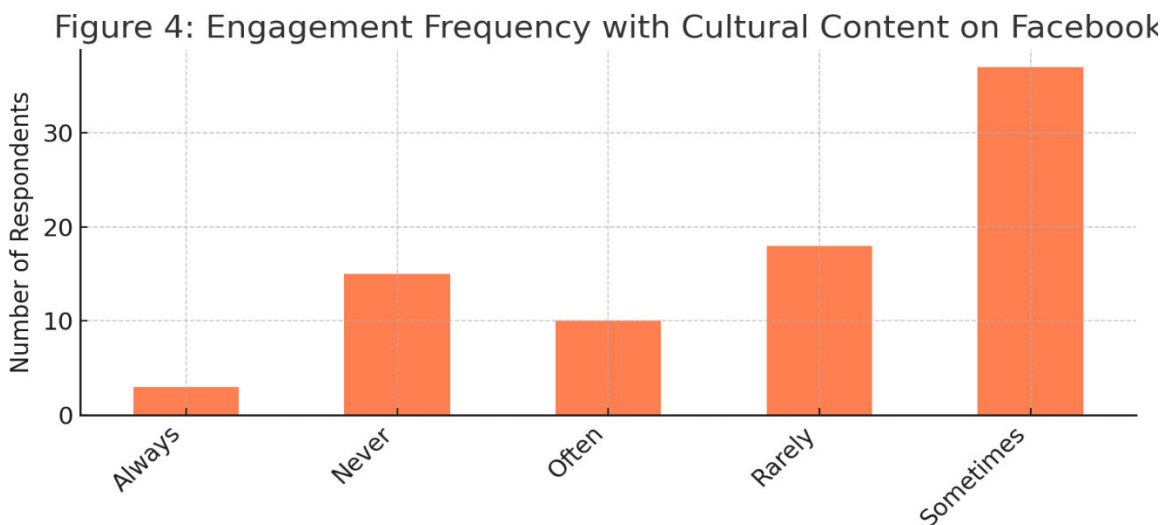
User Behavior on Facebook

The survey responses reveal user interaction with cultural content on Facebook that is both evocative of opportunity and limitation in commemorative coin marketing. Respondents' frequencies of interaction with cultural heritage material, for instance, reveal that only 25% of respondents reported interacting "often" and "always" with such material compared to a greater percentage (51.7%) of respondents interacting only "sometimes" and "rarely." This is evidence of latent demand, but the content is not engaging enough to encourage frequent interaction.

Rebalancing content in the direction of narrative engagement, visual stimulus, and user interaction is called for in response. This gap between interest and consistent engagement underscores the importance of emotional storytelling and symbolic resonance. Escalas (2004) emphasizes that narratives rooted in personal and cultural identity can drive affective engagement, fostering deeper emotional investment. For CBA, integrating stories of coin origin, historical symbolism, or collector testimonials may activate dormant users and encourage more frequent participation, sharing, and community involvement.

As Figure 4 shows, only 25% of visitors use cultural materials always or often, which requires enhanced storytelling and engagement mechanisms.

Figure 4: Engagement Frequency with Cultural Content on Facebook

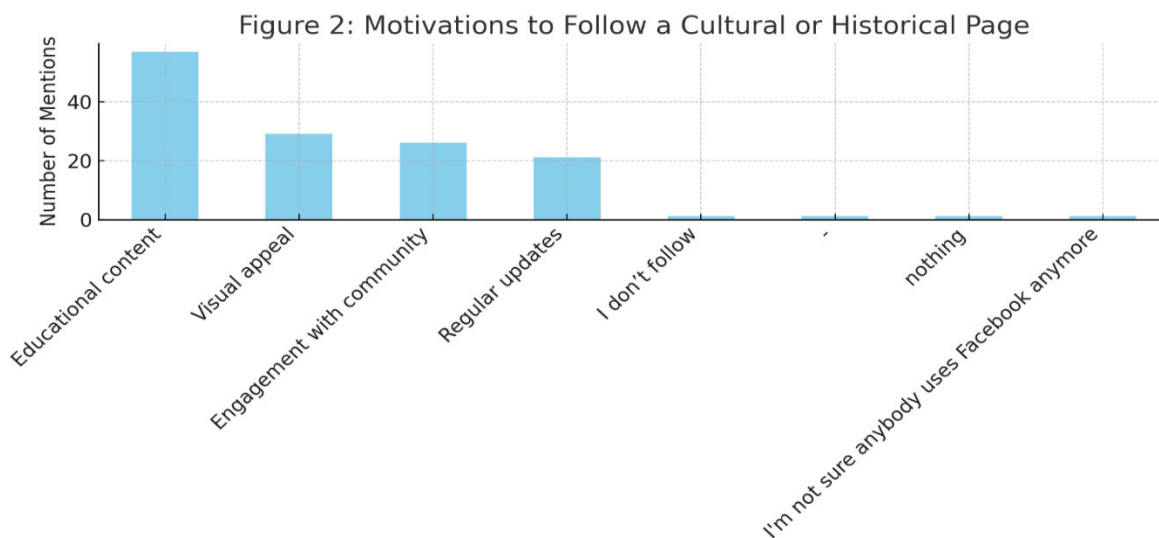


Willingness to share was also intermediate, with 38.3% selecting “neutral” and 31.7% selecting “unlikely” and “very unlikely.” Such hesitation is one of the main challenges of organic virality according to Berger’s (2016) STEPPS framework, where the content has to elicit emotion, be utilitarian in value, or build social currency to be shared at a large scale. According to Berger’s STEPPS framework, successful viral content is built on six pillars: Social Currency, Triggers, Emotion, Public, Practical Value, and Stories. To activate organic sharing, CBA’s Facebook posts should emphasize emotional and cultural value, shareable visuals (e.g., unboxing or first-look videos of new coins), and audience participation (e.g., “Guess the Coin” games). Similarly, Dobele et al. (2005) argue that controlled viral marketing—especially in cultural campaigns—depends on emotionally charged and easily replicable content, reinforcing the role of storytelling as a strategic multiplier of reach. This can be used to advise future coin campaigns towards cultural pride and personal identity. On what motivates them to subscribe to cultural or historical pages, users prioritized education (70%), aesthetic (58.3%), and community

engagement (45%). These motivations align with research by Dobele et al. (2005) that advocates for engaging and community-centric content in building user loyalty and interaction.

Figure 2 indicates that the reasons that most motivated users to use cultural pages were education-related information, aesthetic value, and communal interaction prospects.

Figure 6: Motivations to Follow a Cultural or Historical Page



Trust and authenticity were also important. Over half of the respondents trusted expert-author input and fact-checked sources more. Influencer endorsements tended to be neutral to beneficial in overall impact – 44 rated “positive,” 38.3 rated “no influence” – but some cultural ambassadors can be beneficial in establishing credibility.

Strategic Implications for PR Design

The survey statistics offer a strategic map to building a successful Facebook public relations (PR) campaign to promote the Central Bank of Armenia commemorative coins and engage users with cultural appreciation. General demographic findings reveal that there is a need for target-group-based strategies. For instance, the age group of 18-34, which covered over 70% of the sample size, was keenly interested in interactive and game-like materials such as quizzes

and picture-content posts. For targeting that category of users, the campaign has to embrace Facebook-native products such as polls, game-form quizzes, and contests of “Guess the Coin,” which will generate the maximum user interaction and fit with experience-based pedagogies (Kolb, 2014).

Historical narratives and expert opinion should be the campaign focus if the adults involved are those with higher education, particularly in finance, education, and marketing. Expert video interviews, in-depth blog posts on coin symbolism, and appeals to Armenia’s numismatics in the past will meet such audiences’ information expectations. Trust is of the essence in such a case. From 51.7% of the respondents who cited expert verification as most significant to them in interacting with the campaign, interviews with famous numismatists and historians should be added to the content to build credibility. This agrees with the Elaboration Likelihood Model (Petty & Cacioppo, 1986), which advocates that credibility from experts builds persuasion via central processing.

Emotional and cultural resonance is also critical. The coins should not only be passed down as collectors’ items but also as carriers of Armenia’s cultural heritage. For example, storytelling occasions highlighting historical events or figures featured in the coins may be condensed visually into infographic reels or mini documentaries. Such methods increase cognition and affective engagement (Escalas, 2004).

Each of the major survey findings maps to a distinct PR intervention. For example, high preferences for visual formats (documentaries, photo essays) suggest the utility of Facebook reels, infographics, and carousel posts. The hesitation around sharing indicates the need for user-generated content, such as collector stories, community spotlights, or incentive-based sharing mechanisms. Addressing trust-related concerns calls for consistent use of expert-driven content,

verified narratives, and historical sourcing—elements that build credibility and align with the Elaboration Likelihood Model (Petty & Cacioppo, 1986), which emphasizes expert credibility in driving audience persuasion.

Community building may be encouraged with engaging components such as live Q&A chat sessions, discussion forums based on comments, and user-posted campaign entries that encourage shared culture. Finally, conversion triggers should be included. All education-based postings should end with a solid call-to-action (CTA) such as “Learn more at the Numismatist store” or “Order your limited-quantity coin now,” smoothly bridging back to awareness and purchase.

Conclusion

The survey analysis provides clear and actionable insights for crafting a targeted Facebook PR strategy to promote the Central Bank of Armenia’s commemorative coins. The findings underscore a strong opportunity to engage young, educated, and urban audiences by leveraging content formats that combine historical depth with interactivity and visual appeal. With over 80% of respondents indicating at least some familiarity with the coins and a substantial interest in historical documentaries (71.7%) and interactive quizzes (60%), the foundation for audience engagement is already in place. However, moderate willingness to share content and occasional engagement with cultural posts indicate a need for compelling storytelling and stronger emotional resonance.

Trust, authenticity, and community interaction emerged as key factors influencing engagement. Integrating expert interviews, historically accurate narratives, and visually immersive content can enhance the campaign’s credibility and impact. Moreover, applying proven communication models – such as the Elaboration Likelihood Model and Uses and

Gratifications Theory – supports the strategic alignment of content with user motivations and preferences. The CBA can convert passive interest into active cultural participation and coin acquisition by linking educational messaging with clear calls to action. Ultimately, the Facebook PR strategy should balance cultural narratives, transactional value, and emotional engagement to not only sustain public engagement but also preserve numismatic legacy.

Analysis of “Numismatist” shop visitors survey

Initially, a second survey was prepared to be distributed among the visitors of the sales salon. This would provide better insight into the preparation of future pages, as the answers would be more precise and detailed. However, some problems occurred during the implementation stage of the survey distribution. At First, I created the survey, which included 17 questions. Both the Head of the Numismatic Values Unit and the Director of the Financial Markets department approved the survey. However, at the implementation stage, the project started to be postponed. After approximately one month, I was told that the main goal at the moment is the opening of the official Facebook page, rather than spending time on surveys. They said that the survey could bring very interesting information on shop visitors’ preferences, though we have more important issues to focus on now.

Analysis Based on Interviews with Representatives of Numismatic Coins

The interview responses through the prism of Salesperson Specialist Irina, Head of Numismatic Value Department Anna Adonts, Department Director Arman Potikyan, and a Secondary Market Reseller provide pertinent information about how the public perceives numismatic coins and what marketing approaches can help increase their interest.

1. Price vs. customer decisions From the interviews, customer decisions are mainly based on price. Customers often choose numismatic coins by comparing them with other offers, especially when they seem more affordable. For example, the Salesperson Specialist Irina stated that “The price is the most influential factor, especially when the price of the gold bullion coins in the ‘Numismatist’ shop is lower than those in commercial banks.” This is consistent with the idea mentioned in the thesis that when numismatic coins sell quickly, some remain unsold due to high prices or low demand. In this case, as noted in the interviews, highlighting historical and cultural value through social media can help replace interest in price with its cultural and historical value.
2. Demographic changes and new interests The interviews indicate that customer interests have changed in recent years, especially after 2024. This change can be linked not only to thematic values but also to numismatic coins purchased for investment purposes. The Salesperson Specialist Irina stated that the increase in sales of the Charles Aznavour numismatic coin, which began on social networks, shows that numismatic coins are of interest not only to collectors but also to investors. Similarly, Department Director Arman Potikyan confirmed Aznavour’s success as symbolic of Armenia both domestically and internationally, further validating the importance of appealing to both collectors and investors. Additionally, the Secondary Market Reseller emphasized the heightened demand in the secondary market for coins dedicated to famous individuals, especially when quickly sold out officially. This is consistent with the strategy proposed in the thesis to introduce numismatic coins to this new generation and international buyers through social media.

3. **Customer Misconceptions** Customers often misunderstand the nature of numismatic coins. They think that they can order numismatic coins with their favorite images or write all sorts of words. According to the Salesperson Specialist Irina's interview, misconceptions include the belief that commemorative coins are constantly being reissued, and confusion between commemorative coins and medals, with many referring to the coins simply as "kopecks." This underscores the need for an educational approach through social media, which can provide accurate information. Interview responses confirm that similar educational programs on Facebook can improve customer perceptions.
4. **The importance of historical information in customer decisions** Interviews frequently mentioned that customers find it easier to decide on numismatic coins knowing their historical and cultural significance. For instance, Salesperson Specialist Irina noted increased interest once customers understood the significance of the "Boston Maze" coin dedicated to the Armenian Genocide. Department Director Arman Potikyan also mentioned that thematic coins related to church history and the Armenian alphabet significantly boost public literacy and cultural engagement, validating the thesis's emphasis on historical and cultural information.
5. **Promotion through Facebook** The interviews confirmed Facebook as an effective platform to increase customer engagement. Participants highlighted that frequent news updates, historical material publications, interactive quizzes, and Q&A sessions stimulate engagement. Irina particularly emphasized the effectiveness of advertising historical stories and coin awards on Facebook. Department Director Arman Potikyan reinforced Facebook's potential, indicating that the forthcoming dedicated numismatic Facebook

page will widely disseminate information accessible to a non-professional audience, significantly boosting public awareness. The Secondary Market Reseller suggested highlighting limited editions and the themes of famous individuals on Facebook to stimulate further interest in the secondary market.

6. Risks of using social media Interviewees acknowledged social media adoption risks, particularly misrepresentation of coin designs and potential data security issues. Anna Adonts emphasized accurate representation of coin designs approved by the Central Bank. To mitigate risks, interviews support the thesis's recommendation of robust data protection measures and ensuring the dissemination of accurate, verified information.
7. Community building through social media The interviews frequently stressed the importance of building a community through social media. Anna Adonts highlighted the potential of interactive discussions to form a community based on shared cultural values, thereby boosting interest and involvement. Director Arman Potikyan suggested hiring a dedicated marketing specialist to further enhance effective community engagement through strategic digital campaigns, in line with the thesis proposal for enhancing visibility and public interest.

To sum up, analyzing the results, it becomes clear that the answers to the interviews are consistent with the main ideas of the thesis. They show that customer interest is mainly based on price, historical value and cultural significance. Social media, in particular Facebook, is an important tool for raising public awareness and attracting interest in Armenian numismatic values. The interviews also confirm that educational approaches, through the presentation of historical and cultural information, can significantly help in shaping public perception and promoting the sale of numismatic coins.

Thus, the Facebook PR strategy proposed in the thesis, based on historical and cultural narratives, is an effective means of increasing public interest, which will stimulate the marketing of numismatic coins of the Central Bank of Armenia and improve sales indicators.

Conclusion

This thesis has explored the potential for leveraging a Facebook-based public relations strategy to effectively promote Armenian commemorative coins issued by the Central Bank of Armenia (CBA). By combining insights from content analysis, surveys and professionals interviews, it is very evident that social media platforms, particularly Facebook in our case, can significantly enhance public engagement, increase cultural as well as historical awareness, and ultimately drive interest and sales in numismatic products.

To successfully launch and administer the Facebook page, the following structured steps are recommended

1. Page Creation and Setup

- Establish an official Facebook page with accurate branding aligned with the CBA's institutional image.
- Ensure comprehensive initial content, including foundational posts explaining the significance of Armenian commemorative coins and the purpose of the page.

2. Content Development Strategy

- Utilize the four established content pillars. Those are educational, informative, inspiring, and engaging—to structure regular postings.
- Prioritize visually appealing content, including infographics, photo essays, mini-documentaries, and interactive quizzes based on the audience's demonstrated preferences.

3. Community Engagement

- Foster interaction through interactive posts, regular polls, and live Q&A sessions featuring numismatic experts and historians.
- Encourage user-generated content by sharing collector stories, customer testimonials and feedback.

4. Advertising and Promotion

- Implement targeted advertising campaigns using Facebook's advertising tools, adopting cost-effective models such as CPC (Cost-Per-Click) or CPM (Cost-Per-Mille) to boost awareness and engagement.
- Evaluate initial engagement analytics to adjust and refine advertising strategies continuously.

5. Monitoring and Feedback

- Regularly monitor engagement metrics using Facebook Insights to assess the effectiveness of different content types and adjust accordingly.
- Set up a systematic feedback collection mechanism (for instance monthly surveys, feedback forms) to continuously adapt and enhance the content strategy based on user input.

6. Risk Management and Security Protocols

- Develop clear policies and training protocols to manage potential risks, including misinformation, reputation damage, and cybersecurity threats.
- Ensure all information about coin availability and purchasing processes is consistently accurate and up-to-date.

7. Resource Allocation and Team Structure

- Clearly define roles and responsibilities within the Public Relations Service, Numismatic Values Department, and additional support teams.
- Consider recruiting or assigning a dedicated digital marketing specialist or social media manager to ensure consistent page management and engagement.

By implementing these strategic recommendations, the CBA can optimize its Facebook presence, effectively promoting Armenian commemorative coins while significantly enhancing public understanding of their cultural and historical significance. This strategy will ensure long-term engagement, improved sales performance as well as a sustained increase in public interest in Armenia's numismatic heritage.

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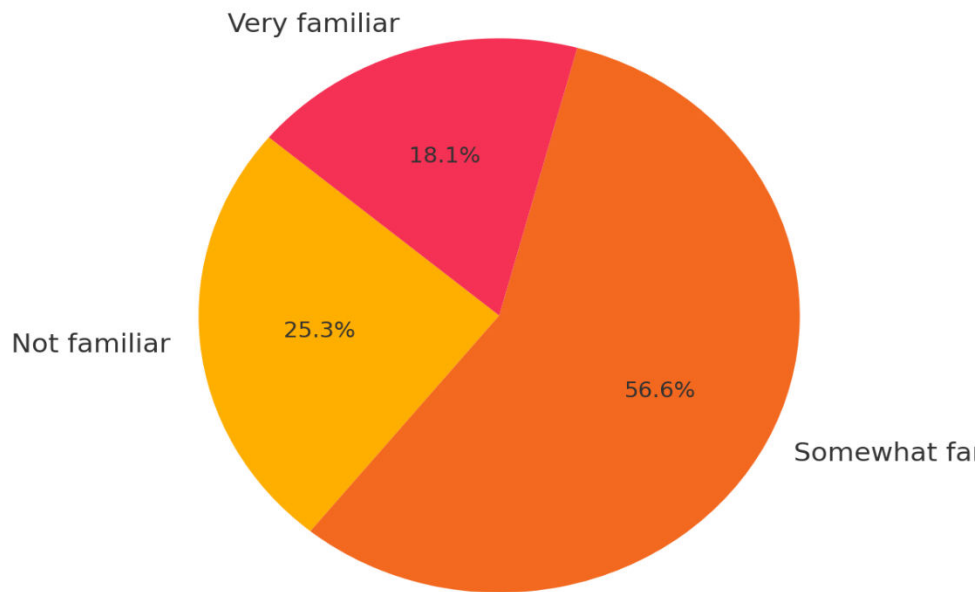
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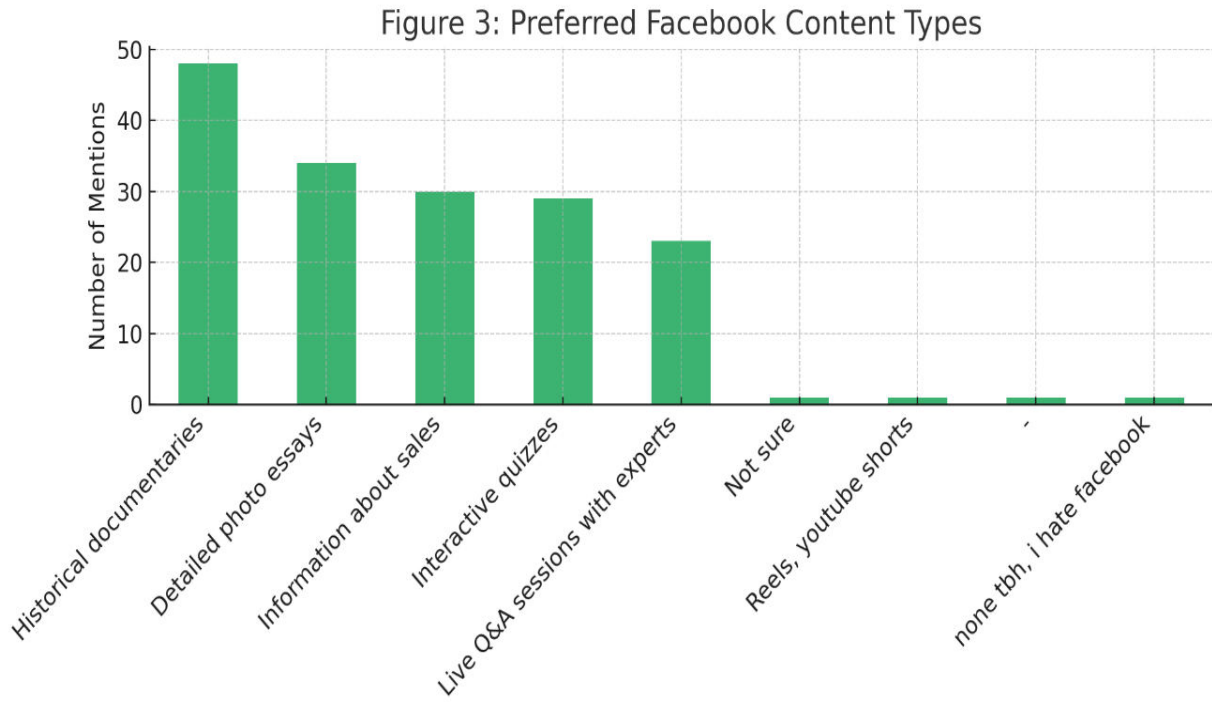
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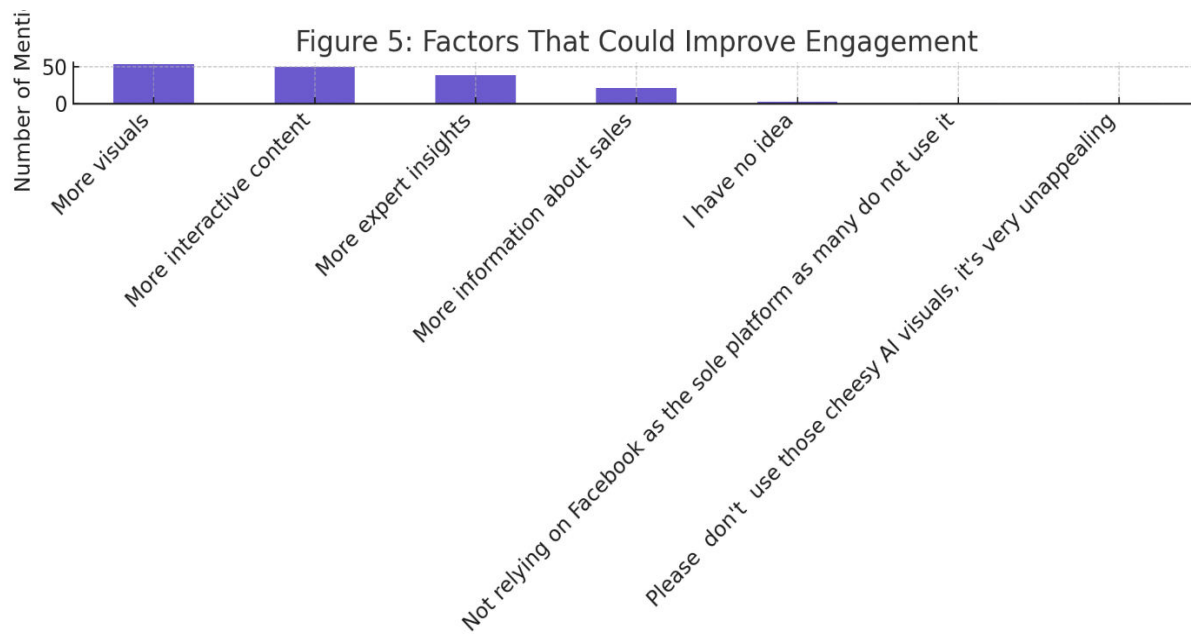
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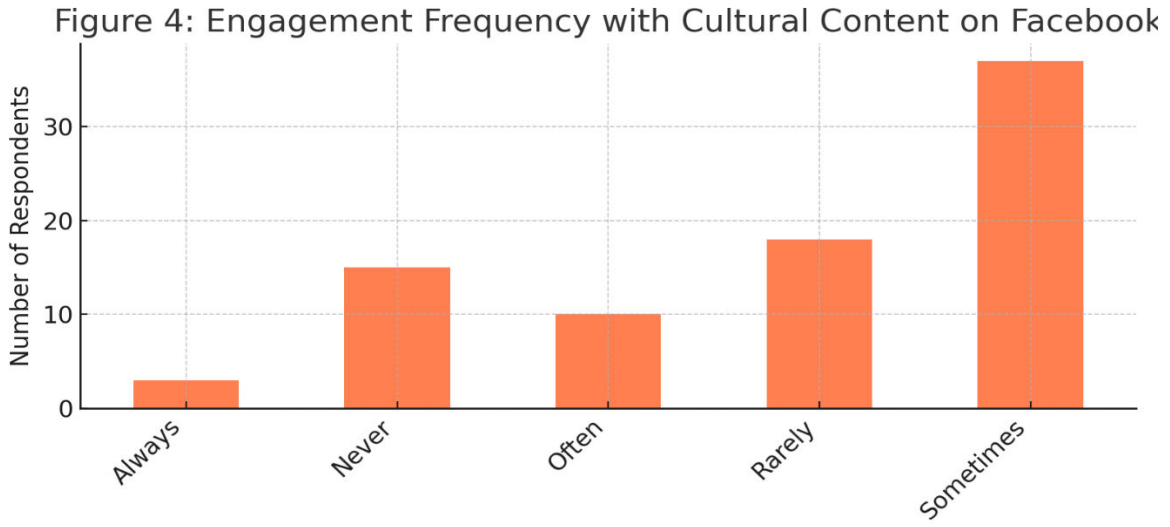
Appendix 1: *Figure 1: Awareness of CBA Commemorative Coins*

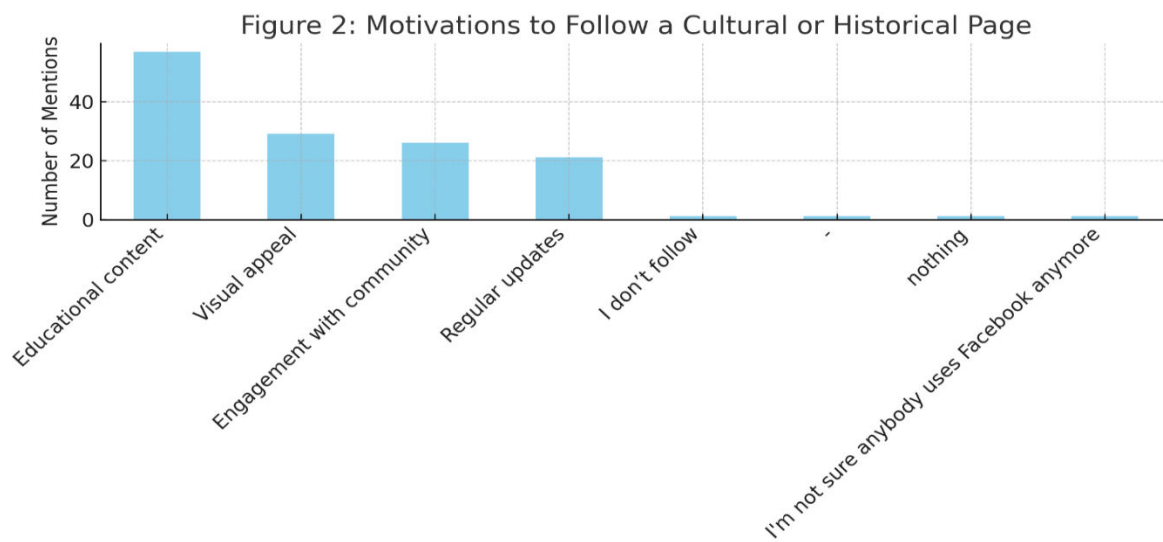
Figure 1: Awareness of CBA Commemorative Coins



Appendix 2: *Figure 3: Preferred Facebook Content Types*

Appendix 3: *Figure 5: Factors That Could Improve Engagement*

Appendix 4: *Figure 4: Engagement Frequency with Cultural Content on Facebook*

Appendix 5: *Figure 2: Motivations to Follow a Cultural or Historical Page*

Appendix 6: Interview Transcripts – Salesperson (Irina Mixaylovna)

Questions	Questions - EN	Answers
<p>Ձեր ամենօրյա աշխատանքային փորձից ելնելով՝ հաճախորդների գնման որոշումների վրա առավելապես ո՞ր գործոններն են ազդում՝ գին, դիզայն, թեմա, այլ (նշեք):</p>	<p>Based on your daily work experience, which factors most influence customers' purchasing decisions: price, design, theme, or other (please specify)?</p>	<p>Առավելապես ազդում է գնի գործոնը, հատկապես՝ եթե Դրամագետի առևտրային բանկերի ոսկու ձուլակտորների գնից ցածր են լինում:</p>
<p>Վերջին շրջանում նկատե՞լ եք ժողովրդագրական խմբերի կամ գնորդների հետաքրքրությունների փոփոխություն, և որո՞նք են այդ փոփոխությունները:</p>	<p>Have you noticed any changes in the demographic groups or interests of buyers recently? What are these changes?</p>	<p>Մինչև վերջին մի տարին գնորդներին ավելի շատ հետաքրքրում էր թեմատիկան, մեծամասնությունը՝ նումիզմատներ էին: Շատ Ազնավուրի հուշադրամի վաճառքի սոցցանցերում հայտարարություններից հետո գնորդների քանակը շատացավ, ովքեր ավելի շատ գնում են կապիտալի համար:</p>

<p>Հանախորդներն առավել հաճախ ի՞նչ հարցեր են տալիս, կամ ի՞նչ սխալ պատկերացումներ ունեն հուշադրամների վերաբերյալ:</p>	<p>What questions do customers most frequently ask, or what misconceptions do they have about commemorative coins?</p>	<p>Հաճախ հարցնում են հին հուշադրամների վերաթողարկման մասին, հատկապես՝ Տիգրան Մեծ, Անահիտ Աստվածուհի, սպառված այբուբենի տառերով, Արցախին վերաբերյալ հուշադրամների, հարցնում են ինչի են մեզ մոտ գները միշտ բարձրանում, բայց երբեք չեն իջնում, հարցնում են տարբեր քաշերի ներդրումային դրամների մի գրամի արժեքը, ինչի չունենք միջին գնի հուշադրամներ (120-200 հազար ՀՀ դրամի սահմանում): Միսալ պատկերացումներից ամենատարածվածը այն է, որ կարող են պատվիրել իրենց իսկ ուզած պատկերով կամ գրությամբ, որ հուշադրամների անընդհատ վերաթողարկվում են, պատկերացնում են, որ Մուր մասունքների խաչերով հուշադրամների մեջ տեղադրված են մասունքներ, զարմանում են ինչու</p>
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<p>Ի՞նչ նշանակություն ունի դրամների հետ կապված պատմական տեղեկությունների ներկայացումը հաճախորդների որոշումների վրա:</p>	<p>How important is presenting historical information about the coins to customers' decision-making process?</p>	<p>Այն հաճախորդները, որոնք այցելում են մեր վաճառասրահը առաջին անգամ, հարցեր տալով և լսելով պատմական տեղեկությունները, կողմնորոշվում են, որ ոլորտի մարդու համար որ հուշադրամը ընտրեն: Օրինակ՝ շատերը շրջանցում են «Բոստոնի լաբիրինթոս» հուշադրամը, մինչև չեն իմանում, որ լաբիրինթոսի</p>

		<p>ճարտարապետը հայ է, ու որ լաբիրինթոսը նվիրված է հայոց ցեղասպանությանը: Եթե հաճախորդը նախատեսում է գնել հուշադրամ Պարսկաստանի քաղաքացու համար, նա շրջանցում է Վարդան Մամիկոնյանին նվիրված հուշադրամը, ելնելով պատմական իրադարձություններից:</p>
<p>Facebook-ում ի՞նչ տեսակի բովանդակություն կամ ինտերակտիվ հնարավորություններ կարող են օգնել ավելացնել խանութի այցելուների և գնորդների քանակը:</p>	<p>What type of content or interactive features on Facebook could help increase the number of visitors and buyers to the store?</p>	<p>Ֆեյսբուքում կօգնեն ոչ միայն առկա վաճառվող արժեքների ներկայացումը, այլ նաև բոլոր թողարկումների իրենց պատմություններով, ստացած մրցանակներով: Կօգնի նաև գովազդը, որը հայտնվում է ֆիդում:</p>

Appendix 7: Interview Transcripts – Head of Numismatic Values Unit (Anna Adonts)

Questions	Questions - EN	Answers
<p>Ի՞նչ հիմնական չափանիշներ և թեմաներ են ընկած նոր հուշադրամների հիմքում, և ինչպե՞ս եք գնահատում դրանց հանրային հետաքրքրությունը:</p>	<p>What are the main criteria and themes that underpin new commemorative coins, and how do you assess their public interest?</p>	<p>Նոր հուշադրամների չափանիշների և թեմաների ընտրության հիմքում շարունակում են մնալ պետականության, մշակութային և պատմական իրադարձությունների կարևորությունը: Սակայն, 2024 թ.-ից մեծ կարևորություն է տրվել միջազգային շուկայում հայկական հուշադրամների էլ ավելի մրցունակ ներկայացնելը: Հավանաբար, 2025-2026 թթ.-ին կունենանք բոլորովին նոր, սովորականից տարբերվող հուշադրամներ, որոնք հագեցած կլինեն վերջին տեխնոլոգիական լուծումներով, նաև թեմատիկ առումով կլինեն հետաքրքիր առաջարկներ:</p>
<p>Ինչպե՞ս եք բալանսավորում առևտրային գործոնները</p>	<p>How do you balance the commercial</p>	<p>ՀՀ ԿԲ կողմից թողարկված հուշադրամները մեծ</p>

<p>հուշադրամների մշակութային և պատմական կարևորության հետ:</p>	<p>factors with the cultural and historical significance of the commemorative coins?</p>	<p>հետաքրքրություն են առաջացրել ոչ միայն դրամագետների և հավաքորդների շրջանակում, դրանք ձեռք են բերվում նաև ներդրումային, ներկայացուցչական նվերների, տարբեր առիթներով նվիրատվության նպատակով: Վերջին տարիներին մեր կողմից թողարկված հուշադրամների գրեթե բոլոր տեսակները սպառվել են շրջանառության մեջ մտնելուց մինչև մեկ տարի ժամանակահատվածում:</p>
<p>Կարո՞ղ եք ներկայացնել Ձեր իրականացրած ամենահաջողված դրամագիտական նախագիծը և նշել, թե որ գործոններն են առավել նպաստել դրա հանրաճանաչությանը:</p>	<p>Can you describe the most successful numismatic project you have carried out and identify the factors that most contributed to its popularity?</p>	<p>Ելնելով այն հանգամանքից, որ ես ներկայացնում եմ հուշադրամների սպառման բլոկը՝ «Հայկական գորգ» շարքի հուշադրամները համարում եմ ամենահաջողված նախագիծը:</p>

<p>Հուշադրամների նախագծման և թողարկման գործընթացում հիմնականում ի՞նչ դժվարություններ են առաջանում և ինչպե՞ս եք դրանք հաղթահարում:</p>	<p>What are the main challenges that arise during the design and issuance process of commemorative coins, and how do you overcome them?</p>	<p>Իմ կարծիքով հուշադրամների նախագծման և թողարկման գործընթացում ՀՀ ԿԲ-ի կողմից հաստատված և դրամահատարանին ներկայացված հուշադրամի դիզայնի ճիշտ պատկերումն է մետաղի վրա:</p>
<p>Ձեր կարծիքով՝ ինչպե՞ս կարող է մեր առաջիկա Facebook-յան էջը նպաստել հայկական հուշադրամների մասին հանրային տեղեկացվածության և ճանաչելության գործընթացին:</p>	<p>In your opinion, how can our upcoming Facebook page contribute to increasing public awareness and recognition of Armenian commemorative coins?</p>	<p>Առաջիկայում ստեղծվող Facebook-յան էջում պետք է ունենա մեծ հետևորդների քանակ: Դրան կնպաստի էջում նորությունների բարձր հաճախականությունը, ճշգրիտ տեղեկատվությունը, պատմական նյութերի հրապարակումը, թեստային և խաղային լուծումները և տրված հարցերին արագ պատասխանելը:</p>
<p>Ի՞նչ տեսակի սոցիալական մեդիա գործիքներ կառաջարկեիք ներառել</p>	<p>What type of social media tools would you recommend</p>	<p></p>

<p>Facebook-ում՝ հուշադրամների արժեքն ու նշանակությունը հանրությանը լավագույնս ներկայացնելու համար:</p>	<p>incorporating on Facebook to best present the value and significance of the coins to the public?</p>	
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Appendix 8: Interview Transcripts – Director of the Department (Arman Potikyan)

Questions	Questions - EN	Answers	Answers - EN
<p>Չեր տեսանկյունից՝ ինչպե՞ս են հուշադրամները նպաստում ՀՀ Կենտրոնական բանկի լայն ռազմավարական նպատակներին, ինչպես նաև Հայաստանի միջազգային իմիջի ամրապնդմանը:</p>	<p>What are your suggestions for how commemorative coins contribute to the broader goals of the Central Bank of Armenia, as well as the strategic goals of Armenia’s international image?</p>	<p>Կապ չունի ՀՀ ԿԲ ռազմավարության հետ, եթե նպատակ կա պետական մակարդակով բարձրացնել հուշադրամային հարցերը, օրինակ՝ ցեղասպանության հարցը, կարելի է դա անել հուշադրամի հատման միջոցով (միջազգային ներկայացուցչներին նվիրատվություն անելով):</p>	<p>It has nothing to do with the strategy of the Central Bank of Armenia, if there is a goal to raise commemorative issues at the state level, for example, the issue of genocide, this can be done through the minting of a commemorative coin (by donating to international representatives).</p>
<p>Կարո՞ղ եք կիսվել հուշադրամների հաջողված</p>	<p>Can you share examples of successful</p>	<p>Ազնավուրն է հաջողված, քանի որ Հայաստանի</p>	<p>Aznavour is successful, since he is a symbol of</p>

<p>նախաձեռնությունների օրինակներով և բացատրել դրանց ներդրումը Հայաստանում գրագիտության և մշակութային ներգրավվածության մեջ:</p>	<p>commemorative coin initiatives and explain their contribution to literacy and cultural engagement in Armenia?</p>	<p>խորհրդանիշն է թե՛ Հայաստանում, թե՛ Հայաստանից դուրս (secondary market-ում մի քանի անգամ թանկ է վաճառվում), հայկական այբուբենը, այն հուշադրամները, որոնք վերաբերում են եկեղեցական թեմաներին:</p>	<p>Armenia both in Armenia and outside of Armenia (it is sold several times more expensive in the secondary market), the Armenian alphabet, those commemorative coins that relate to church themes.</p>
<p>Ապագայում ի՞նչ նորարարություններ կամ փոփոխություններ եք նախատեսում իրականացնել Հայաստանի դրամագիտական ծրագրերի ազդեցությունն</p>	<p>What innovations or changes do you plan to implement in the future to expand the impact and visibility of Armenia’s numismatic programs?</p>	<p>Ազգային տոներ, եկեղեցական տոների վերաբերյալ թեմաներ, պատմական դռներ թեմաներն են նախատեսվում հանրային գրագիտությունը բարձրացնելու տարբեր</p>	<p>National holidays, topics related to church holidays, historical doors are planned to increase public literacy through various art and religious holidays.</p>

ու հանրաճանաչությունը ընդլայնելու նպատակով:		արվեստի և կրոնական տոների միջոցով:	
Ձեր կարծիքով շուտով գործարկվող Facebook-յան դրամագիտական արժեքներին նվիրված էջը ի՞նչ դեր կարող է ունենալ հուշադրամների վերաբերյալ հանրային հետաքրքրության և գրագիտության բարելավման գործում:	How can your soon-to-be- launched Facebook page dedicated to numismatic values contribute to public interest in commemorative coins and improve literacy?	Քանի որ ՖԲ-ն Հայաստանում շատ տարածված է և ՖԲ-ն հանրային իրազեկությունը տարածելու շատ լավ միջոց է: Հուշադրամների մասին ինֆոն հասանելի կդարձնի ոչ մասնագիտական գիտելիքներ ունեցող օգտատերերի համար:	Since FB is very popular in Armenia and FB is a very good way to spread public awareness. It will make information about commemorative coins available to users with non- professional knowledge.
Ի՞նչ ռազմավարություն կամ թվային արշավների կառաջարկեիք ներառել Facebook-ի էջում՝ Հայաստանի	What strategies or digital campaigns will be proposed on the Facebook page to effectively	Կարծում եմ՝ պետք է պատասխանատու մարքեթինգի մասնագետ:	I think a responsible marketing specialist is needed.

դրամագիտական ժառանգությունը արդյունավետ կերպով ներկայացնելու համար:	present Armenia's numismatic heritage?		
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Appendix 9: Interview Transcripts – Secondary Market Reseller (Anonymous)

Questions	Questions - EN	Answers	Answers - EN
<p>Որ հատկանիշներն են, ըստ Ձեզ, ամենամեծ ազդեցությունն ունենում հուշադրամների արժեքի վրա երկրորդային շուկայում:</p>	<p>What characteristics do you think have the greatest impact on the value of commemorative coins in the secondary market?</p>	<p>Ինձ համար ամենակարևոր գործոնը դրամի թեմատիկ աշխարհն է, հատկապես երբ այն նվիրված է հանրահայտ և սիրված մարդուն, օրինակ՝ Շառլ Ազնավուրին: Նման դրամները սովորաբար ավելի մեծ հետաքրքրություն են առաջացնում: Բացի այդ, երբ Կենտրոնական բանկի պաշտոնական խանութում նման դրամներն արագ սպառվում են՝ սահմանափակ քանակով թողարկվելու պատճառով, հաճախորդները սկսում</p>	<p>For me, the most important factor is the thematic world of the coin, especially when it is dedicated to a famous and beloved person, for example, Charles Aznavour. Such coins usually arouse greater interest. In addition, when such coins are quickly sold out in the official store of the Central Bank due to the limited number of coins issued, customers begin to contact us as resellers, which</p>

		են դիմել մեզ՝ որպես վերավաճառողների, ինչը բարձրացնում է պահանջարկն ու արժեքը երկրորդային շուկայում:	increases demand and value in the secondary market.
Վերջին շրջանում նկատե՞լ եք գովազդային արշավներ Կենտրոնական բանկի կամ նումիզմատիկ խանութների կողմից, որոնք դրական ազդեցություն են թողել դրամների պահանջարկի կամ արժեքի վրա:	Have you noticed any recent advertising campaigns by the Central Bank or numismatic stores that have had a positive impact on the demand or value of coins?	Այո, հիմնականում այն ժամանակ, երբ թողարկվում է նոր հուշադրամ՝ հանրահայտ մարդու պատկերով կամ սահմանափակ քանակով: Երբ պաշտոնական խանութը հայտարարում է այդ դրամի մասին և այն արագ սպառվում է, դա անմիջապես բարձրացնում է պահանջարկը երկրորդային շուկայում՝ ավելացնելով գնորդների հոսքը մեր կողմ:	Yes, mainly when a new commemorative coin is issued with the image of a famous person or in a limited number. When the official store announces this coin and it is quickly sold out, this immediately increases demand in the secondary market, increasing the flow of buyers to us.

<p>Ի՞նչ խորհուրդներ կտաք հավաքորդներին, ովքեր ցանկանում են երկարաժամկետ ներդրում անել հայկական հուշադրամներում:</p>	<p>What advice would you give to collectors who want to make a long-term investment in Armenian commemorative coins?</p>	<p>Սովորաբար խորհուրդ եմ տալիս նախընտրել դրամներ, որոնք նվիրված են հանրաճանաչ անհատներին, քանի որ նման դրամները երկար ժամանակ պահանջված են մնում: Բացի այդ, խորհուրդ եմ տալիս ուշադրություն դարձնել փոքր քանակով թողարկված դրամներին, քանի որ ժամանակի ընթացքում դրանք դժվար է գտնել, և դրանց արժեքը բարձրանում է: Կարևոր է նաև պահպանել դրամների մաքրությունը. թեև դա ուղղակիորեն չի բարձրացնում գինը, բայց լավ պահպանված դրամները միշտ</p>	<p>I usually recommend choosing coins dedicated to famous individuals, since such coins remain in demand for a long time. In addition, I recommend paying attention to coins issued in small quantities, since over time they are difficult to find, and their value increases. It is also important to maintain the purity of the coins. Although it doesn't directly increase the price, well-preserved coins are always</p>
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		նախընտրելի են գնորդների համար:	preferable for buyers.
Ձեր կարծիքով՝ ինչպես կարող է նոր ստեղծվելիք Facebook էջը դրական ազդեցություն ունենալ հայկական հուշադրամների երկրորդային շուկայի վրա:	How do you think the newly created Facebook page can have a positive impact on the secondary market for Armenian commemorative coins?	Եթե Facebook էջում ընդգծվեն հանրահայտ անհատներին նվիրված դրամները և նշվի դրանց սահմանափակ հասանելիությունը, դա կօգնի, որ ավելի շատ մարդիկ տեղեկանան դրանց մասին: Երբ այդ դրամներն ավարտվում են պաշտոնական խանութում, մարդիկ սկսում են փնտրել մեզ նման վերավաճառողներին:	Highlighting coins dedicated to famous individuals on the Facebook page and noting their limited availability will help more people learn about them. When these coins run out of official stores, people will start looking for resellers like us.
Ի՞նչ տեսակի բովանդակություն կամ համայնքային	What type of content or community	Օգուտ կտա, եթե էջում պարզ ներկայացվի յուրաքանչյուր	It would be beneficial if the page clearly presented the

<p>ներգրավվածություն կցանկանայիք տեսնել Facebook էջում, որը կաշակցեր հավաքորդներին և վերավաճառողներին երկրորդային շուկայում:</p>	<p>engagement would you like to see on the Facebook page that would support collectors and resellers in the secondary market?</p>	<p>հուշադրամի թեման, հատկապես՝ հանրաճանաչ անձանց պատկերները, և շեշտվի դրամի սահմանափակ քանակով թողարկումը: Բացի այդ, եթե էջը տրամադրի թարմացումներ այն մասին, թե երբ են դրամները մոտենում սպառմանը պաշտոնական խանութներում, դա կիրթանի հավաքորդներին դիմել վերավաճառողներին, ինչպիսին ես եմ:</p>	<p>theme of each commemorative coin, especially the images of famous people, and emphasized the limited edition of the coin. Additionally, if the page provided updates about when coins are about to run out of official stores, it would encourage collectors to contact resellers like me.</p>
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Numismatist store survey

Translation

1. Please indicate your age:

18-24

25-34

35-44

45-54

55+

2. Please indicate your gender:

Male

Female

3. Please indicate your educational level:

Secondary or High School

Vocational training

Bachelor's degree

Master's degree

Postgraduate or higher

Prefer not to answer

4. In which sector are you currently employed?

Education

Finance

Healthcare

Retail and Trade

Construction

Technology

Accounting

Marketing and Advertising

Prefer not to answer

Other (please specify)

5. In which country do you currently reside?

Armenia

Russia

USA

Lebanon

China

6. If in Armenia, in which city do you reside?

Yerevan

Gyumri

Vanadzor

Abovyan

Goris

Ararat

Yeghegnadzor

Tsaghkadzor

Artashat

Ashtarak

Other (please specify)

7. What motivates you to purchase commemorative coins? Select all that apply.

Investment, collecting

Gift

Educational purposes

Other (please specify)

8. **If you purchase commemorative coins as gifts, who usually receives them? Select all that apply.**

Family members

Friends

Colleagues

Foreign delegations

Clients

Other (please specify)

9. **How often do you buy commemorative coins for investment purposes?**

Never

Rarely

Occasionally

Frequently

Always

10. **What factors influence your decision to buy commemorative coins as gifts? Select all that apply.**

Historical significance

Visual appeal

Recipient's interest in numismatics

Unique features (e.g., limited editions)

Price

Other (please specify)

11. If collecting is your purchasing motivation, what themes or features do you seek in commemorative coins?

Historical events

Famous personalities

Architectural monuments

Nature

Other (please specify)

12. How do you usually learn about new commemorative coins? Select all that apply.

Social media

News

Coin collector communities

Coin sales in other places (e.g., Gold market)

Recommendations from acquaintances

Other (please specify)

13. What improvements or changes would encourage you to buy more commemorative coins from the numismatist? Select all that apply.

Variety of coin offerings

Improved customer service

Educational information about coins

Other (please specify)

14. How often do you encounter and explore historical and cultural posts on Facebook?

Never

Rarely

Occasionally

Frequently

Always

15. What motivates you to follow cultural or historical pages on Facebook? Select all that apply.

Educational content

Regular updates

Community engagement

Visually appealing posts

Other (please specify)

16. What type of content would you prefer to see on a Facebook page dedicated to Armenian commemorative coins? Select all that apply.

Historical documentary videos

Interactive quizzes

Interesting facts accompanied by images

Live Q&A sessions with experts

Other (please specify)

17. How likely are you to share information about Armenian commemorative coins on your social networks?

Very unlikely

Unlikely

Neutral

Likely

Very likely

Original text

1. Նշեք ձեր տարիքը:

18-24

25-34

35-44

45-54

55+

2. Նշեք ձեր սեռը:

Արական

Իգական

3. Նշեք ձեր կրթության մակարդակը:

Միջնակարգ կամ ավագ դպրոց

Մասնագիտական վերապատրաստում

Բակալավրիատ

Մագիստրատուրա

Ասպիրանտուրա կամ ավելի բարձր

Նախընտրում եմ չպատասխանել

4. Ո՞ր ոլորտում եք այժմ աշխատում:

Կրթություն

Ֆինանսներ

Առողջապահություն

Առք ու վաճառք

Շինարարություն

Տեխնոլոգիա

Հաշվապահություն

Մարքեթինգ և գովազդ

Նախընտրում եմ չպատասխանել

Այլ(նշեք)

5. Ո՞ր երկրում եք ներկայումս բնակվում:

Հայաստան

Ռուսաստան

ԱՄՆ

Լիբանան

Զինաստան

6. Եթե Հայաստանում, ո՞ր քաղաքում եք բնակվում:

Երևան

Գյումրի

Վանաձոր

Արովյան

Գորիս

Արարատ
 Եղեգնաձոր
 Ծաղկաձոր
 Արտաշատ
 Աշտարակ
 Այլ(նշեք)

7. Ի՞նչն է ձեզ մոտիվացնում ձեռք բերել հուշադրամներ: Ընտրեք մեկից ավել պատասխան:

Ներդրում, հավաքագրում
 Նվեր
 Կրթական նպատակներ
 Այլ (նշեք)

8. Եթե հուշադրամները գնում եք որպես նվեր, ո՞վ է սովորաբար ստացողը: Ընտրեք մեկից ավել պատասխան:

Ընտանիքի անդամներ
 Ընկերներ
 Գործընկերներ
 Օտարերկրյա պատվիրակություններ
 Հաճախորդներ
 Այլ (նշեք)

9. Որքա՞ն հաճախ եք գնում հուշադրամները ներդրումային նպատակով:

Երբեք
 Հազվադեպ

Երբեմն

Հաճախ

Միշտ

10. Ո՞ր գործոններ են ազդում հուշադրամն որպես նվեր գնելու ձեր որոշման վրա:

Ընտրեք մեկից ավել պատասխան:

Մետաղադրամի պատմական նշանակությունը

Վիզուալ գրավչություն

Ստացողի հետաքրքրությունը դրամագիտության նկատմամբ

Եզակի առանձնահատկություններ (օրինակ՝ սահմանափակ հրատարակություն)

Գին

Այլ (նշեք)

11. Եթե գնման նպատակը հավաքորդումն է, ի՞նչ թեմաներ կամ հատկանիշներ եք փնտրում հուշադրամներում:

Պատմական իրադարձություններ

Հայտնի անձնավորություններ

Ճարտարապետական հուշարձաններ

Բնություն

Այլ(նշեք):

12. Ինչպե՞ս եք սովորաբար տեղեկանում հասանելի նոր հուշադրամների մասին:

Ընտրեք մեկից ավել պատասխան:

Սոցիալական մեդիա

Նորություններ

Հուշադրամների հավաքորդման համայնքներ

Հուշադրամների վաճառք այլ վայրերում(օր.՝ Ոսկու շուկա)

Ծանոթների խորհրդով

Այլ (նշեք)

13. Ի՞նչ բարելավումներ կամ փոփոխություններ կնպաստեն ձեր որոշմանը էլ ավելի շատ հուշադրամներ գնել դրամագետից: Ընտրեք մեկից ավել պատասխան:

Մետաղադրամների առաջարկների բազմազանություն

Բարելավված սպասարկում

Կրթական տեղեկատվություն մետաղադրամների վերաբերյալ

Այլ (նշեք)

14. Որքա՞ն հաճախ եք հանդիպում և ուսումնասիրում պատմական և մշակութային հրապարակումներ Facebook-ում:

Երբեք

Հազվադեպ

Երբեմն

Հաճախ

Միշտ

15. Ի՞նչն է ձեզ դրդում հետևել Ֆեյսբուքի մշակութային կամ պատմական էջերին:

Ընտրեք մեկից ավել պատասխան:

Կրթական բովանդակություն

Կանոնավոր թարմացումներ

Համայնքի ներգրավվածություն

Վիզուալ գեղեցիկ հրապարակումներ

Այլ (նշեք)

16. Ինչպիսի՞ բովանդակություն կնախընտրեիք տեսնել հայկական

հուշադրամներին նվիրված ֆեյսբուքյան էջում: Ընտրեք մեկից ավել պատասխան:

Պատմական վավերագրական տեսանյութեր

Ինտերակտիվ վիկտորինաներ

Նկարներով զուգակցված հետաքրքիր տեղեկատվություններ

Ուղիղ եթերով հարցուպատասխան փորձագետների հետ

Այլ (նշեք)

17. Որքա՞ն է հավանականությունը, որ կկիսվեք հայկական հուշադրամների մասին

տեղեկություններով ձեր սոցիալական ցանցերում:

Շատ քիչ հավանական

Քիչ հավանական

Չեզոք

Հավանական

Շատ հավանական