

**A PROJECT REPORT ON**

**STUDY ON THE ROLE OF SOCIAL MEDIA MARKETING IN  
LOCAL, SMALL AND ONLINE BUSINESSES**

**SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENT  
FOR THE AWARD OF THE DEGREE OF BACHELOR OF  
MANGEMENT STUDIES**

**SUBMITTED BY**

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**PROJECT GUIDE**

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**SUBMITTED TO**

**THE UNIVERSITY OF MUMBAI**

**ACADEMIC YEAR**

**2021 - 2022**

**DECLARATION BY LEARNER**

I the undersigned Mr Manoj kunjumon hereby, declare that the work embodied in this project work titled **“study on role of social media marketing in local, small and online businesses”**, forms my own contribution to the research work carried out under the guidance of Mrs. Bhoomi Rathod is a result of my own research work and has not been previously submitted to any other university for any other Degree/Diploma to this or any other university.

Whenever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I, hereby further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

---

Manoj Kunjumon

Name and Signature of the Learner

Date:

Place: Mumbai

## **CERTIFICATE**

This is to certify that Mr. Manoj Kunjumon has worked and duly completed his Project Work for the degree of Bachelor of Management Studies under the faculty of Commerce in the subject of Marketing and his project is entitled “study on role of social media marketing in local, small and online businesses” under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University. It is his own work and facts reported by his personal findings and investigations.

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Mrs Bhoomi Rathod  
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Dr. Zuleika Homavazir  
(SFC Co-ordinator)

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Principal

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Date of Submission: 10/02/2022

Place: Mumbai

## **LETTER OF ACKNOWLEDGEMENT**

To list who all have helped me is difficult because they are so numerous and the depth is so enormous.

I would like to acknowledge the following as being idealistic channels and fresh dimensions in the completion of this project.

I take this opportunity to thank the University of Mumbai for giving me the opportunity to carry out this project.

I would like to thank my Principal, Dr. Anna Nikalje for providing the necessary facilities required for completion of this project.

I take this opportunity to thank our SFC coordinator, Dr. Zuleika Homavazir, for her moral support and guidance.

I take this opportunity to thank our SFC Coordinator, Mrs Bhoomi Rathod, for her moral support and guidance.

Lastly, I would like to thank each and every person who has directly or indirectly helped me in the completion of the project especially my Parents and Peers who supported me throughout my project.

## **EXECUTIVE SUMMARY**

Social Media Marketing is very important and it is among the most successful tool and technique in the field of every type of advertising. It is already known that how various marketing tools and techniques can be increased number of selling articles is the main aim of every businessman. No doubt it can raise the profit of a various company's exponent. The main aim of this study is to examine aimed to examine how social media marketing will affect the final consumer behaviour among person who mostly use social media websites and also to find out the forecasted relationships among various social media marketing activities, customer activities and behaviour of the consumer The implementation of Social Media websites is emerging continuously to give the satisfaction of the social needs of websites users, at the mean while time it has also increased the opportunities for corporate to advertised their products and services in a personalized way. The past record shows that social media has contributed significantly in changing the thinking of customers in buying process. Organizations can't under estimate the growing importance of social Networking sites with reference to consumer behaviour and how its effecting to consumer behaviour. The social media have changed the power structure at the place of the where good sold and purchased online. It describes their attitude and possible role playing as part of company marketing planning and identifies different way of managing them as marketing tools and technique. A passive focus is on the social media how it changing the mind of the consumer behaviour whereas the active focus is using the social media marketing as direct marketing and as tools of personalizing goods. In the modern era the using of social websites using by all consumers has mostly increased and usages of Social Networking Websites has extensively affected on these consumers in various ways. To understand this, we can see that how internet has made amazing contribution to the changing life style on account of its abundance and diversity of information. Internet and Electronic Marketing adoption and showing that electronic marketing adoption or rejection is based on rational consumer behaviour.

The chapters in the project are as follows:

**Chapter 1:** It is the Research Methodology that is the Types of Research adopted & the Sources of Data collected.

**Chapter 2:** It is an introduction to social media marketing. It elaborates the different types of online marketing, about why businesses should use social media marketing, pros and cons and the impact on sales and consumers.

**Chapter 3:** This chapter contains a brief overview of the whole project.

**Chapter 4:** This chapter reviews research papers and blogs that talk about the role of social media marketing in businesses.

**Chapter 5:** This chapter includes the hypothesis for this project.

**Chapter 6:** This chapter contains information about the sample size of the survey that was conducted for the purpose of this study.

**Chapter 7:** The interpretation and analysis of the data that has been collected in the form of pie charts and graphs.

**Chapter 8:** The key learnings or findings from the study have been included in this chapter.

**Chapter 9:** In this chapter which is the Bibliography, it provides all the sources from where the data used in this project has been sourced.

**Chapter 10:** This is the final chapter of the project which includes the questionnaire used for the survey.

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## **RESEARCH METHODOLOGY**



Methodology is a relative framework of a research, a clear and rational arrangement built on opinions, principles, and morals, that directs the selections scholars make.

It includes the hypothetical study of approaches and values related with a division of data such that the practices active from opposing corrections differ dependent on their past development. This creates a range of methodologies that stretch across opposing sympathies of how information and realism are best unspoken. This positions practices within main viewpoints and methods.

Methodology may be imagined as a range from a mainly measurable approach towards a mostly qualitative approach. Although a methodology may conservatively sit exactly within one of these methods, scholars may blend tactics in responding their research aims and so have practices that are multimethod and/or interdisciplinary. Research Methodology required for this research study are into sub sections: **Objectives of the report, Design of the Research, Data and its sources.**



## **OBJECTIVES OF THE CHAPTER:**

- Introduction to Research
- Research Design & its Types
- Objectives of the Research
- Sources of Data

## **METHOD OF STUDY**

A convenience and judgemental sampling technique was used.

### **➤ Introduction to Research**

Research is often referred to as scientific inquiry into a specific problem or situation. This is because the search for facts needs to be undertaken systematically and not arbitrarily. The Systematic approach to research enables the research to search for facts in a rational manner and to arrive at logical conclusions whereas the arbitrary approach attempts to find solutions to problems based on one's belief and imagination.

Webster's dictionary States research is a careful critical enquiry and examination in seeking facts are principles diligent investigation in order to ascertain something.

### **➤ Research design and its types**

Research design is the framework of research methods and techniques chosen by a researcher. The design allows researchers to hone in on research methods that are suitable for the subject matter and set their studies up for success.

The types of research design are as follows: -

### **1. Descriptive research design:**

In a descriptive design, a researcher is solely interested in describing the situation or case under their research study. It is a theory-based design method which is created by gathering, analysing, and presenting collected data. This allows a researcher to provide insights into the why and how of research. Descriptive design helps others better understand the need for the research. If the problem statement is not clear, you can conduct exploratory research.

### **2. Experimental research design:**

Experimental research establishes a relationship between the cause and effect of a situation. It is a causal design where one observes the impact caused by the independent variable on the dependent variable. For example, one monitors the influence of an independent variable such as a price on a dependent variable such as customer satisfaction or brand loyalty. It is a highly practical research method as it contributes to solving a problem at hand.

The independent variables are manipulated to monitor the change it has on the dependent variable. It is often used in social sciences to observe human behaviour by analysing two groups.

Researchers can have participants change their actions and study how the people around them react to gain a better understanding of social psychology.

### **3. Correlational research design:**

Correlational research is a non-experimental research technique that helps researchers establish a relationship between two closely connected variables. This type of research requires two different groups. There is no assumption while evaluating a relationship between two different variables, and statistical analysis techniques calculate the relationship between them. A correlation coefficient determines the correlation between two variables, whose value ranges between -1 and +1. If the correlation coefficient is towards +1, it indicates a positive relationship between the variables and -1 means a negative relationship between the two variables.

### **4. Diagnostic research design:**

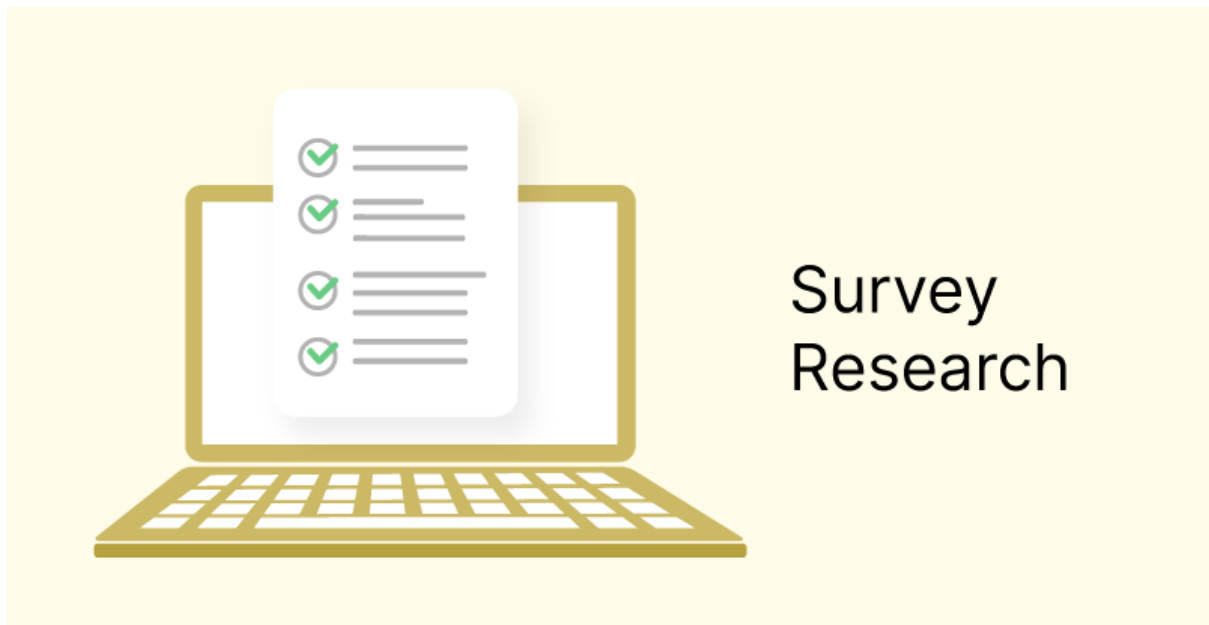
In diagnostic design, the researcher is looking to evaluate the underlying cause of a specific topic or phenomenon. This method helps one learn more about the factors that create troublesome situations. This design has three parts of the research: · Inception, diagnosis and solution of the issue.

### **5. Explanatory research design:**

Explanatory design uses a researcher's ideas and thoughts on a subject to further explore their theories. The research explains unexplored aspects of a subject and details about what, how, and why of research questions.

## **SURVEY RESEARCH**

Survey Research is a Quantitative method for assembling data from large groups of respondents by enquiring several survey questions. This study type includes the staffing of persons, gathering, and study of data. It's valuable for scholars who aim at interactive new features or trends to their respondents. Survey Study is well-defined as the procedure of showing research using reviews that investigators send to review respondents. The data collected from reviews is then statistically analysed to draw expressive research assumptions.





### **● Objectives of the research**

This research seeks to accomplish the following objectives. The main purpose of research is to discover answers to the meaningful questions through scientific procedures and systematic attempts. The hidden truths which are not discovered yet can easily come to light by research.

The main objectives of Research are:

- To study the impact of social media marketing in businesses.
- To study the impact on Sales and Consumers in Businesses with the use of Social Media Marketing.
- To study the increase in Brand awareness because of the use of social media marketing in businesses



## ► Sources of Data

## 1. Primary Data

Primary data is the information that is composed for the primary period through individual knowledges or indication, mainly for research. It is also defined as raw data or first-hand information. The mode of collecting the information is costly, as the analysis is done by an agency or an exterior organisation, and needs human resources and investment. The investigator manages and controls the data collection process directly.

The primary data for this research was collected through a Questionnaire method.

A survey was conducted among respondents to gain the essential information for the survey.

## **2. Secondary Data**

Secondary data is a second-hand data that is already collected and recorded by some researchers for their purpose, and not for the current research problem. It is accessible in the form of data collected from different sources such as government publications, censuses, internal records of the organisation, books, journal articles, websites and reports, etc.

Secondary Data was gained from various Research Journals, Published Research papers, Published Books, Blogs and Online Portals.

## **INTRODUCTION**

**Marketing** is the process of exploring, creating, and delivering value to meet the needs of a target market in terms of goods and services. Webster's dictionary defines marketing as the process or technique of promoting, selling, and distributing a product or service.

potentially including selection of a target audience; selection of certain attributes or themes to emphasize in advertising. operation of advertising campaigns; attendance at trade shows and public events. design of products and packaging attractive to buyers. defining the terms of sale, such as price, discounts, warranty, and return policy. product placement in media or with people believed to influence the buying habits of others; agreements with retailers, wholesale distributors, or resellers, and attempts to create awareness of, loyalty to, and positive feelings about a brand. Marketing as a discipline involves all the actions a company undertakes to draw in customers and maintain relationships with them. Networking with potential or past clients is part of the work too, and may include writing thank you emails, playing golf with prospective clients, returning calls and emails quickly, and meeting with clients for coffee or a meal. At its most basic level, marketing seeks to match a company's products and services to customers who want access to those products. Matching products to customers ultimately ensure profitability. Product, price, place, and promotion are the Four Ps of marketing. The Four Ps collectively make up the essential mix a company needs to market a product or service.

### **PRODUCT**

Product refers to an item or items the business plans to offer to customers. The product should seek to fulfil an absence in the market, or fulfil consumer demand for a greater amount of a product already available.

### **PRICE**

Price refers to how much the company will sell the product for. When establishing a price, companies must consider the unit cost price, marketing costs, and distribution expenses.

## **PLACE**

Place refers to the distribution of the product. Key considerations include whether the company will sell the product through a physical storefront, online, or through both distribution channels.

## **PROMOTION**

Promotion, the fourth P, is the integrated marketing communications campaign. Promotion includes a variety of activities such as advertising, selling, sales promotions, public relations, direct marketing, sponsorship, and guerrilla marketing.

## **TYPES OF MARKETING:**

**INTERNET MARKETING:** Internet marketing refers to the strategies used to market products and services online and through other digital means. These can include a variety of online platforms, tools, and content delivery systems, such as: Website content and design. Email marketing. Social media.

**SEARCH ENGINE OPTIMIZATION:** SEO stands for “search engine optimization.” In simple terms, it means the process of improving your site to increase its visibility when people search for products or services related to your business in Google, Bing, and other search engines. The better visibility your pages have in search results, the more likely you are to garner attention and attract prospective and existing customers to your business.

**BLOG MARKETING:** Blog Marketing is a content marketing strategy. The marketing strategy uses blogs to address potential customers directly and individually, thus achieving customer loyalty for their own brand. This type of marketing uses viral marketing methods in which an interest group is built based on a blog.

**SOCIAL MEDIA MARKETING:** Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analysing your results, and running social media advertisements.



**PRINT MARKETING:** Print marketing is a form of advertising that uses printed media, such as magazines, brochures, business cards, banners, direct mail postcards, or catalogues. Before digital marketing ever existed, print marketing ruled the advertising industry. It's the original form of marketing, and it hasn't lost its effectiveness.



### **Online Marketing**

Online marketing is the practice of leveraging web-based channels to spread a message about a company's brand, products, or services to its potential customers. The methods and techniques used for online marketing include email, social media, display advertising, search engine optimization (SEO), Google AdWords and more. The objective of marketing is to reach potential customers through the channels where they spend their time reading, searching, shopping and socializing online.

Widespread adoption of the internet for business and personal use has generated new channels for advertising and marketing engagement, including those mentioned above. There are also many benefits and challenges inherent to online marketing, which uses primarily digital mediums to attract, engage and convert virtual visitors to customers. Online marketing differs from traditional marketing, which has historically included mediums like print, billboard, television and radio advertisements.

Before online marketing channels emerged, the cost to market products or services was often prohibitively expensive, and traditionally difficult to measure. Think of national TV ad campaigns, which are measured through consumer focus groups to determine levels of brand awareness. These methods are traditionally not well-suited for controlled experimentation. Today, anyone with an online business (as well as most

offline businesses) can participate in online marketing by creating a website and building customer acquisition campaigns at little to no cost. Those marketing products and services also have the ability to experiment with optimization to fine-tune their campaigns' efficiency and ROI.

### **Online Marketing tools**

Email marketing, social media marketing, Search engine optimization (SEO), Display advertising like LinkedIn ads or Google Display Network, Search engine marketing (SEM), Online events & webinars, A/B testing & website optimization, Content marketing, Video marketing, Marketing analytics like Google Analytics, Marketing automation, Customer relationship management (CRM), Content management system (CMS), Pay-per-click (PPC) advertising like Google Ads, Affiliate marketing

### **Social Media Marketing**

**Social media marketing** is the use of social media platforms and websites to promote a product or service. Although the terms **e-marketing** and **digital marketing** are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built-in data analytics tools, enabling companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public.

On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope and the establishment of a firm's desired social media "culture" and "tone."

Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. People discover, learn about, follow, and shop from brands on social media, so if you're not on platforms like Facebook, Instagram, and LinkedIn, you're missing out! Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales. Social media marketing requires an evolving strategy with measurable goals and includes Maintaining and optimizing your profiles, posting pictures, videos, stories, and live videos that represent your brand and attract a relevant audience. Responding to comments, shares, and likes and monitoring your reputation. Following and engaging

with followers, customers, and influencers to build a community around your brand. Social media marketing also includes paid social media advertising, where you can pay to have your business appear in front of large volumes of highly targeted users.



### **Benefits of social media marketing**

SMM is the easiest way to reach an enormous audience — nowadays a half of the global population, 3.8 billion people, use social media. Moreover, this number is constantly growing — since 2019, social media use has grown by 9.2%. Social media is extremely useful for increasing brand awareness. According to Hootsuite, 52% of online brand discovery happens in public social feeds. In other words, the majority of people learn about new brands on social networks. In 2019, people spent an average of 2 hours and 24 minutes every day. And this indicator has also grown — time spent on social media increased by 1.4%. That makes social media a great way to not only reach your audience but also to interact with them for a long time.

Every year, social networks become more and more significant in terms of boosting sales. For instance, in 2019, 43% of internet users used social media when researching products before making a purchase. Although only 12% of people are ready to click a “buy” button on Facebook or Instagram, social networks are highly significant in the early stages of the buyer's journey.

With such widespread usage and versatility, social media is one of the most effective free channels for marketing businesses today. Here are some of the specific benefits of social media marketing:

- **Humanize your business:** social media enables you to turn your business into an active participant in your market. Your profile, posts, and interactions with users form an approachable persona that your audience can familiarize and connect with, and come to trust.
- **Drive traffic:** Between the link in your profile, blog post links in your posts, and your ads, social media is a top channel for increasing traffic to your website where you can convert visitors into customers.
- **Generate leads and customers:** You can also generate leads and conversions directly on these platforms, through features like Instagram/Facebook shops, direct messaging, call to action buttons on profiles, and appointment booking capabilities.
- **Increase brand awareness:** The visual nature of social media platforms allows you to build your visual identity across vast audiences and improve brand awareness. And better brand awareness means better results with all your other campaigns.
- **Build relationships:** These platforms open up both direct and indirect lines of communication with your followers through which you can network, gather feedback, hold discussions, and connect directly with individuals.

### **Increase brand awareness**

54% of user's research products through social media. So, a brand should have high-quality accounts on different social networks to take advantage of the users' social media interests. In this case, potential customers can reach a brand on their favourite platform. Furthermore, excellent service through social media is also crucial. People expect companies to help them, and, if the assistance was excellent, they are happy to recommend the brand to others — 71% of users will recommend a company if they had a positive experience with a company on social media.

### **Faster and easier content distribution**

If you promote your business via content marketing, you can distribute your content more effectively with SMM. People always share useful, exciting, and entertaining information with their friends on social networks. It often moves beyond one network and its members and facilitating the growth of your target audience.

SMM is a great way to inform your customers about special offers. Social networks help deliver information about sales or giveaway swiftly and cheaply, although the majority of users prefer to receive promotional messages by email.

### **Regular interaction with the target audience**

Because half of the world's population uses social networks for almost three hours each day, SMM is the best way to interact with the audience. This way, your brand is already in the place your customers prefer to spend their time, so it helps you stay close and be more trustworthy. Moreover, SMM — more than any other marketing channel — helps you get feedback from customers. In any possible way — through reviews, likes, comments, etc. If your clients have had a bad experience with your product, they would rather inform you about it through social networks, than through email or telephone call. It creates the opportunity to react properly, and retain this particular client and attract others.

### **Industry, marketplace and competitor insights**

Social media gives you a great opportunity to monitor not only your customer satisfaction but also the latest industry trends and your competitors' activities. With the last industry news, you get the additional content — you can use them as topics to discuss with your followers. By obtaining data from your competitors, you get the inspiration to improve your product or your approach to SMM — never stop learning from those around you.

### **Social media marketing statistics**

- The average US adult spends 2.25 hours on social media every day.
- Over 70% of people who have a positive experience with a business on social media will recommend that business to their networks.
- Facebook users click on 12 Facebook ads on average every month.
- 81% of people use Instagram to research products and services.
- Nearly 80% of Twitter users feel more positive about a business when they get a response to their tweet.
- 4 out of 5 people on LinkedIn drive business decisions.
- 46% of TikTok users engage in the app without any other distractions.

KPIs or Key Performance Indicators are crucial for marketing, sales, and SMM as well. They are measurable values that will help you understand how successful your marketing is in terms of achieving its goals and overall performance.

However, 19% of marketers in 2019 didn't know how to measure their SMM's effectiveness. Measuring social media marketing effectiveness has gone far beyond counting the number of likes, shares, comments, and followers. Today it is possible to figure out how exactly your efforts in SMM affect your business.

### **Engagement metrics**

In addition to likes, shares, and comment statistics available on every social media channel, you can combine them with some more intricate metrics to get the full story.

- **Average engagement rate** — allows you to monitor the way users interact with your campaigns.  $(\text{Likes} + \text{Comments} + \text{Shares}) / \text{Followers} * 100$
- **Amplification rate** — shows how your followers share your content with others.  $\text{Shares} / \text{Followers} * 100$
- **Virality rate** — helps you understand which of your content has the potential to go viral.  $\text{Shares} / \text{Impressions} * 100$

### **Reach metrics**

These metrics help you understand how many people outside of your followers can see your content.

- **Post outreach** — shows how many people have seen your post since it was published.  $\text{Post views} / \text{Total followers} * 100$
- **Audience growth rate** — helps track the speed of your page's growth in terms of followers.  $\text{New followers} / \text{Total followers} * 100$
- **Social share of voice (SSoV)** — shows how many times people mentioned your brand in comparison to your competitors.  $\text{Your mentions} / \text{All other mentions} * 100$

### **Conversion metrics**

Your content might be engaging and shareable, Conversion metrics can show you.

- **Conversion rate** — helps you understand how many people converted into customers after your post.  $\text{Conversions} / \text{Clicks} * 100$
- **Click-through rate (CTR)** — shows how many people reacted to your CTA.  $\text{Clicks} / \text{Impressions} * 100$

### **Create a content plan for every platform**

Doing SMM without a content plan is a bad idea — you'll get confused quickly, and your marketing won't be effective. Moreover, you should create a different plan for each platform — they can vary by the average frequency of posting, themes, post formatting, and so on. Your task is to spot optimum options for every platform you use and make it work the best way possible.

### **Post regularly and frequently**

The main rule for successful social media marketing is posting on a regular schedule consistently because your followers will get used to receiving your content on a schedule. They will be upset if you don't deliver it on time. Frequency also matters — brands that publish new content once or twice a day engage twice as many users as brands that post several times a week.

### **Include hashtags to increase brand awareness**

When used correctly, hashtags will help your content appear in search engine results, spread the knowledge about your brand, and create a closely-knit community. Monitor popular hashtags in your industry and make sure they haven't been used before. Analyse how they perform with your audience.

### **Use visuals to boost engagement**

Incorporating visuals into your social media marketing is not an option, but a necessity — 80% of marketers are already doing it. And it works – users like this kind of content and share it with others more willingly. For instance, tweets with images or other types of visuals are retweeted 1.5 times more than posts without them.

### **Explore different content formats**

Each social media platform offers a variety of content formats. For instance, on Facebook, you can post long reads, short text posts, standard and 360-videos, and stories. Instagram allows you to publish stories, photos, short videos, and long videos on IGTV. However, not all of these content formats work well for every business. Stories are considered to be “Somewhat effective” or “Very effective” by 57% of marketers. Meanwhile, only 12.2% of brands use IGTV. Try different features that

social networks offer you, keep track of the results, and use the ones that work well for your company. For example, National Geographic works with 360-videos and gets tons of reactions from their followers.

### **Interact with Audience**

Audience interaction is the primary role of SMM. Regularly monitor comments and discussions, always answer your followers' questions, and never delete negative feedback and reviews. If your client is not satisfied — do your best to change the impression and improve their current and future experiences.

### **Entertain your subscribers**

Finding funny and entertaining content is the main reason that people use social media — for instance, 45% of people aged 16-24 and 33% of 35-44 said that they use socials for entertainment. So, posting jokes on your company's social media account gives your audience what they want and may increase their engagement. But be careful: jokes should be funny yet polite, industry-related, and dosed accurately.

### **The essentials of a successful social media marketing strategy**

A successful social media marketing strategy will look different for every business, but here are the things they will all have in common:

- **Knowledge of your audience:** What platforms they use, when they go on them and why, what content they like, who else they're following, and more.
- **Brand identity:** What is the message you want to convey to your audience? How do you want them to feel when viewing your content?
- **Content strategy:** While there is a level of spontaneity on social, you'll need a structured content strategy to be able to have a consistent voice and produce quality content regularly.
- **Analytics:** Quantifiable insights will inform your strategy, including who you're reaching, the right content to share, the best times to post, and more.
- **Regular activity:** social media is a real-time platform. If you want to use it to grow your business, you need to post regularly, stay on top of engagements with your business, engage back, keep up with trends, and maintain accurate profiles.



- **Inbound approach:** Don't use social media to pitch your business. Focus on adding value through useful and interesting content and building up those around you. This, in turn, will organically promote your business and others will promote it for you.

### **Creating your social media marketing plan**

A social media marketing plan is the roadmap to carrying out a strategy. It puts structure around your efforts so you can measure your success and make sure you're spending your resources wisely.

- **Choose your platforms:** Choose based on your target audience, platforms popular for your industry, as well as your bandwidth. Only take on the number of platforms you can actively keep up with. You can always start with one and then add on more slowly as you get the hang of them.
- **Set goals and objectives:** These should be simple and task-like to start, like post once a day for a month, get your profiles set up, or do a competitive analysis.
- **Report and adjust regularly:** Use each platform's analytics to identify which posts generate the most engagement, whether you're getting more followers, and to see your audience demographics.

### **Difference Between Digital and traditional Marketing**

The main difference between digital and traditional marketing is the medium through which an audience encounters a marketing message. While traditional marketing uses traditional media like magazines and newspapers, digital marketing uses digital media, such as social media or websites. Of course, traditional marketing doesn't mean it's old fashioned. Traditional marketing still plays an important role in people's lives with the ever growing need to step out of the digital world. The immersive experience of an impactful TV commercial and the tactile nature of a copy of Rolling Stone magazine are as important today as they were 20 years ago because of their lasting effects on your memory. Subconsciously you attach yourself to their brand emotionally, meaning they will stay at the top of your mind. In the same token, digital marketing is just as important as traditional if not even more so. Digital marketing uses every touch point of your daily use of the internet to reach you. If you are google searching holiday ideas for your next weekend getaway, the chances are that soon after you will see a tailored sponsored ad from Sky Scanner.

## **The best social media marketing platforms for businesses**

The best social media marketing platforms for business include

- Facebook,
- YouTube,
- Instagram,
- LinkedIn,
- Twitter,
- TikTok,
- Snapchat.
- WhatsApp

Different social media marketing sites require different approaches



### **FACEBOOK**

Facebook is the largest social media platform globally as well as one of the biggest local business directories. People of a diverse range of age groups use it to communicate with friends and family, participate in groups and forums, find and visit businesses near them, and follow brands. As of May 2015, 93% of businesses marketers use Facebook to promote their brand. A study from 2011 attributed 84% of "engagement" or clicks and likes that link back to Facebook advertising. By 2014, Facebook had restricted the content published from business and brand pages. Adjustments in Facebook algorithms have reduced the audience for non-paying business pages (that have at least

500,000 "Likes") from 16% in 2012 down to 2% in February 2014. Facebook is a great social media marketing platform to:

- Build relationships with current customers
- Announce hours changes, events, and milestones
- Hold discussions and live streams
- Market to baby boomers

## **YOUTUBE**

You may not think of YouTube as a social media marketing channel, but it fits the bill: you can post videos to your channel; share, comment on, and like other videos, and follow other accounts you like. Plus, you have a curated feed in your homepage with recommended videos. YouTube is another popular avenue; advertisements are done in a way to suit the target audience. The type of language used in the commercials and the ideas used to promote the product reflect the audience's style and taste. Also, the ads on this platform are usually in sync with the content of the video requested, this is another advantage YouTube brings for advertisers. Certain ads are presented with certain videos since the content is relevant. The key to social media marketing on YouTube is not to try to "go viral," but to add value. It's best for:

- Tutorials, how-to, and explainer videos
- Shoppable YouTube live streams
- Advertising (video ads and display ads on the platform)

## **INSTAGRAM**

Though it came onto the scene years after LinkedIn and Twitter, Instagram quickly surpassed those platforms and reached one billion monthly active users in 2018. It's popular for its diverse content formats, including Feed posts, Stories, Lives, Reels, and IGTV. Many brands are now heavily using this mobile app to boost their marketing strategy. Instagram can be used to gain the necessary momentum needed to capture the attention of the market segment that has an interest in the product offering or services. As Instagram is supported by Apple and android system, it can be easily accessed by smartphone users. Moreover, it can be accessed by the Internet as well. Thus, the marketers see it as a potential platform to expand their brands exposure to

the public, especially the younger target group. On top of this, marketers do not only use social media for traditional Internet advertising, but they also encourage users to create attention for a certain brand. This generally creates an opportunity for greater brand exposure. People use Instagram to follow influencers and brands they buy from and who support their personal values. Create your Instagram bio and then use it for:

- Social shopping
- Influencer marketing
- User-generated content
- Company culture

### **LINKEDLN**

LinkedIn may be a professional network, but it's also an inspiring community that celebrates leadership, learning, and core values. Through the use of widgets, members can promote their various social networking activities, such as Twitter stream or blog entries of their product pages, onto their LinkedIn profile page. LinkedIn provides its members the opportunity to generate sales leads and business partners. Members can use "Company Pages" similar to Facebook pages to create an area that will allow business owners to promote their products or services and be able to interact with their customers. So, in addition to using it to network, find prospects, and share industry insights, it's also a great place to express your company culture and build your personal brand in parallel with your business brand. There are tons of LinkedIn company page features to take advantage of, so take care when building your page. LinkedIn is a great platform to:

- Attract top talent
- Network with partners, peers, and customers
- Share company milestones and culture
- Post industry news and insights

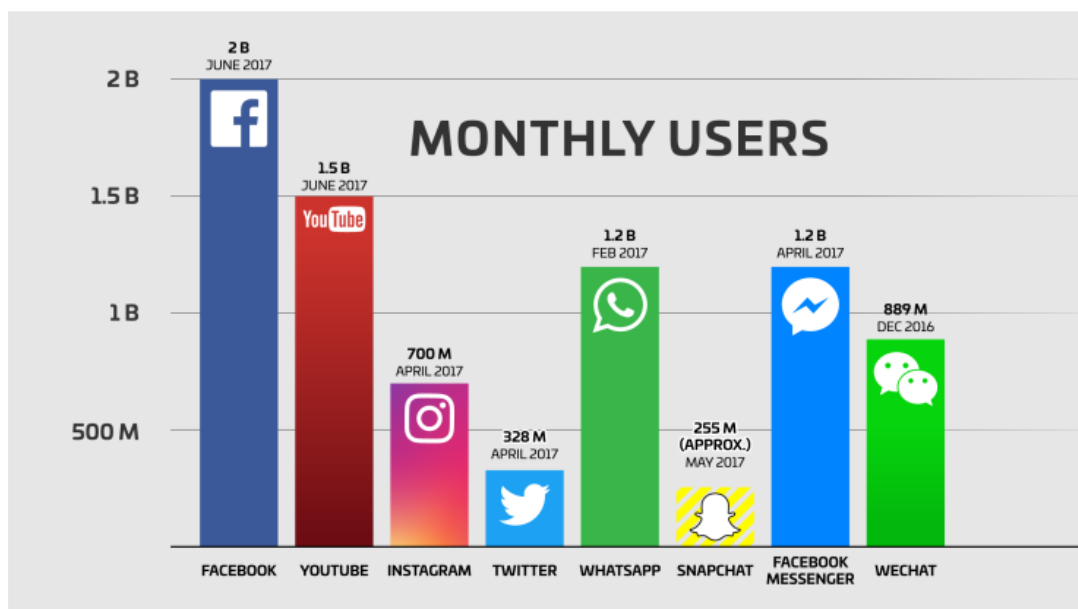
### **TWITTER**

Twitter is a beautifully tangled network of quick thoughts, useful tidbits, and energized discussions. Twitter allows companies to promote their products in short messages known as tweets limited to 280 characters which appear on followers' home

timelines. Tweets can contain text, Hashtag, photo, video, Animated GIF, Emoji, or links to the product's website and other social media profiles, etc. Twitter is also used by companies to provide customer service. Some companies make support available 24/7 and answer promptly, thus improving brand loyalty and appreciation.

You should be regularly active on every social media platform, but it's especially important here. Many people use Twitter to get news, follow brands, and get customer service. Be sure to retweet when a customer has something nice to say about you, and don't forget to answer people's questions when possible

- Follow influencers to keep up with news and trends.
- Share a story through a series of Tweets in one thread.



## SNAPCHAT

Snapchat isn't just for teens. Its largest age group (75%) ranges from 13-34 and with Snap Maps, geofilters, and its partnership with Gannett, it's more locally-focused than you might think. The application was first developed to allow users to message back and forth and to also send photographs that are only available from 1–10 seconds until they are no longer available. The app was an instant hit with social media members and today there are up to 158 million people using snapchat every single day. It is also estimated that Snapchat users are opening the application approximately 18 times per day, which means users are on the app for about 25–30 minutes per day. While you

can't build relationships on the platform, you can build an audience through fun images and short videos. Use Snapchat for:

- Location-based marketing
- App marketing
- Feel-good content

## **TIKTOK**

TikTok is the fastest growing social media platform of all time, taking only five years to reach one billion monthly active users. While it's known for dancing, there are countless popular categories on the platform that continue to grow. Businesses are finding ways to use it as a marketing channel, but just remember, the primary reason people use TikTok is for entertainment, so make sure your videos align with that. Use TikTok to:

- Participate in trending challenges
- Post funny and inspiring videos
- Be relatable

## **WHATSAPP**

It is used to send personalised promotional messages to individual customers. It has plenty of advantages over SMS that includes ability to track how Message Broadcast Performs using blue tick option in WhatsApp. It allows sending messages to Do Not Disturb (DND) customers. WhatsApp is also used to send a series of bulk messages to their targeted customers using broadcast option. Companies started using this to a large extent because it is a cost-effective promotional option and quick to spread a message. As of 2019, WhatsApp still not allow businesses to place ads in their app.

## **PROS AND CONS OF DIGITAL MARKETING**

### **PROS:**

More options for engagement  
Easy to measure your Campaigns  
Makes clever targeting possible

**CONS:**

Digital Ads can be deemed as annoying

Less permanent

Constantly evolves

**Five Main Steps of Social Media Marketing**

- STRATEGY
- PLANNING AND PUBLISHING
- LISTENING AND ENGAGEMENT
- ANALYTICS AND REPORTING
- ADVERTISING

**STRATEGY**

Some businesses use social media for increasing their brand awareness, others use it for driving website traffic and sales. Social media can also help you generate engagement around your brand, create a community, and serve as a customer support channel for your customers.

The major social media platforms, mentioned above, are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. There are also smaller and up-and-coming platforms, such as Tumblr, Tik Tok, and Anchor, and social messaging platforms, such as Messenger, WhatsApp, and WeChat. When starting out, it's better to pick a few platforms that you think your target audience is on than to be on all platforms.

A good place to start is to create a marketing persona, which will help you answer these questions. And this doesn't have to be fixed forever; you can always change your strategy according to how your social media posts perform.

**PLANNING AND PUBLISHING**

Social media marketing for small businesses usually starts with having a consistent presence on social media. Close to three billion people (3,000,000,000!) use social media. By being present on social media platforms, you give your brand an opportunity to be discovered by your future customers.

Publishing to social media is as simple as sharing a blog post, an image, or a video on a social media platform. It's just like how you would share on your personal Facebook profile. But you will want to plan your content ahead of time instead of creating and publishing content spontaneously. Also, to ensure that you are maximizing your reach on social media, you need to publish great content that your audience likes, at the right timing and frequency.

There are now a variety of social media scheduling tools, such as Buffer Publish, that can help you publish your content automatically at your preferred time. This saves you time and allows you to reach your audience when they are most likely to engage with your content.

### **LISTENING AND ENGAGEMENT**

As your business and social media following grow, conversations about your brand will also increase. People will comment on your social media posts, tag you in their social media posts, or message you directly.

People might even talk about your brand on social media without letting you know. So, you will want to monitor social media conversations about your brand. If it's a positive comment, you get a chance to surprise and delight them. Otherwise, you can offer support and correct a situation before it gets worse.

You can manually check all your notifications across all the social media platforms but this isn't efficient and you won't see posts that didn't tag your business's social media profile. You can instead use a social media listening and engagement tool that aggregates all your social media mentions and messages, including posts that didn't tag your business's social media profile.

### **ANALYTICS AND REPORTING**

Along the way, whether you are publishing content or engaging on social media, you will want to know how your social media marketing is performing. Are you reaching more people on social media than last month? How many positive mentions do you get a month? How many people used your brand's hashtag on their social media posts?

The social media platforms themselves provide a basic level of such information. To get more in-depth analytics information or to easily compare across social media platforms, you can use the wide range of social media analytics tools available.



## ADVERTISING

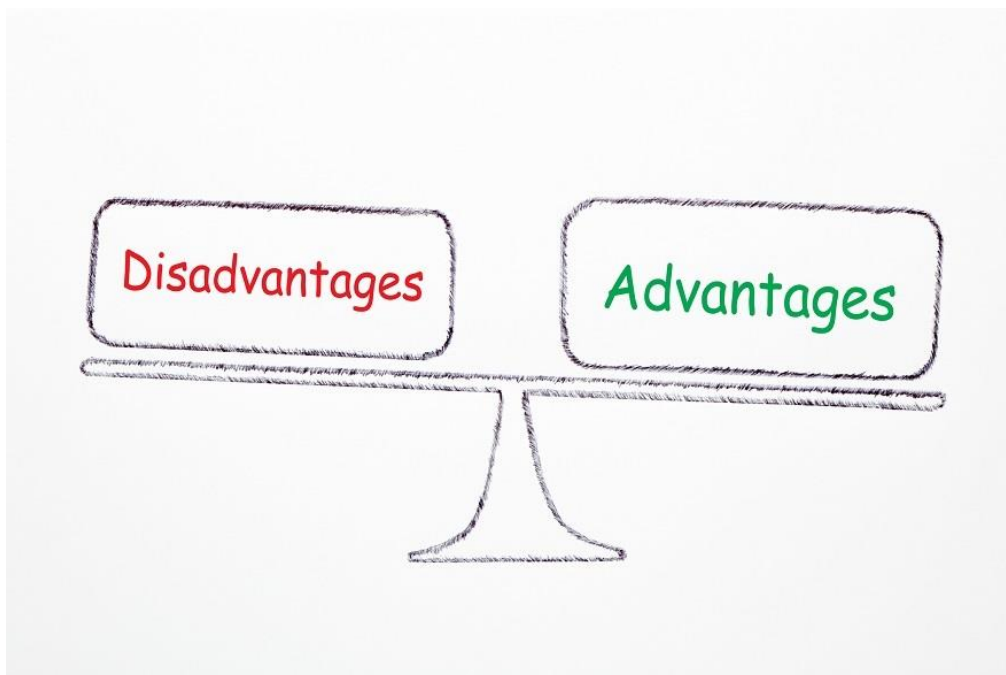
When you have more funds to grow your social media marketing, an area that you can consider is social media advertising. Social media ads allow you to reach a wider audience than those who are following you.

Social media advertising platforms are so powerful nowadays that you can specify exactly who to display your ads to. You can create target audiences based on their demographics, interests, behaviours, and more.

Getting started with social media marketing

- Research your Target audience
- Create accounts for your Brand
- Publish content Regularly
- Analyse your Metrics
- Build an audience

## ADVANTAGES AND DISADVANTAGES OF SOCIAL MEDIA MARKETING



## **ADVANTAGES**

### ➤ **Better Customer Satisfaction**

When marketing for social media, you're marketing specifically for your customers. That means the advertising will speak more directly to your target audience.

Although many of us won't admit it, humans love positive attention. Your potential customers want to feel acknowledged and social media makes it possible.

Never underestimate the value of good customer service.

When you can react to questions and concerns directly, people will feel more connected to your brand. They will feel like they matter and that is what customer satisfaction is all about. Being able to quickly reach out to your audience is immensely beneficial.

### ➤ **Brand Awareness is improved**

Since so many people are using social media, they are much more easily introduced to your brand. When you share quality content and your customers are exposed to it, your brand awareness will increase. And if you give those customers a good experience, they will start to share it with their friends – one of the benefits of social media. More shares and likes will increase your brand recognition and you won't have to fork out thousands for the marketing! Once people start talking about you on social media, liking your posts and sharing them, you're getting free exposure. With this exposure, your brand will reach more awareness than you could have gotten with old school marketing. On top of that, it happens a lot quicker because the social media world is a fast-paced one.

### ➤ **Gain Better market Insights**

Another social media marketing advantage is gaining insight into your industry. When a company knows its market, its success rate increases vastly.

That's because you know what your customers want, why they want it and how they want it. With market insight, a company knows the interests, opinions and needs of their customers. That kind of knowledge helps to build social media marketing strategies that really work. It is much easier to gain market insight thanks to the many tools available on social media.

➤ **It's very cost Effective**

Marketing on social media can be surprisingly cost-effective, especially if you do it right. Signing up for Facebook, Twitter and the other platforms is easy, free and poses no risks. We do recommend that you learn more about the social media platforms because they are very different. While one marketing strategy could be very successful on Twitter, it won't work as well on Facebook, for example. Once you have enough knowledge about what works on which platforms, you will find that it's not as expensive to use. You can expect to pay for advertisements but with the high return on investment (ROI) rate social media marketing offers, it's much more cost-effective than traditional marketing

➤ **Inbound Traffic is Boosted**

Social media marketers know that inbound traffic is vital for the success of a company. This is when you attract potential customers even before they're ready to buy. Inbound marketing is considered one of the best ways to take people from being strangers to being loyal customers. One of the advantages of social media that is great for your sales funnel is inbound traffic. When people react to your call to action and land on your web page, they go from 'interested' to 'customer'. Of course, you need to have the right content and marketing strategy for this to happen. But once you've got the traffic, you've won part of the battle. Give your audience valuable and engaging content and your traffic will increase.

**DISADVANTAGES**

➤ **Time Consuming Process**

There is a lot of content to be found on the internet. Google processes over 40,000 searches every second. And if you're doing things right, your content will show up in the search results. With that said, you need to create interesting and fresh content regularly. Consistency is key and that means you'll be creating new content, and doing on-going research all the time. Frequently sharing new content takes up a lot of time so it can be very time-consuming.

➤ **Competitor Exposure**

Using social media for marketing means everyone can see your content. This, unfortunately, includes your competition.

On the flip side, you're also able to see what competitors are doing and learning from them. There isn't really much you can do about this. Simply focus on all the social media benefits and doing your best.

➤ **Qualified Staff are Needed**

If you want to focus on your important business matters, we highly recommend that you hire staff. Your staff will be able to create your content and run your social media accounts. But you need them to be competent and able to do the work. Using social media for business purposes isn't the same as when it's for personal accounts. You will likely have to provide your staff with the right tools, internet connection and whatever else they may need. Naturally, you'll have to pay them decent wages as well, which could be costly if your team is big.

➤ **Brand Name is Vulnerable**

A very big social media disadvantage is that it is easy to tarnish the good name of a company. If negative information gets shared on social media, it can spread like wildfire. The public will see it and sometimes they'll take part in the negativity. Potential customers will be deterred from dealing with you. When something like that happens, you have to react immediately. Swift reaction could save your company. Make sure that you are always professional and handle negativity with care.

➤ **Slow Return on Income results**

Marketing a business on social media is a long-term investment. It is a successful and effective strategy but it takes time. The ROI (return on income) is great but timely.

The benefits of social media are many (as you've seen) but fast results aren't one of them. You should not expect overnight results when marketing by social media means. Social media, for marketers, is all about creating plans that will show great results over a long period. It takes dedication and determination and a lot of time. But you will not regret that you use social media for your business.



### **SOCIAL MEDIA MARKETING CAMPAIGNS**

Small businesses also use social networking sites as a promotional technique. Businesses can follow individuals social networking site uses in the local area and advertise specials and deals. These can be exclusive and in the form of "get a free drink with a copy of this tweet". This type of message encourages other locals to follow the business on the sites in order to obtain the promotional deal. In the process, the business is getting seen and promoting itself.

Small businesses also use social networking sites to develop their own market research on new products and services. By encouraging their customers to give feedback on new product ideas, businesses can gain valuable insights on whether a product may be accepted by their target market enough to merit full production, or not. In addition, customers will feel the company has engaged them in the process of co-creation—the process in which the business uses customer feedback to create or modify a product or service the filling a need of the target market. Such feedback can present in various forms, such as surveys, contests, polls, etc.

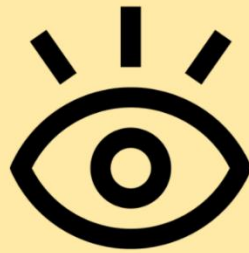
Social networking sites such as LinkedIn, also provide an opportunity for small businesses to find candidates to fill staff positions.

Of course, review sites, such as Yelp, also help small businesses to build their reputation beyond just brand visibility. Positive customer peer reviews help to influence new prospects to purchase goods and services more than company advertising.

### **Impact on sales and consumers**

The wide spread generation and consumption of content has created an extremely competitive online environment where different types of content vie with each other for the scarce attention of the user community. Social media had first developed popularity due to the number of users interacting amongst themselves. Businesses soon took note of the amount of online attention social media sites began to attract and realized the potential of attention that social media can generate. Thus, online traffic turned into monetary value. Social media marketing has since become a popular brand of online marketing. Businesses have taken advantage of the many marketing strategies that social media have to offer. One strategy is structuring their business model on ads that are similar to Google. When Google began to dominate online searches in the early 2000s, it did not take long for them to discern a then unique model of monetization of search, through online advertising. This method is profitable because people on average spend ample amount of time searching the web. The number of users constantly on the internet has been amplified by the availability of social media platforms. Businesses have also created their own social media pages so that consumers can subscribe to their feeds and essentially be a forum for consumer to-business communication. This can provide an opportunity for businesses to not only interact with their consumers, but to also see what their competitors are doing and how they are engaging with their customers.

## OVERVIEW



## **Project overview**

Enough has already been said about social media, how it reshapes consumer behaviour, and how organizations can use it to turn the wheel of fortune in its favour. Despite the massive amount of information on the web, so many businesses struggle to wrap their head around “social media marketing” and how it works.

Social media is a network of over 3.5 billion users that just love to share, seek, and create information.

Social media channels have rapidly become an inseparable part of business development strategies. You can’t overlook the impact of “social” when it comes to building meaningful connections with consumers. “Social media marketing is the process of creating tailored content for each social media platform to drive engagement and promote your business.”

Social media marketing is all about connecting with your audience or customers and helping them understand your brand better. It is incredibly beneficial to your business growth.

## **REVIEW OF LITERATURE**

Case Study on Role of Social Media Marketing in the Successful Implementation of Business Management by **Saefudin Zuhdi, Anshar Daud, Rifki Hanif, Phong Thanh Nguyen, K. Shankar**

Social media marketing promoting is an amazing route for organizations of all sizes to arrive at prospects and clients. The clients are as of now cooperating with brands through online social networking, and in case they're not talking legitimately to the group of spectators through social stages like Twitter, Instagram, Pinterest and Facebook, they're passing up a great opportunity! Incredible advertising via web-based networking media can carry astounding accomplishment to your business, making dedicated brand advocates and notwithstanding driving leads.

It can provide following goals:

1. Increasing awareness of brands
2. Website traffic increment
3. With key audience improve interaction and communication
4. Conversion building
5. Create Positive brand association and creating identity of brand

### **THE ADVANTAGES OF SOCIAL MEDIA MANAGEMENT**

There are numerous valid justifications to consider beginning a social media management business. It'll be paid to utilize social media, which can be extraordinary if it's something as of now appreciate doing. Also, it requires little speculation or hardware to begin, particularly on the off chance that as of now have a computer and network access. It can maintain the business from home, or anyplace else with web get to.

### **SOCIAL MEDIA FOR BUSINESS GROWTH**

A lot of internet-based life action is brought out through cell phones. Ensure that your web-based life methodology is good with cell phones to ensure an advantageous client experience. Online networking locales keep on picking up ubiquity at a quick rate and it is significant for little and developing organizations to utilize them to publicize and advertise what they offer.



**The impact of social media marketing on sales performance of small online business by Atirah Sufian.**

This research discusses the factors impacting the use of social media marketing on sales of the online small businesses in Malacca. The primary data was collected by using explanatory survey. The sample consists of 150 respondents who are online small business owners and who had experiences or non-experiences by implementing the social media marketing on their business in Malacca. The requirement analysis test used are pilot test, Reliability Analysis, Validity Analysis, Descriptive Statistic Analysis, Pearson's Correlation Analysis, Multiple Regression Analysis and Hypothesis Test Analysis. The data analysis technique is used Statistical Package for Social Sciences (SPSS) Version 25.0 software. There are four independent variables such as customers' feedbacks, communication, content sharing and customers' relationships will be measured to examine their influence on sales performance of the online small businesses. The research results show that customers' feedbacks has no direct influence on sales performance, communication has directly influence on sales performance, content sharing has no direct influence on sales performance and customers' relationships has directly influence on sales performance of online small businesses in Malacca. In overall, the customers' relationships has been proved to be the most significant factor that impacting the use of social media marketing on sales of the online small businesses because fostering relationships helps the online small businesses to build a positive rapport with customers within the community. The good customers' relationships will make customers to have a good impression for the business owners and willing to repurchase the products. The achievement of this results could be a reference which offered the knowledge of sales performance on online small businesses for academic purpose, business study or other fields.

**EXAMPLES OF SOCIAL MEDIA MARKETING IN BUSINESSES**

**STARBUCKS**

In 2017, Starbucks launched a unicorn Frappuccino campaign. The company promoted its new drink — gigantic pink iced coffee, which looked amazing in Instagram photos. The trick was that unicorn Frappuccino was only available for one week.

Instagram users shared their photos with #unicornfrappuccino hashtag willingly, and still do so — the number of publications with the hashtag is almost 155,000. But

most importantly, this one-week campaign allowed Starbucks to raise its global sales by 3% for the second quarter of 2017.

### **IKEA**

The department of the Swedish furniture brand in the USA found a way to increase their sales through Instagram. The company placed the phrase “Shop our Instagram pictures” on their site. They also added a link to their landing page, which collects posts from Instagram and redirects users to the product page on their main website. As a result, customers can buy an item they saw on social media directly.

### **ESSIE**

The nail polish brand Essie is a great example of how to promote your products on social media without launching a new product or collecting data. The company encourages its customers to share their photos with #essielove hashtag and gets tons of user-generated content for free.

### **SLACK**

The best-known messenger for business communications nailed it with their Facebook account. The company posts product updates, useful articles, and tips, and accompanies it all with vibrant visuals — images, gifs, and videos. The result of these efforts is almost 125 thousand subscribers on Facebook alone.

### **Why Small businesses have the Social Media Marketing Advantage**

Interacting with consumers on social media is an important marketing strategy for small businesses. Using social media helps you build brand awareness, increase your customer base, and connect with current customers.

In fact, one study revealed a whopping 90% of marketers say social media is important to their business. Eighty-two percent of survey participants worked in businesses with less than 100 employees.

Marketing through social media is easy for small business owners as long as you actively post on social media pages. Some common social media sites include Facebook, Twitter, Instagram, LinkedIn, and Pinterest. To effectively use social media for your business, set a schedule to regularly engage with your followers.

Social media success does not depend on how many followers a business has. Instead, it depends on customer engagement.

Here are some reasons why small businesses can actually have more success on social media than big companies:

### **Small businesses are community and individual focused**

There are quite a few differences between big and small businesses, like legal structure, the number of employees, and revenue. But, the nitty-gritty aspects of a business aren't the only distinctions between big and small businesses. Small businesses tend to be more community and individual focused. Many small businesses choose to be heavily involved in their communities, which leads to a connection with customers. They also enjoy the benefits of joining the chamber of commerce in their community by connecting and sometimes partnering on marketing campaigns with other local businesses. When using social media, small businesses can connect with their customers online. Small businesses are more likely to respond to their customers than large businesses.

As a small business, you can easily handle the influx of comments from customers, so make sure you reply quickly. Social media is a great way for people to talk about products or services. To increase customer engagement, ask customers to post pictures on social media with the company's product. And, welcome reviews, questions, comments, and concerns from consumers.

As a small business owner, you can easily foster connections with individuals on social media. Current and potential customers will have more respect and appreciation for a business who provides timely responses.

### **Less expensive advertising**

Though you can pay for some advertising features, like on Facebook, social media is free. You can target those advertisements to reach people within a certain radius of your business. That means you don't end up paying for advertising outside of your local customer base. To start advertising on Facebook, set a budget and choose your audience. Instead of coughing up thousands of dollars on social media marketing to reach across the nation, small businesses only have to focus on their locality.

Social media is a great advertising tool without paying for the extra features. You can update your followers on promotions, sales, new products, or even just industry-related information. Posting photos also help customers see what you offer.

With social media, you advertise to your current customers. But you also can advertise to potential customers by getting your brand out there. Your current customers are great brand ambassadors, as well.

Small business owners typically know their customers personally, making it more natural for customers to share their experiences on social media. Current customers can post about your products or services, bringing your brand on the radar of their network and attracting new people to your business.

### **Joint social media marketing efforts**

Multiple small businesses can collaborate on social media marketing strategies. As a small business owner, you can work with neighbouring small businesses (not competitors) that target people within your niche.

For example, you can post on your Twitter that customers can get a 20% coupon to another small business if they buy from you and vice versa. Or, team up with a neighbouring company for a social media giveaway or contest. Winners can get a prize that includes products from both businesses. You could even showcase your neighbouring business's promotions on your social media sites to show camaraderie. By teaming up, you and the other small business can build brand awareness. You can get on the radar of potential customers and encourage individuals to buy from both businesses.

### **Personalized attention**

Small businesses are all about personalization. For some, shopping at small businesses is part of having a good buying experience. One survey found that 53% of consumers want to shop at small businesses because they like the personal service they receive.

When customers are at your business, you can take the time to connect with individuals. You can answer where your products come from, how long your business has been around, and where you got the inspiration to start your business.

Personalized attention isn't just applicable to consumers who are at your physical business location. On social media, small businesses can give more than scripted responses to customers.

A big corporation that sells across the nation doesn't have time to give a personalized response to each customer. A small business, on the other hand, can write a genuine

response directly addressing the customer's situation. This direct connection between consumers and brands gives small businesses the social media marketing advantage.

### **Small businesses can piggyback on big advertising**

Some large organizations hold events that small businesses can leverage in their social media marketing strategies.

Small Business Saturday (SBS), a day established in 2010 by American Express, promotes small businesses across the nation. If you're not familiar with SBS, it's a shopping holiday meant to encourage consumers to shop small. SBS takes place on the Saturday after Thanksgiving. With Small Business Saturday, businesses can piggyback on nationwide social media marketing courtesy of American Express. American Express makes huge strides to advertise the day and get people to buy from small businesses.

Because of this, consumers know about SBS. In 2016, 112 million consumers shopped on Small Business Saturday. Since consumers recognize the nationwide event, it's easier for small businesses to use social media to their advantage.

Big businesses might be able to dole out huge amounts of cash for advertising. With Small Business Saturday, you can reap the benefits of mass advertising just by posting that your business will participate.

## **HYPOTHESIS**



In our model we propose a direct effect on consumer preferences, study stating that there is a direct relationship between SMM and consumer. Also, consumers apply previous experience and external information in purchasing situations. Thus, our prediction is that Social Media marketing will have the same effect as product placement. Thereby, following hypothesis is proposed:

HO1: Social media marketing has an effect on consumer's purchase decisions.

H001: Social media marketing has no effect on consumer's purchase decisions.

H02: A good social media presence can help build trust in the products and services of a business

H002: A good social media presence has no role in helping build trust in the products and services of a business

HO3: Viewing Ads compel consumers to buy products and services from businesses.

H003: Viewing Ads does not compel consumers to buy Products and services from businesses.

HO4: social media is very useful in finding new businesses.

H004: social media doesn't play a role in finding new businesses.

## **SAMPLE SIZE**

The sample size is a term used in market research for defining the number of subjects included in a sample size. By sample size, we understand a group of subjects that are selected from the general population and is considered a representative of the real population for that specific study.

For example, if we want to predict how the population in a specific age group will react to a new product, we can first test it on a sample size that is representative of the targeted population. The sample size, in this case, will be given by the number of people in that age group that will be surveyed.



### **Sampling Design:**

A sampling design is a definite plan for obtaining a sample frame. It refers to the technique or the procedure the researcher would adopt in selecting units from which inferences about the population is drawn. Sampling design is determined before any data are collected. a Questionnaire was designed keeping in mind the sample size.

In this Study Project Sample size is 200. The sample consists of 200 who had been sent the Questionnaire.

### **SAMPLING TECHNIQUE:**

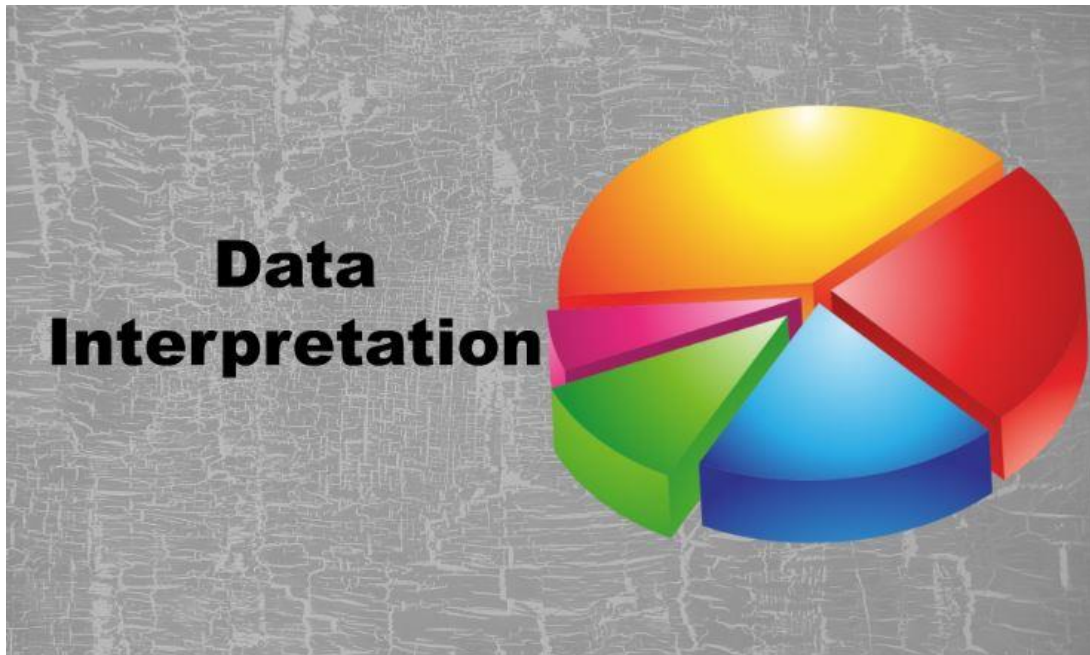
#### **Non-Probability Sampling Methods**

The sampling technique used is judgement or purposive sampling Also known as selective, or subjective, sampling, this technique relies on the judgement of the researcher when choosing who to ask to participate. Researchers may implicitly thus choose a “representative” sample to suit their needs, or specifically approach individuals with certain characteristics. This approach is often used by the media when canvassing the public for opinions and in qualitative research.

Judgement sampling has the advantage of being time-and cost-effective to perform whilst resulting in a range of responses (particularly useful in qualitative research). However, in addition to volunteer bias, it is also prone to errors of judgement by the researcher and the findings, whilst being potentially broad, will not necessarily be representative.



## **DATA INTERPRETATION AND ANALYSIS**



Data analysis and interpretation is the process of assigning meaning to the collected information and determining the conclusions, significance, and implications of the findings. The steps involved in data analysis are a function of the type of information collected, however, returning to the purpose of the assessment and the assessment questions will provide a structure for the organization of the data and a focus for the analysis.

This data analysis and interpretation is done on the basis of the responses received from the questionnaire survey done regarding Role of Social Media Marketing in local, small and online businesses.

Various types of questions were asked in the survey done and all were completed connected to the research topic of this project.

The Data interpretation and analysis is presented in form of **PIE CHARTS, BAR GRAPHS & INFERENCE.**

**QUESTIONS IN THE SURVEY ARE AS FOLLOWED:**

**1) Gender**

- **Female**
- **Male**
- **Prefer not to say**

**2) Age**

- **Under 20**
- **20-30**
- **31-40**
- **41-50**
- **50+**

**3) Profession**

- **Studying**
- **Working**
- **Unemployed**
- **Other**

**4) Social media sites you actively use**

- **Facebook**
- **Instagram**
- **Snapchat**
- **YouTube**
- **Twitter**
- **LinkedIn**
- **Other**

**5) Average time spent on social media in a day**

- **30 Min – 1 hour**
- **1 hour – 2 hours**
- **More than 2 hours**

**6) Do you follow any business account on social media?**

- Yes
- No
- Maybe

**7) On a scale of 1 to 10, how useful is social media in finding new businesses  
1, 2, 3, 4, 5, 6, 7, 8, 9, 10**

**8) Does a business's social media presence help you build trust in its products  
or services**

- Yes
- No
- Maybe

**9) Does viewing Ads on social media sites like Facebook, Instagram, and  
YouTube compelled you to buy products or services**

- Yes
- No
- Maybe

**10) How often do you buy products or services based on these Ads seen Online?**

- Always
- Sometimes
- Rarely
- Never

**11) Do you feel like a social media presence is important for a business and by  
doing so they can gain more customers and also improve brand loyalty?**

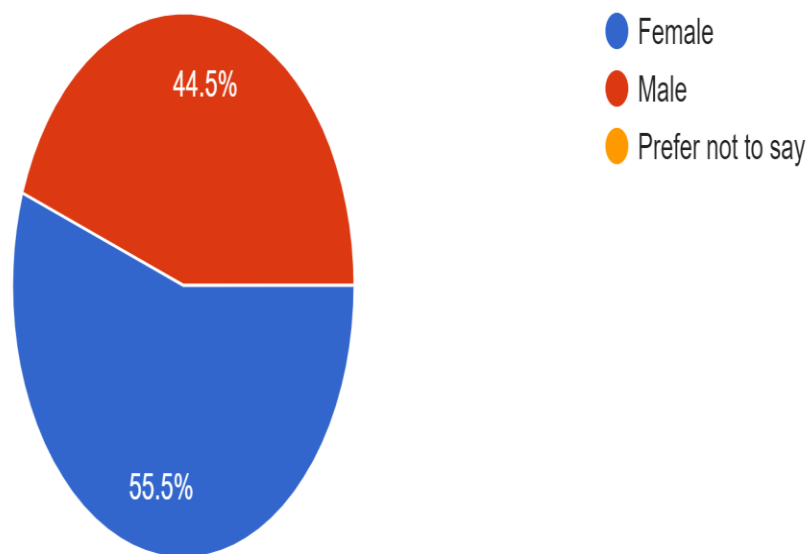
- 1) Yes
- 2) No
- 3) Maybe

**Representation of responses to questions in the form of pie chart and bar graphs.**

1)

Gender.

200 responses



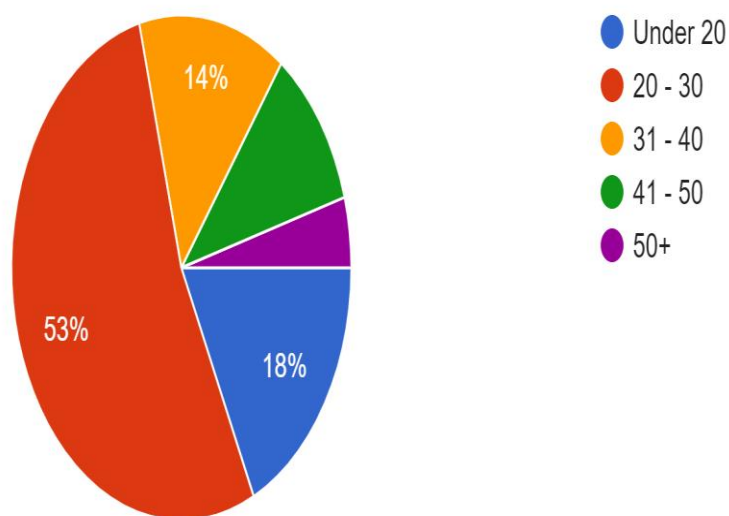
**INFERENCE:**

**From the above chart, it is inferred that out of 200 respondents 55.5% of the respondents are Female and 44.5% are Male.**

2)

Age

200 responses



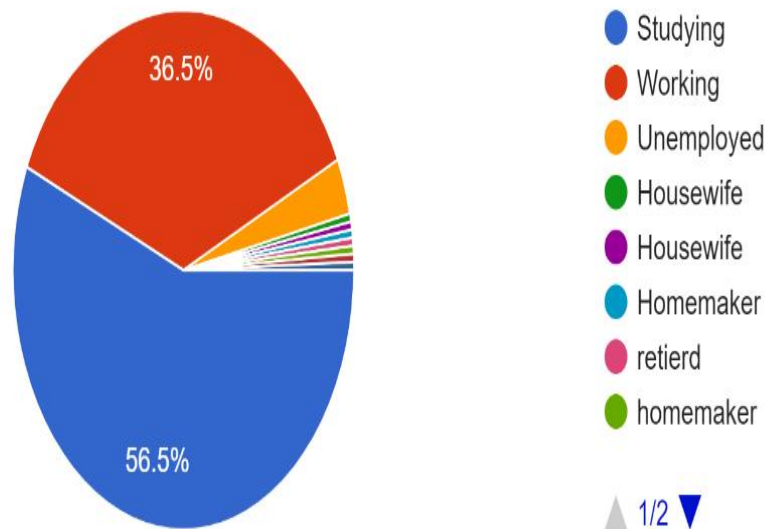
**INFERENCE:**

**From the above chart, it is inferred that out of 200 respondents 18% are Under 20 years of age, 53% are from the age group of 20 – 30, 14% are from the age group of 31 – 40, 10% are from the age group of 41 – 50 and 5% are above 50 years of age.**

3)

Profession

200 responses



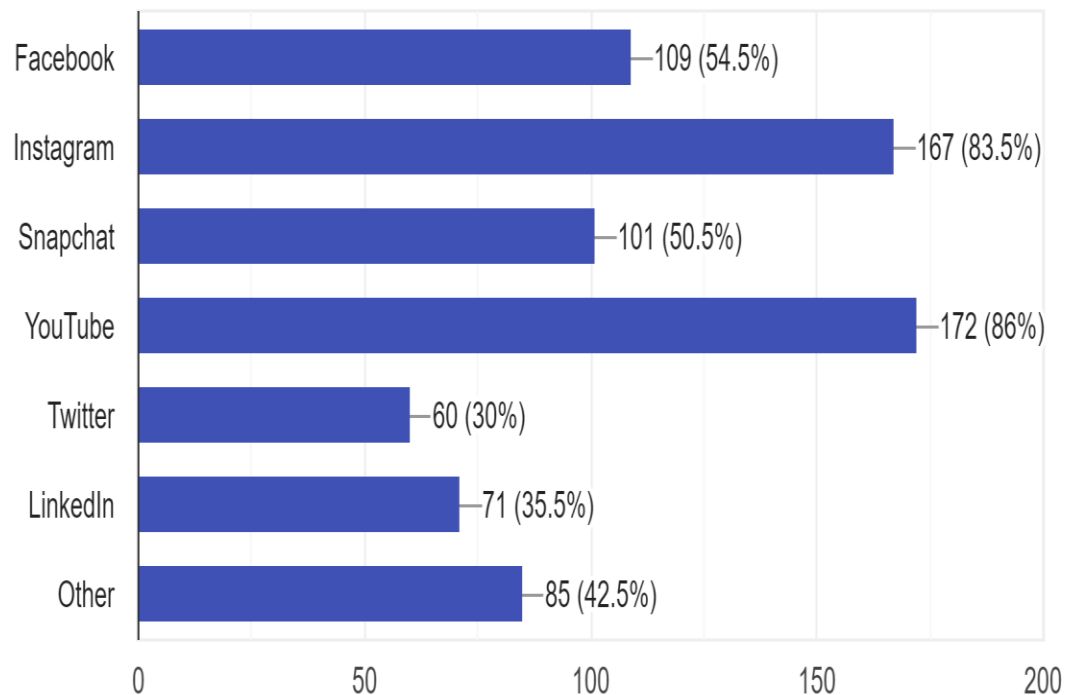
**INFERENCE:**

**From the above chart, it is inferred that out of 200 respondents, 36.5% are employed and working, 56.5% are students and the rest of 7% are either unemployed or homemakers.**

4)

### Social media sites you actively use

200 responses



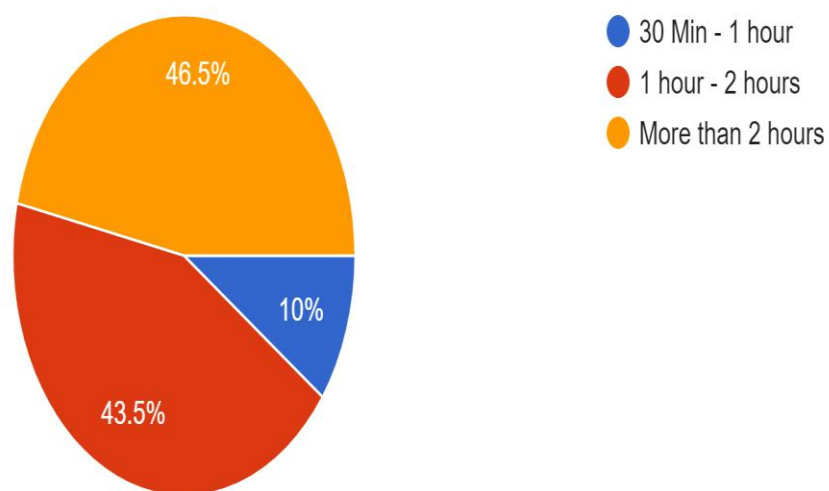
#### INFERENCE:

**From the above chart, it is inferred that out of 200 respondents Facebook is used by 54.5%, Instagram is used by 83.5%, Snapchat is used by 50.5%, YouTube is used by 86%, Twitter is used by 30%, LinkedIn is used by 35.5% and other social Media sites are also used 42.5% of all of the respondents that has responded to the surevey.**

5)

Average time spent on social media in a day

200 responses



**INFERENCE:**

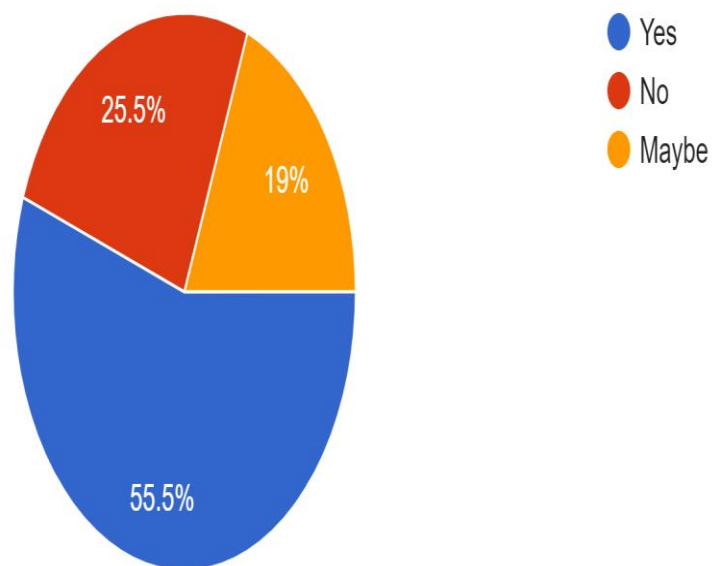
**From the above chart, it is inferred that out of 200 respondents 46.5% of the respondents spend more than 2 hours on social media, 43.5% spend 1 – 2 hours on social media and only 10% spend 30mins to 1 hour on social media.**



6)

Do you follow any business account on social media

200 responses



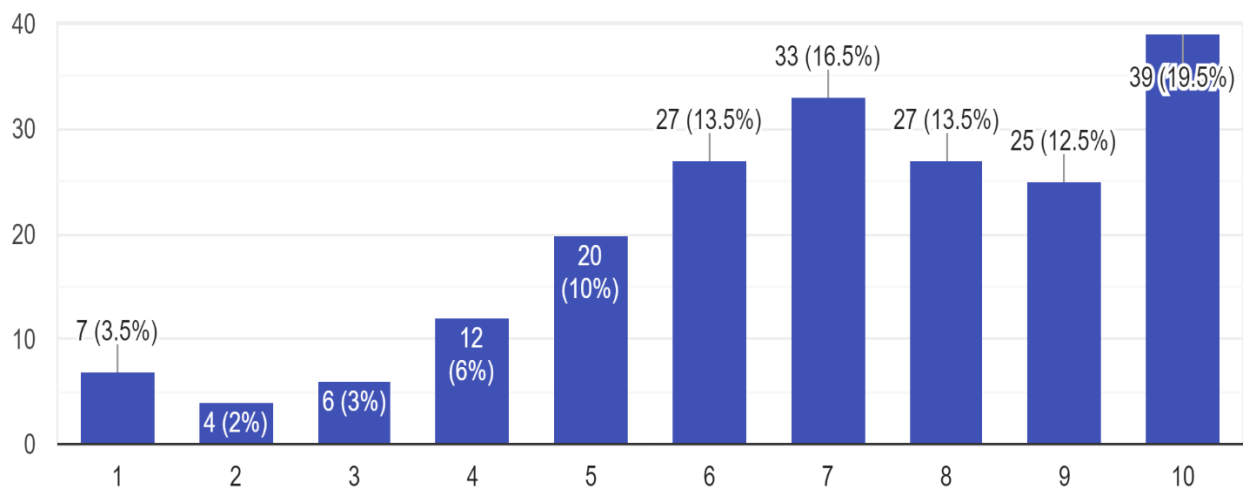
**INFERENCE:**

**From the above chart, it is inferred that out of 200 respondents 55.5% of respondents follow a business account on social media, 25.5% do not follow any business account on social media and 19% are not sure if they follow a business account on social media or not.**

7)

On a scale of 1 to 10, how useful is social media in finding new businesses

200 responses



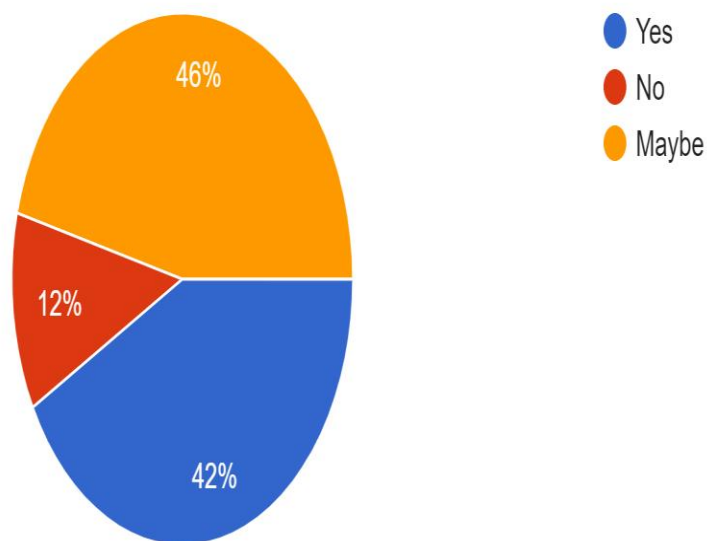
#### INFERENCE:

From the above chart, it is inferred that out of 200 respondents 62% of the respondents find social media very useful in finding new businesses, 29.5% of respondents find social media mildly useful in finding new businesses and 8.5% of respondents find social media not at all useful in finding new businesses.

8)

Does a business's social media presence help you build trust in its products or services

200 responses



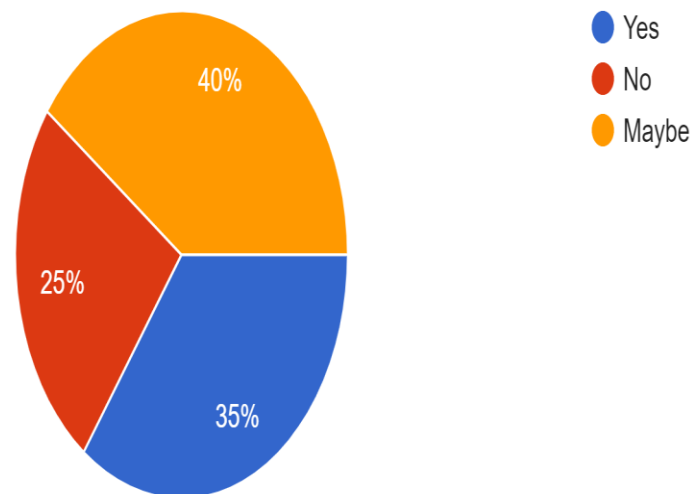
**INFERENCE:**

**From the above chart, it is inferred that out of 200 respondents, 42% of the respondents believe that a business's social media presence helps one build trust in its products and services, 46% of the respondents are not sure that a business's social media presence helps one build trust in its products or services and 12% of the respondents believes that a business's social media presence does not help build trust in its products or services.**

9)

Does viewing Ads on social media sites like Facebook, Instagram, and YouTube compelled you to buy products or services

200 responses



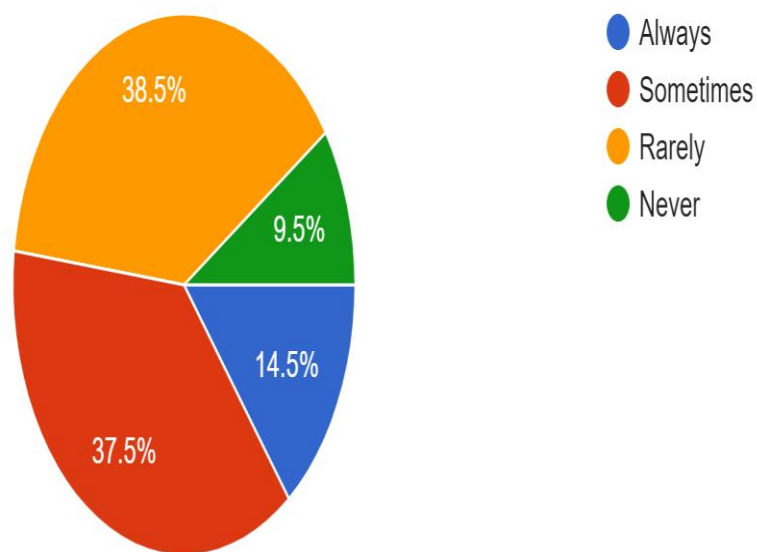
**INFERENCE:**

**From the above chart, it is inferred that out of 200 respondents 35% of the respondents believe that viewing ads on social media sites compelled them to buy products or services, 25% does not believe and 40% of the respondents are unsure that if viewing ads on social media sites compelled them to buy products or services.**

10)

How often do you buy products or services based on these Ads seen Online

200 responses



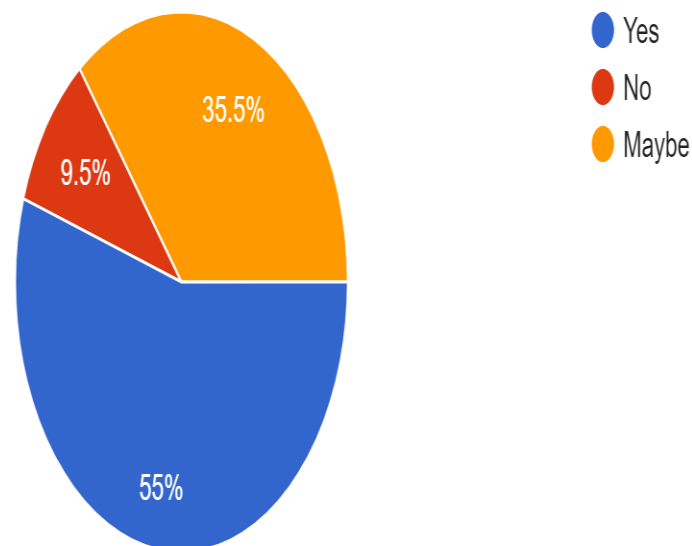
**INFERENCE:**

**From the above chart, it is inferred that out of 200 respondents only 14.5% of the respondents always buy products or services based on the ads seen online, 37.5% of the respondents sometimes do, 38.5% rarely do and 9.5% of the respondents never buy products and services based on the ads seen online.**

11)

Do you feel like a social media presence is important for a business and by doing so they can gain more customers and also improve brand loyalty

200 responses



#### INFERENCE:

**From the above chart, it is inferred that out of 200 respondents 55% of the respondents feel like a social media presence is important for a business and by doing so they can gain more customers and also improve brand loyalty, 35.5% of the respondents are unsure and 9.5% of the respondents believe that a social media presence is not so important for the growth of a business's brand loyalty.**

## **DATA FINDINGS AND ANALYSIS**



The aim of this Research is to examine the effect of social media marketing in the growth of a business and also to analyse the effect of brand awareness, brand image and brand loyalty.

Let's cover the basics. Social media marketing allows businesses to expand their reach and drive traffic to their websites or stores through a variety of social outlets. It's one of many forms of digital marketing, but it's one of the most effective out there in terms of engaging audiences through meaningful content.

Social media can be used for interacting people from various backgrounds, countries, and different languages. Social media marketing is useful in maintaining customer relationship management. Promoting the business products through social media is completely free there is a lot of scope for saving money.

Digital marketing is attempting to fill the hole among advertisers and buyers through structure trust and communicating with right gathering of people in a correct manner as quick as could reasonably be expected.

Social media marketing is more viable and proficient than traditional marketing.

Social media sites enable the analysis of reach and effects of the marketing done on the sites.

Social media marketing relies on a brand's ability to create engaging content and to record the results of the record of engagement and by analysing the data that's gathered so it can be used to refer and improvise the quality of the content posted online.

Using social media marketing a business can build a loyal community, ability to create a community of people who are loyal to your brand and to foster this relationship is what makes social networks such a perfect place for modern businesses. You are now able to gather those who are interested in your business or your area of expertise by building your online community. In addition, you are able to broadcast your message, to promote your company by introducing it to the community of loyal followers. Working on engagement and creating an authentic and valuable environment, you will be able to make the most out of that community, which will result in multiple benefits for your business.

major benefit of social media marketing, which results in increasing profit of your company, is improving sales, regardless if you own an online shop or you want to encourage people to visit your business on a specific location. When it comes to online shopping, social media can help you drive traffic to your online store, where you can convert the social followers into buyers. Your goal is to maximize the click-through rate, which will ensure that the visitors are actually visiting your online store. As a result, they are more likely to buy from you.

In the world with over 70% of internet users active on social networks, who spend at least one hour a day on average on those social networks, we have to conclude that social networks have become a sort of reality in which people communicate, interact, and obviously trust. We also have to be aware that over 60% of those users access social networks via mobile devices, with strong indicators that this percent will only increase in the future years. In such world, we have to admit that social networks are a new dimension of reality that has become a part of the business world as well. Over 90% marketers report they are or will be using social networks for business, while over 60% of them claim to have acquired new customers over social networks. This is why social media marketing is no longer considered to be on probation, but instead it has become an important part of the business world.



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## **ANNEXURE – QUESTIONNAIRE**

Study on the role of social media marketing in local, small and online businesses.

Note: The questionnaire is used for academic purposes only. The responses to the questionnaire will be kept strictly confidential.

Name.

\*

Gender.

\*

Female

Male

Prefer not to say

Age

\*

Under 20

20 - 30

31 - 40

41 - 50

50+

Profession

\*

Studying

Working

Unemployed

## STUDY ON THE ROLE OF SOCIAL MEDIA MARKETING IN LOCAL, SMALL AND ONLINE BUSINESSES

Other...

Social media sites you actively use

\*

Facebook

Instagram

Snapchat

YouTube

Twitter

LinkedIn

Other

Average time spent on social media in a day

\*

30 Min - 1 hour

1 hour - 2 hours

More than 2 hours

Do you follow any business account on social media?

\*

Yes

No

Maybe

On a scale of 1 to 10, how useful is social media in finding new businesses

\*

1

2

3

4

5

6

STUDY ON THE ROLE OF SOCIAL MEDIA MARKETING IN LOCAL, SMALL AND ONLINE BUSINESSES

7

8

9

10

Does a business's social media presence help you build trust in its products or services

\*

Yes

No

Maybe

Does viewing Ads on social media sites like Facebook, Instagram, and YouTube compelled you to buy products or services

\*

Yes

No

Maybe

How often do you buy products or services based on these Ads seen Online?

\*

Always

Sometimes

Rarely

Never

Do you feel like a social media presence is important for a business and by doing so they can gain more customers and also improve brand loyalty?

\*

Yes

No

Maybe