

Analysis of strategic social media marketing (1346 words)

Introduction:

It is important to keep in mind that social media is not a one-way street. It can be used to create and share content that is targeted at the specific demographics that the business is trying to reach. It is also an effective networking and marketing tool.

To be successful, businesses need to be prepared to listen to and engage with their target audience. Social media is a tool that businesses use to interact with customers, advertise their goods and services, and develop their brands. It provides a way to reach a large audience with relative ease and at little cost. By doing so, they will be able to create a more efficient and effective social media campaign. Job seekers utilize it to network with industry experts and connect with possible employers. In conclusion, social media is crucial for success on both a personal and professional level.

I discovered the appropriate direction for my analysis by looking through a variety of case studies. In 2018, An Analysis of the Impact of Social Media Marketing on Individuals' Attitudes and Perceptions, Nya Gibson concluded a study that "Businesses that have a social media presence have the potential to essentially affect business revenue".

In 2015, Social Media Marketing-A Study on Facebook, Ankita Nagra concluded a study that "The mass appeal as of 2012, when this revolution of the internet started, and social networking platform has numerous small business entrepreneurs feel they must have a

presence on the site to remain competitive". She also suggested in her case study that, "This requires the development of a complete innovative social media marketing strategy a costly investment for small advertising budgets". But my analysis will contradict a bit to this statement by the effective method.

So, I went on the search for what is new in the marketing techniques in social media. Unconsciously getting into the search mission of the right audience might be the last option to opt for. Undoubtedly, there are plenty of options available, if money gets involved (advertising). Taking into consideration the way in which time is only involved, that too in an effective manner.

The Instagram algorithm works at its best to reach people with their desired content. But, in the marketing world, there is nothing to be satisfied with. So, getting in touch with more than usual target audiences will need extra effort from content creators too. Many of them use efficient approaching techniques by reaching recently active users, and they could be found on similar profiles/pages under their followers' list or in the likes of the page's recent posts. So, here being an audience, I would be exploring the approaches that content creators use to gather their specific audience.

Research Question:

How can social media play a significant role in getting the target audience efficiently.

Method:

Data:

I manually collected the data from my Instagram account. So, looking precisely into the dataset, it talks about how the content creators catch their target audience. In this case, I am collecting data as an audience. Liking the posts which alerts content creators and their action of follow request for connection is highly useful in the analysis, so this all actions are included in action's column.

Also, to prove this analysis satisfactorily in all the categories, I took 5 different categories and that too was not done simultaneously. New category was started only after the successful analysis of the last one. Also, the profile type matters. With the username of the profile with which the action has been taken, the profile type has been added. The types of profiles are mentioned below:

- A: Private Profile
- B: Public Profile
- C: Private Page
- D: Public Page

Date column helped in getting the days spent on each category. As I experimented on different categories separately, the timeframe here for each category is a day before actions till the day after getting response from that category, then moving to different category.

Analysis:

First, let us have a look from the content creator's side. As we know the importance of marketing in every kind, content creators won't spare a chance to get connected to their target audience. They would try their best with their extra efforts and techniques to reach out audience, in addition to an Instagram algorithm.

They know their so-called competitors or similar content creators and would try to get their audience as much as possible, as they have an idea that getting the response from these audience is a probability, as they like their competitor's contents. Also, reaching to all audience is a hard task. Rather, trying to reach to only people who recently liked competitor's posts, increases the chance of getting their response, as they might be currently active. This will lessen the efforts.

For analysing, the samples were collected from 2nd September 2022 to 22nd September 2022 from the audience's side, where every category is given a certain number of days to be successfully analysed. According to that, I came up with the labels on the category column of my codebook, where if the category of the approached (got the follow request from) account and the ongoing category of the experiment are the same, then it is classified as relatable. Otherwise, not relatable.

As I experimented with different categories separately, this is an example of a portion where the food category was being analysed. So, the request got by the Food categorised accounts in that portion will be relatable, whereas other categories like NA, Travel, Clothing Page, etc. will not be relatable.

Action	Category	Labels
Liked Post	Food	Relatable
Liked Post	Food	Relatable
Follow request received	Food	Relatable
Liked Post	NA	Not Relatable
Follow request received	Food	Relatable
Liked Post	NA	Not Relatable
Follow request received	Travel	Not Relatable
Follow request received	Clothing Page	Not Relatable
Follow request received	NA	Not Relatable

Table 1: Action, Category and Labels

Results:

After gathering samples, I analysed that 65.83% relatable output was observed. The relatable label belongs to the actions such as post liking and receiving a connection request from the ongoing category of analysis. This portion is more than an average which makes it a realistically acceptable analysis (not a case of coincidence). The remaining 34.17% of the samples include actions such as liking or getting requests from friends or family and some other pages or accounts which are not related to the ongoing category.

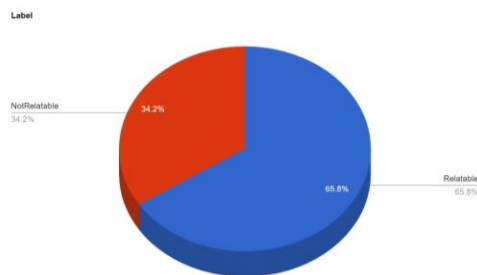


Figure1: Label column (Relatable and Non-Relatable)

Conclusion:

So far, we went through the findings on how social media can be the best source to personally reach out demographics. Creators specifically get in search for the audience, whose probability to get responses to their connection would be higher, so they search for the active people who could respond quickly. And if these audiences are interested in the similar content, then it would not be lesser than the best. So, their search for their targeted audience ends by requesting the connection to the active people who recently liked or connected to the similar categorical page or account. They go beyond what social media algorithm provides, by self-analysing the path towards making their content reach widely. This

can also relate to a practical case of how targeted ads work.

Other marketing sources might be costlier with not many connections than this technique would give. Also, without social media getting a vast number of audiences would not be a piece of cake. It helps creators to get in touch with the audiences of similar profiles (competitors or other creators who create similar content). So, this is all about the way how social media helps in getting the targeted audience efficiently to the creators.

Limitations:

Firstly, if the competitors' accounts are private, then the content creator might not get data related to audiences. Secondly, for a highly-attracted post, there would be probably more than 100 likes which have been done by people in a few seconds. And it is not sure that, all people who liked it, are very much interested and are in search of more similar content. Also, creators would be requesting the top few people who recently liked the post, to get as quicker a response as possible. Really interested and might not be part of the list. Due to this, there might be a lack of response who are in the search of similar content.

Reference:

Gibson, Nya, "An Analysis of the Impact of Social Media Marketing on Individuals' Attitudes and Perceptions at NOVA Community College" (2018). OTS Master's Level Projects & Papers. 588.
https://digitalcommons.odu.edu/ots_masters_projects/588

Nagra, Ankita. (2015). Social Media Marketing- A Study on Facebook. International Journal of Current Pharmaceutical Review and Research. vol5.

https://www.researchgate.net/publication/347490252_Social_Media_Marketing-A_Study_on_Facebook