



A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING STRATEGY

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Abstract

Social Media Marketing is really important for businesses these days. It helps them talk to customers promote their products and make people know about their brand. Facebook, Instagram, Twitter and LinkedIn are some of the media platforms that have changed the way businesses talk to the people they want to sell to.

This study is about how social media marketing affects how well a business does how customers interact with it and how visible the brand is. We looked at how things like making content paying for ads working with famous people and talking to the audience affect what customers do and what they buy.

We used two kinds of information to see if social media marketing really works. We asked people who use media a lot some

questions and we also read things like journals, articles and company reports. We used tools to understand the information we got and to see how social media marketing affects customers.

What we found out is that social media marketing really helps people know about a brand makes customers interact with it more and helps get customers. Businesses that use media well can reach more people make stronger relationships with customers and be better than their competitors. We also saw that making content that people can interact with posting regularly and showing ads to the people are very important to get and keep customers.

- **Keywords:** Social Media Marketing , Marketing Strategy ,Brand Awareness ,Customer Engagement ,Digital Marketing

2. Introduction

2.1 Background of the study

Social media marketing is really important for businesses these days. This is because a lot of people are using the internet and social media platforms like Facebook, Instagram, Twitter, LinkedIn and YouTube. Businesses can use these platforms to talk



to a lot of customers in a way that is interactive.

Traditional ways of marketing like television, newspapers and radio are not as good as media marketing. This is because social media marketing lets businesses talk to customers directly promote their products and services and build relationships with the people they want to sell to. The best part is that it does not cost as much.

2.2. Research Problem

In the world we live in today social media is a part of how companies market themselves. Businesses use media to talk to customers and get their attention. They use Facebook, Instagram, Twitter and LinkedIn to show off their products and services make people know about their brand and stay in touch with customers.. Even though companies are spending more time and money on social media marketing they are having a hard time figuring out if it is really working. Companies are struggling to see if their social media plans are actually helping them connect with customers get attention and sell more stuff. The fact that digital platforms are changing fast peoples preferences are. There is a lot of competition online makes it tough for

companies to come up with social media marketing plans that work. So this study is looking at how social media marketing affects what customers know about a company, how engaged they're how well the company does. We want to understand how social media affects what customers think and how companies can use media better to meet their marketing goals. The results of this study will help businesses understand media marketing and how it can help them. The study will look at social media marketing strategies. How they impact customer awareness, engagement and business performance. We will see how social media activities influence customer perceptions and how companies can use media to achieve their marketing objectives like selling more products and services, on Facebook, Instagram, Twitter and LinkedIn.

2.3. Objectives of the study

- To identify the challenges faced in social media marketing
- To examine how social media platforms influence customers purchasing decisions.
- To identify the effectiveness of social media marketing strategies used by the company.



- To analyze the impact of social media marketing on customer awareness and engagement.

2.4. Significance of the study

- This study will help us understand the significance of social media marketing to businesses in today's world.
- Social media sites assist businesses in advertising their products and services to their audience.
- This study will also help us understand how social media assists businesses in making their customers aware of their brand.
- By analyzing media marketing, we can also understand how it influences customers' decisions to purchase certain products.
- This research will also assist businesses in getting ideas to enhance their marketing strategies.
- Marketers can also use the media to understand their customers' level of engagement.
- This study will also assist organizations in developing their digital marketing strategies.
- Social media marketing can be of great value to entrepreneurs and businesses that need to reach their customers.

- This study's findings can also assist businesses in improving their relationships with customers to make them happy.

- This study can also be of great value to us, especially to those who want to learn about marketing and social media marketing strategies.

3. Review Of Literature

Social media marketing is a deal for businesses these days. It helps them connect with customers and tell people about their products and services. Kaplan and Haenlein said in 2010 that social media is a group of internet-based applications where people can make and share their stuff. They said that social media platforms let companies talk to customers directly and build relationships. This helps businesses communicate better and market themselves effectively.

Some individuals, as Mangold and Faulds argued in 2009, believe that social media is part of how businesses market themselves. They believe that social media sites are an entertaining and interactive way for businesses to communicate with their consumers. The study carried out by the two



authors showed that businesses can use media to get people to know their brand and influence what their customers think.

Michael A. Stelzner said in 2015 that social media marketing helps businesses get more people to visit their website makes customers happier and brings in business. He found out that businesses that talk to their audience on media are more likely to build trust and keep customers for a long time.

Felix Richter reported in 2018 that since many people are using social media now businesses have new ways to promote themselves online. His study said that companies are spending money on social media marketing to reach more people and make their brand more visible.

Tuten and Solomon did a study in 2017 that showed social media marketing strategies like making content using influencers and paying for ads are really important for getting customers engaged and making people aware of brands. They said that good social media strategies help businesses tell people about their values and build relationships, with social media and customers through social media. Businesses use social media marketing to achieve this.

3.1. Research Gap

Although there have been a number of studies that have addressed the significance of social media marketing in enhancing brand awareness and customer engagement, there is still a need for more research to be conducted in order to explore the significance of specific social media marketing strategies on overall marketing performance and business growth. Most of the previous studies have only focused on the overall benefits of social media platforms without clearly exploring the relationship between marketing strategies and consumer behavior. In addition, most of the previous studies were carried out in large organizations and developed countries, while the focus on small and medium-sized businesses and the use of social media marketing strategies has not been given much priority. Therefore, there is a need for further studies to examine the effects of social media marketing strategies on customer engagement and marketing performance in the current digital age.

4. Research Methodology:

This study is looking at how social media marketing strategies affect things. It uses a way to look at the information. The study collects information from people and from



things that are already written. People are asked questions using a Google Form about what they think of media marketing. The study also looks at what other people have written about this topic in articles on company websites and, in journals. The information that is collected is looked at using simple math and pictures to see if social media marketing strategies really work. The study wants to know if these strategies can get customers to engage with a business and if they can help the business do better. Social media marketing strategies are used to see how they affect customer engagement and business performance. The study is looking at social media marketing strategies to understand them better.

4.1. Research Design

The way we planned this study is by using a research design. This type of design is really good for describing and looking at how social media marketing strategies affect how a business does and how customers interact with it. We use this design to get a lot of information from the people we ask about what they think, what they like and what they have experienced with social media marketing.

We collect the information for this study by asking people to fill out a questionnaire that has questions. Then we look at the information we get and use math like percentages and graphs to see how social media marketing strategies work and if they are really effective. We do this to understand the relationship, between social media marketing strategies. How well they actually work for businesses and customers.

4.2. Sampling Size and Sampling Method

Sampling Size

The study had 124 people taking part in it. These people were chosen to give their thoughts and opinions about how social media marketing strategies work. The number of people in the study helps get information and understand what people think about social media marketing and if it is really effective. Social media marketing is what the study is looking at and the people, in the study are giving their thoughts on media marketing.

Sampling Method

The study uses a method called convenience sampling. This method chooses people



based on how it is to reach them and if they want to take part.

It helps to get answers from people who use social media a lot.

The approach is good, for getting lots of responses easily from those social media users.

4.3. Source of Data

The research uses two kinds of data.

Primary Data:The information we get from people who answer our questions is what we call data. This is the information that we collect directly from the people we are studying. For this study we used a set of questions that we asked people to answer. We did this using Google Forms. We got answers from 124 people. We wanted to know what these people think about social media marketing strategies and what they have experienced. We collected data from these 124 people to understand their opinions and experiences, with social media marketing strategies.

Secondary Data: Secondary data is information that other people have already collected for reasons. For this study we look at data from research journals, books, company websites, articles and things we

find online. We use data to make our research analysis better and stronger. We get secondary data, from these sources to help us with our research analysis of data

4.4. Statistical Tools Used

- Percentage Analysis
- Mean and Standard Deviation
- Correlation Analysis
- Regression Analysis

5. Data Analysis And Interpretation

Table 5.1: Percentage Analysis Gender of Respondents

Gender	No. of Respondents	Percentage
Male	68	54.8%
Female	56	42.2%
Total	124	100%

Interpretation:

The table above shows the number of men and women who answered the questions. We had a total of 124 people answer. 68 Of these are men, which is about fifty five percent. The other 56 are women, which's about forty five percent. This means that most of the people who answered the questions are men.

These tables are used to show who answered the questions and it is very



common when people do surveys to find out more, about the people who answered.

Table 5.2: Age Groups

Age	No. of Respondents	Percentage
Below 25 Years	18	14.5%
25 – 35 Years	52	41.9%
36 - 45 Years	28	22.6%
Above 45	16	12.9%
Total	124	100%

Interpretation:

The table illustrates the age of the respondents. Most of the respondents fall within the range of 21-25 years, making up 41.9% of the total. The highest number of respondents fall within the range of 26-30 years, making up 22.6%. This implies that the study comprises mostly adults who use social media.

They are likely to use the media a lot. The range of 21-25 years includes the respondents.

Table 5.3 Mean and Standard Deviation

Variables	Mean	Standard Deviation
Social media advertisements affect my choice to investigate a company	4.12	0.86
Social media marketing assists companies in creating brand awareness	4.25	0.79
Attractive social media posts raise my interest in a company's services	4.18	0.82
Companies should promote their services via social media	4.30	0.75

Interpretation:

The mean values are above 4, and this implies that the respondents agree that the social media marketing strategies have a positive influence on customer perception and awareness. The standard deviation is low, and this implies that the responses are consistent

Table 5.4 Correlation between Social Media Marketing Strategy, Customer Interest

Variables		
Social Media Marketing Strategy	1	0.72
Customer Intrest	0.72	1

Interpretation:

The value 0.72 shows that there is a strong positive correlation between social media marketing strategies and customer interest in the services of the company.

Table 5.5 Regression Analysis of SEO and Social Media Marketing on Lead Generation

Variables	Beta Coefficient	t- values	Significance
Social Media Marketing Strategy	0.68	7.25	0.000
Constant	1.12	3.41	0.001
R2 Value	0.72		

Interpretation:



The value of R Square, which is 0.52, indicates that 52% of customer interest is affected by social media marketing strategies. The value of the regression coefficient, which is 0.68, indicates that social media marketing has a significant effect on customer behavior.

6. Results And Discussion

Results of the Study

The study looked at what people think about media marketing. We asked 124 people some questions. Then looked at what they said. We used numbers and pictures to understand what social media marketing does.

What we found out is that social media platforms are really important for getting people to notice businesses and for getting them to care about what these businesses are doing. Most of the people we asked are on media a lot. They see lots of ads and posts from businesses. Our study also shows that using media helps businesses get their name out there talk to their customers and sell their stuff more effectively.

We also learned that what people see on media affects what they buy. Our research shows that if companies use media in a

smart way such as posting interesting things and advertising to the right people, it will make customers like them more. So what we learned is that social media marketing is very important to get customers to care about businesses and to help businesses succeed. Social media marketing is a good deal for businesses because it helps them get more customers and sell more products. We believe that social media sites are a way for businesses to reach people and for people to learn about businesses. Social media marketing is a good thing for businesses because it helps them make money and get more customers.

Discussion

The study is about what we learned from looking at the information we got from media marketing strategies. We found out that social media is a good way for businesses to talk to customers and tell them about their products or services. A lot of people said they use media all the time and they see a lot of marketing stuff like ads and posts from companies.

We also learned that social media marketing is very important, for helping people know about a company and its products. Many people said that what they



see on media can change their minds about things they want to buy. When companies put things on social media like fun ads and updates they can stay friends with their customers.

So what we are saying is that social media marketing is a deal. It can help companies talk to their customers make their company look good and help them grow. That is why companies should try to make media content that is new and interesting so they can do a better job of marketing. Social media marketing strategies are important. Companies should use them to get better results. Social media marketing can really help companies if they use it correctly.

7 Findings

- The study revealed that the majority of the respondents are active users of social media platforms.
- It was also observed that most of the respondents fall under the age group of 21-25 years. This indicates that young people are more active in using social media platforms.
- From the analysis, it is clear that both male and female respondents participate in social media activities. However, a higher number

of male respondents participate in social media activities than female respondents.

- The study revealed that social media platforms help in increasing brand awareness among customers.
- The majority of the respondents agreed that they frequently see advertisements and promotional content on social media platforms.
- The study revealed that social media marketing strategies influence customer interest in brand awareness.
- It was also observed that attractive content, offers, and promotional campaigns attract more customer attention.

8. Suggestions

- Companies should concentrate on developing quality content on social media to attract more customers.
- Businesses should regularly update their social media accounts with fresh content, offers, and promotional campaigns to retain customer interest.
- Organizations should utilize social media sites like Facebook, Instagram, LinkedIn, etc., to reach a larger number of customers.
- Companies should respond to customer queries, comments, and feedback on social media to develop better relationships with customers.



- Businesses should utilize advertisements to reach specific customer groups to enhance marketing effectiveness.
- Organizations should study customer preferences and behavior on social media to develop more efficient marketing strategies.
- Companies should utilize attractive content like videos, images, etc., to attract more customers.
- Businesses should regularly assess the effectiveness of their social media marketing campaigns to enhance effectiveness and achieve marketing objectives.

9. Conclusions

The study on the impact of social media marketing strategies shows that social media marketing strategies are really important for businesses these days. Social media platforms are very important for business marketing. The analysis of responses from 124 respondents shows that social media marketing plays a role in getting people to know about a brand making customers happy and helping people decide what to buy. Most of the respondents use media platforms a lot. They

see marketing stuff like ads, promotional posts and brand campaigns all the time.

The findings say that good social media marketing strategies help businesses get to people and have better relationships with customers. If you want to get customers to pay attention you need to have content, update regularly and talk to them. This is what makes customers like a brand. Social media also helps businesses understand what customers want and respond quickly.

Overall the study says that social media marketing is a way for businesses to grow and promote themselves. Companies that use media platforms well can do better with their marketing and stay ahead of others in the digital marketplace. Social media marketing is a tool for business growth and promotion. Businesses can use social media marketing to get of others. Social media marketing strategies are very important, for businesses.

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