SOCIAL MEDIA MARKETING STRATEGY FOR START-UPS AND SMALL AND MEDIUM ENTERPRISES

by

Suboohi Khan

DISSERTATION

Presented to the Swiss School of Business and Management in Geneva
In Partial Fulfillment Of the Requirements
For the Degree

DOCTOR OF BUSINESS ADMINISTRATION

SWISS SCHOOL OF BUSINESS AND MANAGEMENT GENEVA

MAY, 2023

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Suboohi Khan

APPROVED BY:

_____

Associate Professor, **Andreja Rudančić**, PhD, Chair

_____

Assistant Professor, **Hrvoje Volarević**, PhD, Mentor

_____

Professor, **Josip Burušić**, PhD, Committee Member

RECEIVED/APPROVED BY:

_____

<Associate Dean's Name, Degree>, Associate Dean

Dedication

In the context of my dissertation, I want to think about the excellent support system that has helped me get this far. Please accept my gratitude to my family and friends for bracing me through the good and bad times throughout this journey. Your steadfast love and support have been a continual source of strength for me, and I will be eternally thankful for your presence in my life because of this. Your attempts to keep me rooted in reality and focused on what's essential were not lost on me, whether they took the form of a brief phone call or a much-requested weekend away. I will bring it along with me into the next chapter of my life the memories of when you and I both laughed and were filled with pleasure together. During this challenging time, you have been my rock, and I am grateful to you for reminding me that we can do anything with the support of people we care about.

Acknowledgements

I appreciate all the people who have contributed their time and energy to help me with this project; my credit to all of you is beyond words. Your unflinching support and infectious enthusiasm have been excellent sources of motivation and inspiration and have been a beneficial source of encouragement. You are a precious source, and I am grateful for that. With your assistance, I can complete all the goals I have set for myself up to this point in my life. Because of how vital your dedication and hard work have been to complete this task; I am at a loss for words to adequately convey how I want you to know how appreciative I am for all that you have done to ensure that the project would be a success. Respectfully, I wish to convey my gratitude to the universe for enabling me to participate in the development of this project and to improve my abilities along the way. With its help, I would have had the chance to pursue any of those changes. It has been a magnificent journey, one that has been fraught with challenges and replete with opportunities for personal development but which has also brought me here.

ABSTRACT

SOCIAL MEDIA MARKETING STRATEGY FOR START-UPS AND SMALL AND MEDIUM ENTERPRISES

Suboohi Khan
2023

Dissertation Chair: <Chair's Name>
Co-Chair: <If applicable. Co-Chair's Name>

This research aims to understand better how new businesses and entrepreneurs who have difficulty establishing themselves in the business sector may benefit from social media. Traditional marketing has had a great deal of success, but it has also been responsible for the failure of many campaigns due to ineffective strategies. In addition, the proliferation of digital communication technologies like the Internet and other social media platforms has spurred a total rethinking of traditional marketing techniques. It is because of the increased competition that these new technologies provide. These days, businesses place a substantial amount of importance on making the most of the possibilities afforded by digital platforms to get the desired results. Researching which marketing tactics are the most lucrative and valuable for firms and which components of those strategies contribute to their success is now much more desirable due to these changes. Consequently, this study aims to traverse the characteristics that lead to effective social media marketing, particularly emphasising the strategies used by startups and other small to medium-sized businesses. It is the primary research issue that will be addressed in further depth through this article:

How can new businesses, especially those that fall into the classification of small to medium in terms of size, make the most of the social media marketing opportunities available to them?

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CHAPTER I:

INTRODUCTION

1.1 Introduction

A fantastic product is essential to the success of any new company. However, it so is using a marketing approach that has been tried and tested to be effective because of the development in popularity of the Internet, which has led online marketing to modify how these tactics are used; businesses and brands have been forced to adapt how they utilise technology and digital marketing to reach their target audiences. It is because online marketing has caused these techniques to be employed differently. The number of individuals utilising different social media platforms has increased in recent years, which has led to the emergence of a unique marketing channel known as "social media marketing." These days, social media manifestos play a big part in daily life and the workings of the business world. Businesses have been forced to redirect their emphasis away from conventional marketing and towards digital platforms as a direct result of the continued rise of social media marketing. Because of this alteration, the enterprises have moved towards a more favourable position. According to the discovery of a study conducted in 2020 by Dwivedi and colleagues (2020), different types of digital communication technology, similar to the Internet and social media, have become inextricably entwined with the lives of individuals.

There are around 5 billion individuals in the globe, which means that active internet users account for 63.1% of the total population, according to estimations provided by (Statista,2022). As a result, social media programmes have become an essential component of daily life for many people in almost every nation on the face of the earth. According to Statista (2022), there were 4.59 billion individuals worldwide who actively used social media platforms. By 2025, this figure would have climbed to about $5.42 billion from its current level. As a consequence of this, companies are now able to achieve their marketing objectives at a cost that is acceptable by embracing social media marketing. On Facebook alone, more than 50 million businesses have a presence; on Twitter, more than 88 per cent of companies sell their wares or provide services.

Consumers are increasingly turning to the plethora of social media platforms that are now within their reach to do product research (Stubb et al., 2019), make contact with one another, or communicate and engage with companies (Dwivedi et al., 2020). According to Kumar and Mirchandi (2012), this has led to a shift away from traditional marketing strategies, with firms focusing instead on making the most of the

occasions presented by social media networks. However, since start-ups and small and medium companies (SMEs) work hard to maximise profits while maintaining the highest quality of their products, customers need to be aware of and aware of the effects these kinds of businesses provide (Basri & Siam, 2017). Furthermore, according to Iblasi et al. (2016), social media allows for reaching a large targeted audience quickly and cheaply. Therefore, it makes social media a very enticing choice for start-ups and small and medium-sized businesses (SMEs). However, according to the discovery of a research project that Dwivedi and his colleagues (2020), carried out in the year 2020, the only way to use social media effectively is to put into action a marketing plan that considers the vast number of obstacles that need to be conquered.

Promoting new companies on social media can be very successful if it is done so with enough preparation and a high level of expertise in its execution. As a result, companies are fetching more interest in developing appropriate marketing strategies that are both more successful and profitable than they have ever been.

Numerous learnings have been conducted on the subject and worked on social media marketing and the many different marketing strategies (Arca, 2012). However, there has yet to be a good give out of academic research done on certain social success factors. As companies increasingly prioritise effective and lucrative marketing methods, one of the most prominent goals is social media usage. Even though research has been done on various social media marketing tactics, such as content production and influencer marketing, there still needs to be more academic studies on specific success criteria. Researchers now have the option to look more deeply into the indicators that define the effectiveness of social media campaigns thanks to this development. In addition, businesses may reap the benefits of performing their internal assessments to establish which strategies are the most successful for reaching their target audiences.

Companies can maximise the effectiveness of their marketing efforts and remain one step ahead of their rivals if they get a grasp of the factors that drive engagement and conversion on social media platforms. Because the social media landscape is constantly shifting, enterprises need to maintain a high level of awareness and flexibility to properly harness the various social media platforms and have a possible impact. Using social media as Part of a Marketing Strategy for Startups and Other Small and Medium-Sized Businesses Successful media marketing for new and growing firms requires a careful balancing act of creative brainstorming, thorough research, and thorough data analysis. Defining the target audience and determining the platforms they use most regularly is crucial. From there, it can ensemble a message that strikes an arrangement with them and generates informative and exciting material. The use of social media is an essential part of any media marketing plan; nevertheless, it is critical to choose the appropriate platforms in light of the demographics of the intended audience. If you want your message to reach your

audience, you should think about employing paid advertising, email marketing campaigns, search engine optimisation (SEO), and social media. It is also important to evaluate data often to monitor the strategy's performance and make adjustments as required. In today's highly competitive market, start-ups and small and medium-sized businesses (SMEs) may successfully reach their target audience and expand their brand presence if they have a media marketing strategy that has been carefully prepared.

A quantitative research manifesto in the form of an online survey was developed to give insight into the research issue. The reason for this survey was to gather information. The questions in this poll are meant to assess the viability of three distinct social media marketing strategies for nascent enterprises and MSMEs. Since it has the ability to help in the effective allocation of resources for new and growing businesses of all sizes, its importance cannot be overstated. Due to this information, it will be feasible to understand the components of success and which marketing strategy would benefit them. We claim that an interactive system may be more successful than an informative approach, but combining the two may result in maximum user engagement (Kusumasondjaja, 2018). Specifically, an interactive strategy may be more effective than an informative approach. The results for this come from studies that were carried out in the past.

Additionally, combining all these techniques and implementing influencer marketing can significantly benefit start-ups and SMEs on all three investigated social media platforms: Instagram, Facebook, and YouTube. In particular, adopting influencer marketing can tremendously help start-ups and SMEs.

This thesis will be broken down into its component parts, which are the literature review, the discussion, and the methodology and results. The most important concepts will be defined and explored within the context of the literature review, which includes definitions of start-ups and SMEs, traditional marketing, social media, social media marketing and its benefits and challenges, social media marketing strategies, influencer marketing, and the three social media channels Instagram, Facebook, and YouTube. The methodology section follows and details the research strategy, data collection methods, and analysis strategies used in the subsequent areas of the paper. Finally, the findings section will display all important calculations made using survey results and explain their significance. This article will conclude with some thoughts for your review. The paper will examine the study's basic shortcomings, but it will also go into the managerial implications and future suggestions based on the survey.

1.2 Purpose of Research

For this thesis, an investigation of successful marketing strategies for new enterprises, small businesses, and even medium-sized organisations that make use of social media will be conducted. The other step that we need to do is exceptionally significant: to analyse the component that gives to the success of social media marketing for small and medium-sized businesses and startups. After that, we will do a thorough investigation of these methods and the potential they have across three different social media platforms. When meaningfully interacting with their target audience, medium-sized businesses that use social media have a unique opportunity. These companies need to analyse the qualities that lead to success for social media marketing to be successful for them genuinely. It involves determining their ideal customers, creating material that would appeal to them, and using various social media channels to communicate with them.

SMEs and startups may acquire valuable insights into what works best for their brand by doing an in-depth analysis of these methods and the possibility of their application across three different social media platforms. In addition, businesses should consider implementing influencer marketing into their approach since it successfully reaches new audiences. These companies must remember that social media is not a programme that can be applied universally and that to remain one step ahead of their rivals, they must consistently modify and improve their approach. Medium-sized businesses that want to expand their brand and attract new consumers may use social media effectively if they take the appropriate strategy and put those plans into action. According to Effing and Spil (2016), a social media marketing strategy should be integral to every successful company plan. A process of goal-directed planning is involved, with the end objective being to achieve a valued and distinctively competitive position in the market. Several strategies, such as developing interesting content, establishing a solid online presence, and making effective use of the power of social media influencers, may be used to accomplish this goal. In addition, businesses may separate themselves from their rivals and more successfully communicate with their target audience if they use a social media marketing plan that has been carefully designed. However, it is essential to recall that a project must be regularly observed and adapted to changing customer tastes and trends to achieve success with social media marketing. Businesses can maximise the effectiveness of their social media marketing efforts and achieve victory over the long term if they remain current on the most recent trends in their sector and continually refine their strategy. To be fortunate, however, including all seven factors discussed below is necessary.

1) The intended recipient(s),

2) Available Channels,

3) The Goals We Wish to Accomplish,

4) The Resources We Have,

5) The Policies We Have,

6) The Monitoring We Will Do

7) All of the Content-Related Activities

Tafesse and Wien (2018) feel that developing a social media marketing plan may help improve productivity by formulating specific goals, enhancing communication, and coordinating efforts. Regarding marketing, using educational and participatory techniques on social media platforms like Instagram, Facebook, and YouTube may have great potential for success. First, it enables a more individualised marketing method since companies can communicate with their audience directly via comments, messages, and live broadcasts. As a result, it fosters a feeling of community and loyalty among the members of the client base. Second, it allows them to present their goods and services in an original and aesthetically attractive manner using pictures, videos, and narratives. It has the potential to result in greater brand recognition and consumer involvement. In addition, by using the data analytics capabilities made available by these platforms, companies can monitor the progress of their marketing initiatives in real time and make any required modifications to increase the efficiency of their efforts. In general, integrating marketing techniques that are informative and participatory on social media platforms may help firms reach a bigger audience while simultaneously creating meaningful connections with their existing clients. As a result, please ensure that these essential components are included to guarantee the success of the marketing activities. A comparison will be made in the research paper between the marketing methods that are informational and engaging that are employed on Instagram, Facebook, and YouTube to offer the reader a better grasp of this subject matter. On top of that, it will respond to the following question that will be posed. What are the advantages of implementing marketing techniques on social media platforms that are both informational and interactive?

1. When trying to increase the amount of user interaction on Instagram, is it more effective to utilise an informative marketing method or an interactive marketing approach?

2. Is it true that implementing an interactive marketing approach to enhance user engagement on Facebook is more effective than utilising informational marketing tactics to accomplish the same goal?

3. If you were attempting to sell anything, would it be more beneficial to utilise YouTube as an interactive marketing strategy rather than an educational one?

4. Does a company's use of influencer marketing often significantly impact customers' purchasing behaviour?

It is vital to understand the interest and drawbacks of the many marketing approaches available to reach their objective. While YouTube is sometimes touted as a fantastic venue for interactive marketing, the video-sharing website is not necessarily the most productive means to move merchandise. Other approaches, such as email marketing or advertising on social media, could be more successful than traditional methods, depending on the kind of product to sell and the target audience's demographics. Studies have demonstrated that the use of influencer marketing may have a substantial effect on the behaviours of consumers. Therefore, it is a potential benefit of this marketing. On the other hand, it is crucial to choose influencers whose core beliefs are congruent with those of the company and who maintain an honest relationship with the people in their audience. In the end, the success of any marketing strategy is contingent on meticulous planning and execution, as well as continual analysis and change depending on the response received from customers and the developments in the market.

1.3 Research Problem

It is no longer a realistic choice for startups, small businesses, or even medium-sized firms to dismiss social media as a channel for communication, marketing, and potentially even hiring or income production. It is especially true for companies with less than 500 employees. It is significant for companies just getting their feet off the ground. It is the end outcome as a direct consequence of how pervasive social media platforms have become in the modern world. It is because platforms for social media have grown so ingrained in contemporary society.

Therefore, it is crucial to maintain this in mind for businesses that have only somewhat recently built a presence on the Internet during the last several months. However, delving deeply into the ever-expanding world of social media networks might be intimidating. There is a dizzying array of alternatives to pick from regarding platforms. Each forum has its user base and quirks exclusive to that platform regarding usernames, aesthetics, and function. As a result, startup firms, small to medium-sized organisations, and even more giant corporations must build more effective social media strategies to engage and communicate with target audiences to promote product sales. In today's hyper-connected world, new businesses must establish a solid presence across various social media channels by keeping an active and engaging company across all platforms. In the long term, it will substantially influence both their expansion and their level of success as an organisation. Customers will connect to the Internet before purchasing to

research user-generated content, such as online reviews and comments. Additionally, they seek the guidance of their family members, friends, and neighbours. Nevertheless, we cannot understand that not all freshly opened firms are successful in the long run. Starting a business nowadays requires a degree of flexibility that will enable you to keep up because of how quickly the Internet has evolved and other kinds of social media have. Implementing early vision plans at an earlier stage in the evolution of specific organisations is to blame for their incapacity to accomplish their ambitions. In the end, it was vital for them to have the vision essential to their ability to keep their businesses running. In today's fast-paced world, social media marketing is quickly becoming an instrument that is becoming more crucial for companies and other organisations. The user bases of the nearly two thousand social networking sites vary anywhere from 200 million to billions of people. For this reason, it is indispensable for new businesses to get off the ground if they want to compete and establish themselves in a continuously shifting and developing market. In light of this information, it is feasible that the financing for the research will make it possible for new and small to medium-sized firms to achieve the goals listed below:

1. To raise awareness of their brand, which distribution methods and marketing strategies are likely the most fruitful?

2. Which strategy will enable them to communicate honestly and effectively with the people they are attempting to reach?

3. Which strategies have the best chance of increasing the level of engagement and loyalty shown by customers?

4. Which techniques must consumers implement to transform their social media following into qualified leads and new customers?

1.4 Research Aims

 This thesis will analyse several social media marketing methods, focusing on how small and medium-sized businesses (SMEs) may use these strategies successfully. The next stage is researching what makes social media marketing effective for small and medium-sized enterprises (SMEs) and startups. Following that, we will conduct a comprehensive analysis of these strategies and the potential they have across three specific social media sites.

Startups may use social media to contact their target market, create sales leads, receive customer feedback, exhibit their wares and spread the word about their company. In addition, they can monitor the competition by monitoring social media platforms, another potential use of these platforms.

As a result, this thesis will focus on three different approaches to marketing through social media: informative, interactive, and influencer methods. The primary purpose of this research is to identify the elements that make social media marketing successful for startups and smaller businesses. Over the course of the research's completion, it will become apparent which of these strategies is most useful for startups and SMEs and if Instagram, Facebook, or YouTube should be employed in marketing campaigns. The capacity of newly founded firms and small and medium-sized enterprises (SMEs) to successfully promote themselves is crucial in deciding how successful these businesses will have. Nowadays, companies may promote themselves on a wide range. Thanks to the proliferation of social media, Instagram, Facebook, and YouTube are just a few social media platforms available to companies today.

Nevertheless, each company must identify which platform would be the most fruitful for their particular needs. Researching and conducting analysis will determine the most advantageous methods for startups and small and medium-sized businesses. For instance, companies that depend primarily on visual material may successfully use Instagram.

However, those who want to establish a community around their brand may succeed more by using Facebook. Both platforms provide various tools to help businesses connect with their target audiences.

Meanwhile, companies who wish to develop interesting video content have a formidable ally in YouTube, which may be used to their advantage. Businesses can make informed judgements on where to concentrate their marketing efforts if they have a thorough awareness of the advantages and disadvantages presented by each platform. Ultimately, the most critical thing is to decide which service best fits your needs, the objectives of the company and the demographics of its intended customers. Developing exciting and compelling video content is an essential component of any marketing campaign that is designed to be effective. Businesses can make films that look professional and connect with their intended audience if they can access the appropriate tools. Video editing software is one example of such a tool. This kind of software often has various capabilities, including special effects, filters, and text overlays. In addition, companies may target younger audiences that are more inclined to interact with video content by using social media sites such as Instagram and TikTok. Businesses use both of these platforms. LinkedIn and YouTube may be more effective than other social media platforms for business-to-business (B2B) enterprises in reaching decision-makers and professionals. It is crucial to adjust information following each platform's strengths and limitations. Thus, it is essential to remember that each platform has distinct advantages and disadvantages. Businesses can identify which platforms will be most helpful in accomplishing their objectives by analysing several data, including the percentage of users interacting with their content and the number of times it is seen. Finding the right platform is the most crucial step in

developing captivating video content relevant to the target audience and propels the expansion of a company.

1.5 Structure of the Thesis

The first chapter is where we look at the nature of the research, its scope, and its history. Then, this chapter presents a more in-depth explanation of the research subject and its significance, aims, purpose, and goals. As part of the research procedure, the researcher went through the process of conducting a literature review, and the information that was gleaned from that review is summarised in Chapter Two. This section highlights critical essential papers, underlines vital research, and, most importantly, shows the gap in the existing body of knowledge. In pursuing this line of inquiry, an effort will be made to reduce or do away with that gap.

In the third chapter, we discuss the approach used in this investigation. Ultimately, it will investigate this study's several quantitative research theories and the data gathering.

The principal results of the research are described in the fourth chapter, along with suggestions for activities that businesses now operating in the social media marketing sector may do to make the most of the information offered by this study.

In the fifth chapter, we will discuss the results in further depth. Chapter Six of the report discusses the conclusions and repercussions of this inquiry. It will find the results, the disclaimers of the study, its limitations, its practical uses, and proposals for more research. In addition, comparisons and contrasts with the results of another survey that are analogous to this one will be given in this part. Finally, the information in question may be found in the last part of the report, the researchers' recommendations and their conclusion. This research's findings indicate an essential link between the factors examined in this investigation.

On the other hand, it is vital to consider the research's limitations, which include small sample size and the possibility of bias. Despite these setbacks, this study has several important practical implications, notably guiding future policy choices and actions. In addition, specific ideas have been proposed for further research, such as increasing the sample size and including people from a broader range of backgrounds. Comparisons with previous studies in this field demonstrate both parallels and discrepancies in the results, indicating the need for additional research. In the end, the recommendations made in this study and the conclusion drawn from it highlight how essential it is to take into consideration many elements whenever

one does an analysis of these variables and provide helpful insights for research that will be conducted in the future.

CHAPTER II:

REVIEW OF LITERATURE

2.1 Introduction

 In this study, we look at a number of variables that affect the success of social media marketing for startups and other types of SMEs. More research will be done on conventional advertising, social media, social media marketing, its pros and cons, a wide range of marketing strategies, influencer marketing, and the top three social media platforms today: Instagram, Facebook, and YouTube. An analysis of the prior research that has been done on these specific problems will make up the first portion of the overall review of the relevant literature that will be performed. At this point in the process, the objective is to identify which research areas may be enhanced to give the reader beneficial knowledge. In further depth, one of the most critical aspects of this study will be looking at the previous research on specific topics. When we look at the study that came before us, we may see where our knowledge could be improved and where further investigation is required. Because of this, we will provide the reader with instructions that are not only useful but also up-to-date. In addition, we will look at the technique used in earlier studies to identify whether or not there were any flaws or biases in the investigation that may have led to the results obtained. Because of this, our research will be more scientifically sound and objective. In addition, we will investigate the theoretical frameworks used in earlier research to determine whether or not any underlying assumptions or biases impacted the findings of those studies. By doing so, we can be convinced that our investigation is based on solid theory devoid of preconceived preconceptions about its subject matter. Examining previous research will provide a firm platform to develop our inquiry and add to the existing knowledge on these issues.

2.2 Emerging companies, as well as small to medium-sized businesses

According to Investopedia, a business in the beginning phases of its operational life is considered in the "start-up" phase. Because there is no one definition of these kinds of companies that is universally accepted, it is hard to represent small and medium enterprises (SMEs). According to Berisha and Pula (2015), the phrase "small and medium-sized enterprises" (or "SMEs") has been defined using a range of methods, including both quantitative and qualitative approaches. This information was found in their study. It depends on things like the total amount of sales or staff. In our investigation, we will use the definition of small and medium-sized enterprises (SMEs) offered by Gilmore et al. (2001). According to this definition, SMEs employ fewer than 250 people. It is vital to make utilisation of a diverse assortment of quantitative and qualitative methodologies if one wants to conduct SME research that is of any value. Quantitative methods entail polls and statistical breakdowns of collected data, while qualitative techniques include in-depth interviews and discussion groups. The exact research question that is being addressed, as well as the size of the firm, will both play a role in the decision-making process for the methodology to be used. For instance, if the objective is to understand a new policy's effects on SMEs, a quantitative survey may be the most effective method to collect data from many enterprises.

On the other hand, qualitative interviews are more fruitful if the objective is to get a deeper understanding of the experiences and points of view held by SME owners. It is important to remember that the definition of "small or medium-sized enterprise (SME) is susceptible to change based on the circumstances and the setting. Researchers can achieve their goals using various methodologies and considering contextual elements such as the organisation's size. This definition works well with categorising micro, small, and medium-sized businesses.

Company Category	Employees	Turnover	Balance Sheet
Medium Sized	<250	≤ € 50 m	≤ € 43 m
Small	<50	≤ € 10 m	≤ € 10 m
Micro	<10	≤ € 2 m	≤ € 2 m

Table 1: Definition of Micro, Small, and Medium Enterprises (EU, 2020) (Source – Google).

The owners of companies often find marketing to be a complex undertaking, although it is critical to the continued existence and prosperity of small and medium-sized businesses. Even though the European Union distinguishes between micro, small, and medium-sized businesses, small and medium-sized businesses (SMEs) cannot compete with big organisations due to their lack of resources. Time, money, and previous expertise are all examples of these resources. Nevertheless, marketing is vital to small and medium-sized enterprises (SMEs) since these companies depend on consumers to learn about and acquire their goods. Therefore, marketing is one of the essential factors in determining the performance of small and medium-sized businesses (SMEs), as stated by Simpson and Taylor (2002). The study that was carried out by Gilmore et al. (2001) throws light on the distinctive characteristics of small and medium-sized enterprises (SMEs), which differ from large firms in that they do not have structure, spontaneity, or resources. 2001 was the year that saw the completion of the study.

Increasing profits while maintaining product quality is only possible for small and medium-sized businesses with access to marketing. Basri and Siam (2017) state that many small and medium-sized firms (SMEs) are unsuccessful because their budgets cannot cover marketing expenditures and brand expansion. Consequently, these businesses must look for cost-effective methods and channels, which will be discussed in further detail in the next section of this literature review. Putting more emphasis on digital marketing might be one of the most fruitful approaches for medium-sized and medium-sized businesses to save costs. Because of the proliferation of social media and online advertising, companies can now communicate with more people at a lower price. Small and medium-sized businesses (SMEs) may need to bring in new clients while also maintaining the ones they currently have been producing exciting and relevant content. Investing in search engine optimisation (SEO) may enhance the visibility of a company's website on search engines like Google, which may result in a rise in the volume of website visits and an increase in sales. Cross-promotion via partnerships with other companies or industry leaders may be an additional cost-effective marketing strategy for a company. It opens up opportunities for more private companies to reach new audiences without spending much on advertising. Attending industry events and conferences may give small and medium-sized businesses excellent possibilities for networking and assist them in establishing themselves as thought leaders in their respective fields. Small and medium-sized enterprises (SMEs) may overcome financial limitations and effectively expand their brands by implementing these tactics. Small and medium-sized enterprises (SMEs) in today's digital era have access to a wide variety of marketing tools that are both cost-effective and may help them reach new consumers without breaking the bank. Engaging with prospective clients and raising awareness about the companies can be accomplished with the help of social media programmes like Facebook, Instagram, and Twitter, which is

one of the most successful strategies. Small and medium-sized businesses (SMEs) may increase the amount of traffic to their website and their number of followers by producing exciting and relevant content for their target audience. Collaborating with influencers or micro-influencers in the same field as the business, who already have a dedicated fan base, is another strategy. It may assist small and medium-sized enterprises (SMEs) in accessing a broader audience and developing credibility via the endorsement of third parties. In addition, participating in industry events and conferences may give small and medium-sized businesses excellent networking opportunities, allowing them to interact with other industry experts and position themselves as thought leaders in their respective fields. Small and medium-sized enterprises (SMEs) may overcome financial limits and expand their brands in a market saturated with competition if they continuously follow these techniques.

2.3 Traditional Marketing

Todor (2016) defines "marketing "as the methods that focus on a firm presenting its products to the people who make up the company's client base. These strategies require a thorough understanding of customers' requirements for their acquisitions.

According to Kotler and Armstrong (2013), marketing is about creating deep relationships and providing the customer with value. To do this, we need to continue to place equal importance on our actions to benefit the firm and the customers we serve. As a result, it may be carried out in various ways by using several different dissemination routes. According to Taherdoost and Jalaliyoon (2014), it is vital to participate in a broad range of sophisticated commercial activities. These activities should all be geared towards the creation of maximum income and the development of operations all over the globe. Taherdoost and Jalaliyoon (2014), Product, Price, Place, and Promotion" are the elements that make up the "4 Ps" of the traditional marketing mix, as stated by Gordon (2012). Conventional marketing channels are defined within the marketing mix as consisting of several physical products. (Todor, 2016) Some examples are printed advertisements, billboards, and business cards. According to Taherdoost and Jalaliyoon's (2014) definition, traditional marketing is marketing tactics independent of digital resources. According to Todor (2016), conventional marketing is sometimes called "outbound marketing," which includes acquiring customers' attention. According to Taherdoost and Jalaliyoon (2014), one of the advantages of conventional marketing is that it enables direct responses from customers, human engagement and a visible presence in the marketplace. According to Taherdoost and Jalaliyoon (2014), conventional marketing has typically been costly and impossible to measure. On the other hand, social media platforms now present

more cost-effective and measurable solutions. On the other hand, it is a well-known fact that conventional marketing comes at a prohibitively expensive price.

Consequently, marketing strategies, such as electronic marketing, also known as e-marketing, have begun to be developed to redirect the direction of technological progress. According to Taherdoost and Jalaliyoon (2014), "e-marketing" refers to implementing marketing strategies via electronic media, such as the Internet. According to Kalyanam and McIntyre (2002), e-marketing necessitates the use of a variety of instruments. These tools may take numerous forms, such as homepages, websites, search engines, recommendations, banner adverts, Etc. According to Patano et al. (2019), the traditional marketing mix of 4Ps has been stretched to 7Ps in recent years due to the emergence of social media and the increasing number of possibilities for interactive marketing.

An increase in interactive marketing opportunities brought about this marketing mix expansion. Because this inquiry might benefit from further options, the next section will concentrate more on the critically important subject of marketing through social media. Therefore, social media marketing has become a vital component of modern-day advertising as a direct result of expanding social media platforms like Facebook, Instagram, and Twitter. Thus, there are now more options than ever for interactive marketing; companies can engage with the people they are trying to reach in ways that were not feasible before. The use of social media has made it simpler for companies to solicit input from their clients and to answer questions raised by those clients in real-time. However, to effectively utilise social media for marketing reasons, one must have a comprehensive grasp of both the platform's algorithms and the behaviour of its users. Here is where statistics derived from social media come into play, delivering invaluable insights into the preferences and patterns of customers. It is abundantly evident that social media will continue to be essential for reaching out to consumers and developing brand recognition even as companies adapt to the ever-shifting marketing environment. The demand for more employment in this sector will only rise as the social media landscape shifts and new platforms come online. Despite the constant changes in the marketing environment, social media will continue to be a crucial instrument for businesses to interact with their target audiences and increase awareness of their brands. As a result of the explosion of social media, companies today have more alternatives than they have ever had before to communicate with the people they are attempting to reach because new platforms are introduced daily; companies must know the most recent developments in social media marketing trends and strategies. Brands may employ user-generated content to develop trust and credibility, produce compelling material to connect with their audience, cultivate relationships with consumers via personalised interactions, and use social media to do all three. Because of the increased level of competition in the digital realm, companies need to take a

strategic approach to their use of social media marketing and invest in developing a robust online presence that is in keeping with the principles and objectives of their respective brands. If they decide to go in this direction, they can establish themselves as thought leaders within their sector and keep a competitive edge in this era of fast change.

2.4 Social Media

According to Constantinides (2014), the expansion of the Internet and the improvements it has made to communication and the exchange of information have fundamentally altered the methods companies use to market their goods and services. As a direct result, brand-new items have been developed, expanding the reach of conventional marketing methods (Klaus, 2013). As an immediate and unavoidable consequence of the expansion of many channels for social media, consumers now have a greater variety of opportunities to interact with others on a global scale. It gives customers a remarkable ability to express their opinions, which might modify traditional methods. Within their discussion of the idea, the writers use this particular term to discuss social media marketing. When individuals are online and using social media, they can have conversations with a much larger number of people than before. According to Sajid (2016), it provides the door for businesses to interact directly with the individuals most likely to become their customers. In addition, the information that is shared on social media sites is virtually wholly the work of the people who utilise such platforms. As an immediate result, it paves the way for enterprises to find their customers' perspectives about what they provide, which is valuable feedback (Sajid, 2016). According to Wang et al. (2012), a consumer's perception of a particular brand may be readily altered, primarily as a result of the influence that is exerted by comments that are published online. This old proverb could not be more accurate regarding the subject—the effect of unfavourable comments and criticisms. If a company wants to effectively engage consumers and favourably change the opinions that customers have of the company, then marketing via social media is very vital. As a result of this, marketing through social media is highly necessary. According to Filo et al. (2015), the function of social media is essential throughout the whole consumption process. It includes the phase in which consumers look for information, the stage in which they make decisions, the phase in which they acquire the product, and the phase in which they use the product. The significance of social media may be seen via the lens of the interaction between various components of the purchasing process and various features of social media. Researchers have concluded that social media is the primary driver behind a diverse range of behavioural patterns due to the findings revealed as a direct consequence of this investigation (Constantinides, 2014). The effect

that social media has on consumers is something that has been discussed at length in a significant number of studies. However, even though this influence has been the topic of several studies, there has yet to be a direct comparison between the platforms available for start-ups and those available for small and medium-sized enterprises (SMEs). As a result, the discoveries made and described in this publication will improve previous research. According to Aichner and Jacob (2015), "social media" refers to an overarching concept encompassing various web-based platforms and an extensive collection of networks. The author's usage of the word "social media" to refer to the overarching notion led to the development of this definition. The nine ways a social media site might benefit the company are outlined in Table 2.

Social Media Platform	Usage %
Facebook	44
YouTube	29
WhatsApp	23
Instagram	15
Twitter	13
Fb Messenger	12
Telegram	6
TikTok	4
LinkedIn	4
Snapchat	2

Table 2: *Types of Social Media Laura Wong (2021) (Source – Google).*

The nine distinct types of social media are organised into categories, each of which is shown in the table that is located just above this one. This inquiry's critical social media sites are Instagram, Facebook, and YouTube. In the sections to come, a particular emphasis will be placed on each platform to conduct a more comprehensive investigation. According to Reto et al. (2017), companies utilise social media as a marketing strategy because it coincides with their overall aims, such as increasing sales and brand recognition or interacting with customers. In other words, social media helps companies achieve their fundamental goals. In other words, businesses use social media as a marketing tactic because doing so aligns with their overarching objectives. Moreover, it could occur since the social media site is easy to reach. Identities, conversations, sharing, presences, connections, reputations, and groups are the seven aspects of social media, as identified by Kietzmann et al. (2011). According to Popp and Woratschek

(2016), the block above blocks and the linked social media platforms creates various options for enterprises to market themselves. These opportunities could be discovered via the use of social media. In addition, Popp and Woratschek (2016) contend that these prospective clients might be identified via social media platforms.

Dwivedi (2020) reports that one of the other elements contributing to the choice of organisations to embrace social media is the fact that it allows them to develop a stronger emotional connection with their consumers. It was one of the additional factors that contributed to the decision of companies to use social media. The results of a study managed in 2020 provided the basis for these predictions. Hence customers can discuss their thoughts and experiences concerning the goods and services offered by the company. Individually, the company can engage and communicate with each of its clients. This result is a direct result of what was achieved. Because of it, we are in this predicament now.

Customers who have already purchased from a company in the past, customers who are new to the company, and customers who have the potential to buy from the company each have a tremendous amount of value. According to Rana and Kumar (2016), if a firm can communicate directly with these clients, it may obtain a more in-depth grasp of their thoughts and gain an advantage over rivals that do not employ these choices. When we go on to the next portion of this literature study, we will come across a paragraph containing a complete description of the possible benefits social media may bring for companies, particularly new firms and small and medium-sized organisations (SMEs). This part of the instrument will focus on the potential advantages social media might provide to smaller or medium businesses. In addition to the research of marketing via social media, an inquiry into the benefits and drawbacks of marketing in general, as well as Instagram, Facebook, and YouTube, as examples of specific social media platforms. The success of several marketing tactics for companies of a smaller or medium size will be the primary focus of this study project. This study will investigate how these firms may use various social media channels to reach their target audience and expand their consumer base. The study of marketing via social media will encompass an investigation of the many strategies successful firms employ to interact with their followers and promote their goods or services. In addition, the examination of the benefits and drawbacks of marketing, in general, will give insights into the possible risks and rewards that are linked with a variety of marketing tactics. When looking at individual social media sites like Instagram, Facebook, and YouTube as examples, a more in-depth knowledge of how each platform may be used to maximise marketing efforts will be provided as a result of the investigation. The overarching objective of this study project is to provide helpful information to companies who want to enhance their marketing strategies and expand their online presence utilising social media.

YouTube is one of the most looked-into websites worldwide, with over 2 billion visitors logging in monthly. It gives companies a unique chance to reach a large audience via video content. For example, producing films that highlight goods or services that are both interesting and instructive is a superb approach to making the most of the marketing efforts on YouTube. They can also use YouTube to promote brand recognition by generating tutorials, how-to videos, and other material that provides viewers with a behind-the-scenes peek at the company by uploading this content to the platform. Another productive tactic for expanding one's customer base is working with influential people or companies in the same field. Additionally, the advertising platform on YouTube enables companies to select specific demographics and interests, which makes it a perfect venue for paid advertising campaigns to target particular audiences. Businesses can develop successful marketing strategies that promote interaction and expand their online presence if they have a solid grasp of YouTube's specific capabilities and features.

2.4.1 The Startup and the use of social media

Hanna et al. (2011) state that social media sites like Facebook, Twitter, LinkedIn, Instagram, and YouTube, among others, are among the most important tools for fostering communication. Organisations increasingly use social media to get feedback from a wide range of stakeholder interactions, as Carlson et al. (2018) reported. Social media has become one of the most important and lucrative tools for businesses to communicate with potential customers (Kumar & Mirchandani, 2012), enhance the evaluation of brands (Naylor et al., 2012), and expand into new markets globally (Gao et al., 2018). In recent years, consumers have grown more influential and powerful, making social media platforms like Facebook, Twitter, and Instagram integral to any successful marketing communication strategy. Customers, for instance, are now the industry's creators, influencers, and KOLs (Hamilton et al., 2016). In order to get a competitive edge, a social media application was developed and integrated into the new method of strategic marketing communication (Lamberton & Stephen, 2016; Li et al., 2021). Smaller businesses, such as startups, frequently focus more on the use of technology, and social media has become an integral tool for strategic planning across a wide range of enterprise functions. For instance, Jin et al.'s (2017) study discovered that the amount of money investors provided to companies correlated with their social media usage. Consistent with previous studies (Mumi et al., 2019), we find that firms that actively engage in social media before their initial public offering (IPO) are more likely to get investment after the offering. In addition, there is evidence from prior research that suggests social media usage in a startup setting is related to a rise in revenue.

Information dissemination, long-term relationships, exposure, innovative company concepts, and credibility (Chen et al., 2017). The previous studies' results backed up this connection. Therefore, organisations with distinct identities might benefit from using social media for various strategic purposes. Social media is increasingly used in business, especially by startups, yet, further study is needed to determine its full potential (Olanrewaju et al., 2020). Therefore, this manifesto examines how social media may be used strategically to help entrepreneurs succeed.

Businesses Are Using Social Media to take advantage of the opportunities that may arise on social media platforms, participation is essential for many businesses. According to reports, companies are beginning to realise the benefits that social media may provide. For instance, it helps to gain the confidence and dedication of key stakeholders, employees, and customers. Facebook, Twitter, LinkedIn, and YouTube are just a few examples of social media sites that make it easy to stay in touch with people online and learn about new products and services. These sites can serve as a hub where people with different perspectives on how a business should develop or what products it should provide may come together and share their thoughts. Social media has had a profoundly positive influence on businesses that have used this technology as part of an inventive process, according to the findings of a previous study. Using social media effectively may strengthen the bond between a company and its customers. It may therefore affect consumers' post-purchase communication, perspectives, and awareness, among other things. When seen from an organisational vantage point, Jiang et al. (2021) note that social media may be used in several ways to enhance business processes and raise brand awareness. This can be accomplished through various means, including but not limited to improved channels of communication, nurturing relationships with existing customers while actively seeking out new ones, amplifying the impact of positive word-of-mouth, advertising the company's wares and services, increasing brand recognition, and attracting more visitors to the company's website. The number of companies hoping to use social media to gain an advantage in the market has steadily risen. Because of social media, businesses may now learn about a broader audience's needs, opinions, and preferences. In addition, social media has allowed businesses to communicate with a specific demographic that may be a lucrative customer base. From the company's point of view, innovation begins with the establishment of a more transparent channel of communication with the company's customers, stakeholders, and employees.

2.4.2 Lack of Social Media Strategy

In the early 2000s, when social media was starting to take off, companies started creating profiles on sites like Fotolog, Myspace, hi5, Friendster, and del.icio.us to learn more about the benefits social media may have for their operations. Early adopters were drawn to the rapidly expanding subscriber bases of these platforms and the widespread adoption of them among the company's clients. Previous research has shown that most firms inadvertently establish a presence on social media. On the other hand, some people avoid social media for fear of the social media ecosystem and the unknown business hazards it may provide. Businesses risk being vulnerable to many threats if they try to establish a presence on several social media platforms without developing a comprehensive plan. Businesses must invest time, people, effort, technology, and skills to join the social media revolution. These factors must be considered if you want a reliable ROI estimate. Poor strategic content planning, limited resources, and ambiguous job duties may contribute to an inconsistent material flow. This makes it difficult for companies to keep their clients' interest for very long. Creating a profile on a social networking site (like Facebook) may be exciting. Some companies make the mistake of posting adverts on their sites to entice customers to "like" the page or promote the dissemination of their products or services, especially viral videos. Exposure in a good light might lead to higher profits, while exposure in a negative one could hurt the company's bottom line and brand. Since people create material on social media platforms, it may be difficult to enforce laws and regulations. However, after a thorough study of social media processes, companies can foresee the possible hazards presented by social media and react appropriately. When social media is properly incorporated into an organisation's structure, it has the potential to increase the value of that organisation. Recent studies show that companies slowly realise they need a social media strategy. They must define their goals for using social media, identify their target audience, and choose the social media sites that will best serve their needs. The implementation of the company's social media strategy, as well as its people, culture, processes, and technology, will be impacted by a strategic change in its operations.

Rather than treating social media as a marketing channel in isolation, businesses that integrate it into their overall strategy are better equipped to determine the areas in which it may be most beneficial. The increased prevalence of social media use among customers and employees has created a challenging environment for businesses. However, businesses are under pressure to establish a presence on multiple platforms because consumers expect them to do so; as a result, they are struggling to implement social media strategy within their organisation, as it is not sufficient to build a presence on social media merely but rather to utilise it to reap the benefits it offers systematically. However, implementing a successful

social media strategy is challenging for many companies. The many social media techniques available now cover many different angles. Efficiently and inappropriately, important basic characteristics and areas of concern may be considered while utilising the framework to develop a social media strategy. The seven parts are:

1   Target market: Companies must first choose whom they wish to communicate with through social media.

2   Choosing the Right Channel

3   Identifying the best distribution method for reaching each target audience is crucial

4   Goals: For social media to benefit a business, its goals should be integrated with to the organisation's

5   Materials: Enough time and money must be invested in the social media plan to be effective.

6   The company should have established and communicated rules regarding workers' use of social media.

7   Listening to customer feedback is essential since it provides valuable insight into how to improve a company's offerings.

8   Content-related actions: Each platform contribution is assigned a unique content post and schedule.

9   Identifying these factors as crucial to any comprehensive social media strategy was made possible by reviewing the relevant literature. Second, the seven building blocks that makeup what has been dubbed "The Honeycomb of social media" provide the framework's underlying structure. The following are examples:

1   The word "presence" refers to the number of users currently connected to the network.

2   Interaction: how individuals engage with the system and one another.

3   User-to-user familiarity is what we mean when discussing reputation.

4   Groups allow users to organise themselves into communities.

5   An individual's level of transparency is what we mean when discussing identity.

6   Conversing or exchanging words with another person.

7   "Sharing" means that users send data around. So, these structural components may be used to characterise how involved individuals are in social media.Social media strategy emphasises using social media for marketing, "social media strategy" may also refer to the more general practice of using social media. This research focused on aligning business strategy with social media in the tourism sector for a competitive advantage. The social media strategy's overarching goal was to develop a workable approach to communicating with the public. The frameworks mentioned above fall short of

what is required for a comprehensive social media strategy due to their lack of evaluation criteria for social media readiness, development, and implementation.

First Stage: Long-Term Planning: This is a crucial stage since it allows for an in-depth analysis of the company's readiness, competencies, objectives, and capacity to integrate social media into its business. Organisational structure, human resources, processes, governance, social media's impact on business processes, planned technologies, and potential risks are all considered.

Part 2: Making Plans and Carrying Them Out There are two parts to enterprise collaboration: the internal realm of enterprise collaboration and the outer realm of business.

Phase 3: Business Interactions the Company's social media strategies will be outlined below. Enterprise collaboration tends to stiffen a company's traditional corporate structure, giving employees a greater say in daily operations. Enterprises allows businesses to use their employees' creativity to improve productivity and the efficiency of their daily tasks. Collaboration, sharing knowledge and resources in the workplace, facilitates interaction and connection among workers and across the focus areas. Social media's two-way, conversational innovation facilitates easy information sharing among staff, boosting productivity and efficiency in the workplace. Employees who participate in corporate cooperation are more likely to have fruitful brainstorming sessions, leading to the development of novel ideas and products. There are three phases to a successful business collaboration:

1 Carrying Out the Strategy: At this point, organisations justify the functional requirements and build a business case adapted to the organisation's and its employees' needs. Furthermore, they identify a business sector as a potential development and deployment ground for social technology. Adoption, employee training, and the cultivation of special skills are only a few of the many factors that are considered.

2 Building and releasing: The social media site is complete and ready for users. For instance, if the company prefers not to use social networking sites like Facebook or others that provide similar services, it may develop its proprietary platform.

3 The quality and utility of the platform are continuously monitored and evaluated via continuous management. Constant research into the platform is essential for its proper functioning and future improvement. This department manages the company's external relations, such as interactions with clients and other interested parties.

4 This study concerns how social networking applications may foster innovative teamwork, customer engagement, and business stakeholder cooperation. Many companies put themselves in danger when

they adopt Business by creating profiles on popular social networking websites. Business value to various corporate divisions must be carefully evaluated to ascertain its true function. Business can increase brand awareness, relationship management, innovation, creativity, and productivity. Businesses may use social media for various purposes in this regard. Blogs, microblogging, social networking, and podcasts are all online publishing. However, the company's principal focus may change based on the area of business that could be better and needs improvement. Methods for implementing Business have been outlined, including the following:

5   Plan: In the planning phase, you will want to zero in on precisely whom you are trying to reach and which social media platforms they frequent. For instance, if a business caters to a wide range of demographics, it will craft messages that resonate most strongly with each group. As a result, a good strategy for reaching out to customers via communication is to craft a different message for each audience segment. The most efficient method of making money from Business activities is wisely picking social media networks.

6   Innovate: This is the stage at which new concepts are conceived. To stand out from the crowd and get an edge in the market, businesses now innovate to capitalise on expanding demand rather than directly compete. Businesses generate innovative concepts in response to expanding customer demand for superior products and services that will provide them with a competitive edge. Before implementing Business, several adjustments must be made to facilitate employees' use of social media inside the company. Two of the most important things to do during setup are to update the company's rules and to create social media guidelines. These activities ensure that the organisation can adapt to the changes due to the implementation process. In addition, all of the accounts and resources required for social networking have been established. The timeframe for posting and the content messages to be delivered to the target audiences will be determined at this point.

7   Launch: When everything mentioned above is complete, the next and last step is to launch. The launch may occur once the platform(s) have been built and are ready for their debut. The platform (or platforms) may be revealed or spread out over a few days. Companies may choose one of many distinct routes when introducing a new product.

8   Maintain: After the platform(s) have been released, it is checked to see how social media activities affect and generate traffic to the business websites. The social media plan's outline is well-structured and straightforward to understand. However, it needs to provide a logical process for determining which social media site is best for a particular organisation.

2.5 Social Media Marketing

According to Constantinides (2014), the proliferation of social media may be connected to influencing customers' opinions since it has enabled consumers to create more complicated methods to search for information and assess items. Therefore, it has led Constantinides to hypothesis that expanding social media may be tied to influencing customers' viewpoints. In other words, customers can now make more informed product decisions. However, there have been reports that these events have affected marketers.

It is because companies are increasingly turning to social media to market themselves and sell the goods and services they provide. As a result of this, the number of persons partaking in this behaviour has increased. According to Felix et al. (2014), social media marketing has the potential to be a multidisciplinary field, one that cross-functions and one that creates value for stakeholders. To use conventional and social media communication channels to promote on social media successfully. Therefore, social media marketing is an interdisciplinary and cross-functional concept that utilises social media to accomplish organisational objectives by providing value for stakeholders. This idea uses social media to achieve organisational goals via the usage of social media. The following is what the findings of an investigation that was carried out showed.

According to Saravanakumar and Sugantha Lakshmi (2012), companies exploit social media platforms to generate buzz and increase their understanding of customers. Ford's Ford Fiesta Movement in 2010 is an excellent example of how a well-known firm might profit from social media marketing by generating a buzz (ibid). The movement was aimed at selling more Ford Fiesta cars. With the assistance of Ford's social media marketing, this objective was accomplished. Over 10,000 automobiles were sold in the first week as a direct consequence of their campaign, which garnered an astonishing 6.5 million views on YouTube. In addition, they handed out a hundred Ford Fiestas to those who had a significant impact on social media. It is impossible to deny that this exemplifies the power of online platforms to generate buzz and raise awareness about a product, which, when done appropriately, can boost a company's sales. "Buzz" is a term used to describe consumers' enthusiasm about a product. Coca-Cola has made the most of this potential by using social media to collect customer input and produce unique varieties of Thums Up. For a company's marketing efforts to be successful, they need to be active on relevant social media platforms. Zara, for instance, takes advantage of its numerous platforms to provide its clients with regionally applicable specials and special offers determined by their location. According to the manifesto that was carried out on the subject, the objectives of social media marketing are as follows: increasing sales; encouraging user interaction; growing brand awareness; and boosting brand image; receiving insightful feedback from

current consumers. To effectively execute a plan for marketing through social media, it is essential to have a solid understanding of the e-marketing pyramid and all of its tiers. It will enable us to integrate our marketing plan with an acceptable social media marketing strategy. The pyramid shown in Figure 1 may be disassembled into the following sections and subcategories:

1   The item or service being marketed

2   The marketing organisation

3   The internet presence

4   The marketing of social media

Figure 1: The E-Market Synergy Pyramid (Constantinides, 2014) (Source – Google Images).

Each level must be placed in the correct location. The story of the products or services is the most crucial factor to consider while analysing this tale. For a company to succeed, it must meet and exceed the criteria that its customers have set out for the products and services it offers. If they don't, it might provoke hostile responses from other users, which would spell disaster for the business's social media marketing effort. An organisation's product or service could be at the bottom of the pyramid. According to the source, the second level of the pyramid is the most important one since it underlines the need for companies to continually build and maintain their quality control systems for both traditional and digital marketing tactics. This requirement applies to both types of marketing techniques. This prerequisite is necessary for both categories of marketing approaches. The importance of a company's online presence is growing as a direct result of consumers now anticipating receiving outstanding service while shopping online; according to the information provided in the source, having a well-made website may result in positive perceptions of the quality of the firm. Suppose a company wants to make the most of the opportunities presented by

social media applications. In that case, its website and the numerous social media platforms it participates in must be of a high enough quality and expertise. The activities in which it participates have a significant and beneficial effect on one another (ibid).

Nowadays, a company's success is directly proportional to its level of internet visibility. Maintaining high quality and expertise across all channels is crucial, especially now that social media platforms have become vital to a company's marketing strategy. A website that is professionally designed, simple to access, and contains content pertinent to the user's needs is more likely to attract new consumers and keep those customers engaged.BE Similarly, social media accounts that are actively maintained and that routinely produce information that is both interesting and relevant may assist in developing awareness of a company and encourage consumer loyalty. Because the feedback customers provide on these platforms may significantly impact how the general public views the quality of the company's products or services, it is essential that this input be monitored closely and that timely responses be provided. Businesses can cultivate a favourable image for themselves and establish favourable attitudes among their target audience by using social media platforms' power. It may lead to more significant sales, better customer happiness, and overall success over the long run. Platforms are essential in determining how the general public views the quality of a firm. In particular, social media platforms have evolved into practical tools that companies may use to cultivate a favourable image in the eyes of their target audience and get good comments from those individuals. Using social media, businesses can communicate with their consumers in real-time, respond rapidly to their questions and concerns, and present their goods and services dynamically and engagingly to their target audience. It may result in more revenue, greater customer satisfaction, and continued success over the long run.

Nevertheless, companies need to utilise social media appropriately and morally. They need to refrain from bombarding their followers with information unrelated to their brand or making misleading promises about the quality of their goods or services. Instead, companies should concentrate on cultivating authentic connections with their clientele by delivering value through informative and interesting material tailored to their specific requirements and preferences. Businesses can promote themselves as reliable brands that control the well-being and satisfaction of their customers if they behave in this way clientele if they act in this manner.

2.5.1 Social Media Marketing Advantages

Businesses of a smaller or medium size and more giant corporations rely on social media platforms like Facebook and Twitter for marketing. This particular kind of marketing may benefit six primary functional areas: marketing, customer service, research and development, finance, public relations, and human resources. Participation in marketing activities through social media comes with many benefits, each hugely beneficial in its own right. However, it is highly significant to undertake a deeper study into these themes and explore how startups, small and medium-sized enterprises, and even bigger organisations may profit from them. Companies, particularly startups and small and medium-sized organisations (SMEs), have been strongly encouraged to embrace social media marketing items, including "SMEs," since increased brand awareness and exposure are the two primary reasons why companies should do so. According to the definition offered by Arca (2012), "brand exposure" takes place when individuals become aware of a product, service, or advertising through their senses, regardless of whether or not they are paying attention to it. It may occur whether or not a person is paying attention to the product, service, or advertising because of the growing usage of social media and word-of-mouth marketing; businesses have seen an increase in their reach, as well as an increase in the quantity of information that consumers have about the position that the businesses have in the market. According to Stelzer's (2012) research findings, the major benefit of using social media marketing is greater visibility. Putting forth the effort to develop lasting client relationships should be a top priority for newly founded and small companies. It is vital for increasing sales and preserving loyal patronage from previous customers. Startups and other small and medium-sized businesses (SMEs) must act to boost brand recognition. Marketing their brand on social media is a practical method they can take. Not only does it have the ability to bring in a considerable number of visitors who suit the demographic profile, but it also provides a technique that saves time and money when it comes to engaging with a large number of individuals who are interested in a certain subject. In addition, social networks provide infinite channels of connection all over the globe or in specific parts of the world. With social media, businesses can capture web traffic and introduce their brand to new audiences, which benefits their bottom line.

Due to this information, companies can now focus on the people most likely to become customers. According to Todor (2016), marketing done via social media platforms puts a much greater emphasis on the engagement between the platform and its users. As a consequence of this, conventional marketing tends to be considerably more one-sided than the marketing that is done through various social media

platforms. Small and medium-sized businesses are responsible for using a wide variety of interactive software and services that are now accessible to engage with their clients completely. These useful tools consist of questionnaires and question-and-answer sessions, which can bring in new customers and foster more connections among consumers. Suppose startups and other types of small to medium-sized enterprises (SMEs) ask their consumers for feedback and use that information to tailor the content of their websites. In that case, they may be able to meet the requirements of their customers better and give them an experience that is more fulfilling as a whole. This customised approach is vital for winning clients' trust, resulting in long-term relationships and a large increase in sales. According to Taherdoost and Jalaliyoon (2015), the cheap cost of the accompanying advertising and promotional activities is the most important and noteworthy benefit social media marketing delivers to newly founded enterprises and small and medium-sized organisations (SMEs). It is especially true for newly established businesses. Several benefits of participating in marketing activities through social media have been identified, and each has had a significant amount of information supplied about it. Small and medium-sized businesses, as well as startups, need to place a focus on marketing tactics that are both cost-effective and efficient since their budgets are much lower than those of bigger companies. The usage of social media marketing is the most effective tactic for accomplishing its objectives since it has cheap up-front costs, a high success rate over the short and long term, and is simple to evaluate. Because of the cheap cost and the large number of prospective clients that may be reached through these channels, commercial organisations should acknowledge the marketing potential given by social media platforms. On the other hand, it is essential to remember that successful social media marketing calls for a meticulously thought-out strategy to accomplish the outcomes sought and to interact successfully with the target audience.

In addition, monitoring and analysis of social media analytics regularly are required to determine the success level the campaign has achieved and to implement any necessary modifications. The argument does not mention the possible drawbacks of social media marketing, such as the challenge of distinguishing amid the overwhelming quantity of material and the possibility of receiving unfavourable criticism or being subjected to backlash. While it is true that metrics for social media are required to assess a campaign's performance accurately, it is essential to be aware of the possible drawbacks associated with social media marketing. Because of the enormous amount of material shared on social media platforms, it may be challenging for a company to create an impression and stand out. Additionally, damaging criticism or retaliation from consumers may swiftly spread across social media networks, harming a brand's image. Not only is it crucial for marketers to monitor sentiment and respond to negative comments in a timely and appropriate way, but they also need to measure metrics like engagement and reach. To avoid getting

buried in the bustle of social media, brands need to ensure that the content they share is congruent with their core beliefs and that it strikes a chord with their intended audience. In the end, even though social media may be an effective tool for marketing, it is essential to approach it carefully and consider possible problems that might arise.

2.5.2 Social Media Marketing Disadvantages

Even while it may assist individuals and businesses, it is essential to be aware of the potential downsides of social media. To begin, it is necessary to be mindful of customers' worries about social media to comprehensively analyse these drawbacks from the perspective of advertisers and marketers. Once this is established, it will be possible to analyse the difficulties associated with marketing through social media. According to the results of research carried out by Drahosova and Balco (2017), consumers believe that the most critical disadvantage is the enormous amount of time spent on social media and the possible addiction to the internet may be associated with it. After that, individuals will realise that they need to be given a higher level of protection, that there is an overwhelming quantity of information accessible, and that they have lost social relationships.

The observable limitations from a marketing standpoint differ from the problems customers have called attention to. As a consequence of this, a consequence of the fact that they focus more on the utilisation of social media for the fulfilment of business goals such as increasing sales or expanding awareness (Arca, 2012). Simply put, they use social media less for payment and more to achieve their professional objectives. Evaluating advertisements' impact on a company's sales and brand recognition is one of the most crucial challenges businesses must confront. Since of this, it is difficult since it is impossible to trace how clients feel the influence of advertising. The transition towards management of platforms and the more excellent significant action of consumers through social networks both add to the complexity of the problem. It is essential to have open lines of communication with one's c due to the speed with which news may travel, whether favourable or bad. Because the harmful dissemination of undesirable information can significantly harm a company's reputation, managers need to be experienced in dealing with circumstances of this nature.

Regarding marketing, using social media may be associated with several possible drawbacks; they should all be considered. In the modern business world, maintaining open lines of contact with one's clientele is an absolute need, regardless of the nature of the feedback received from those clients. Negative comments may do substantial harm to an organisation's image. Thus, managers need to be educated in handling these

situations. Furthermore, they have a responsibility to resolve the concerns expressed by consumers quickly and professionally to stop those customers from spreading lousy information. Regarding marketing, social media has emerged as a popular and effective medium for companies to communicate with their consumers. However, users must take into consideration the possible drawbacks associated with the use of social media. For example, since social media platforms are so widely used and easy to access, it is pretty simple for unfavourable comments or testimonials to spread around the internet rapidly. In addition, monitoring several social media accounts may be a time-consuming process that calls for a specialised team of specialists familiar with each site's idiosyncrasies. Despite these possible negatives, social media is an important marketing tool companies can use when connecting with their clients and consumers.

2.6 Social Media Marketing Strategies

We will go through a few different strategies for marketing using social media so that we can have a better understanding of the large picture and all of its moving parts. In this section, we will analyse the strategies and possibilities provided by three of the most prominent social media platforms to understand better how social media marketing can be a productive activity targeted at nascent businesses, SMEs, and specific channels. Because of this, we will better understand why something may work in our advertising on social media.

According to Effing and Spil (2016), a social media marketing strategy may be described as a "strategy for generating user-generated content with the intent of gaining competitive advantage via a suite of web-based tools." The main goal of a company's social media marketing strategy is to differentiate the brand in question from that of its rivals. Effing and Spil's (2016) research concluded that an effective marketing plan must have seven fundamental components. This system's features have been broken down into their parts, and the results may be seen in the table that is located lower down on this page. Table 3 (Effing and Spil, 2016) overviews the Seven Primary Components of Marketing Strategies.

Parts Of the Marketing Plan
Intended Readership
Choices of Channels
Goals
Material
Policies
Observation
Content-Related exercise

Table 3: *Seven Primary Components of Marketing Strategies (Effing and Spil, 2016), (Source – Research Article).*

To succeed in marketing, one must ensure that the strategy encompasses all seven major components covered in the previous discussion. There is no more important part of a marketing strategy than identifying one's target demographic and getting to know that demographic well. We must be aware of how these people use and access Web 2.0 social media to achieve this goal, as Thackeray et al. (2008) and Effing and Spil (2016) emphasise. Second, Effing and Spil (2016) state that an organisation's selection of a social media platform is an essential factor that plays a crucial part in deciding the results of a marketing initiative advertising campaign. In addition, according to Dutta (2010), while replying to the various social media venues and target audiences, a specialised approach has to be adopted. When a social media platform has specific characteristics that align with a corporation's commercial aims, the company may enjoy the advantages of employing that platform. Establishing one's goals and objectives is essential to an effective marketing plan. According to Thackeray et al. (2008), resources comprise monetary assets, expertise, and staff members' skill. A comprehensive investigation is required when considering incorporating them into a marketing plan. According to Thackeray and co-authors (2008), effective adoption can improve your ads in significant ways advertisements. The terms "policies" and "monitoring" will be used synonymously to refer to the components presented in the following paragraphs. According to Burkhalter et al. (2014), companies that do not provide their workers with clear guidelines run the risk of tarnishing their reputations. As a result, rules need to be implemented as quickly as practicable. Companies are subject to various regulations, so they must maintain constant vigilance over their social media presence. They will accomplish this objective if they use impact statistics, such as the total number of followers, visits, and likes, in addition to other data (Klang and Nolin, 2011). In addition to that, the organisation must have specific policies. Last but not least, preparing content activities may benefit a company's performance

since it provides a crystal-clear framework for the timing and sequencing of the launch of campaigns (Thackeray et al., 2008). A company's performance may improve as a result. Marketing strategies that include certain components are required to advertise a company's products and services successfully. Researchers have devised novel approaches that have the potential to benefit businesses in their marketing operations. According to Constantinides (2014), these marketing methods may be simplified into two primary approaches for using social media: active and passive. The passive strategy encourages businesses to monitor a variety of social media outlets to stay up with the most recent feedback from consumers. Constantinides (2014) begins their investigation by focusing on this one strategy in particular.

The "passive approach" strategy involves using social media to advertise order customer information. Internet users can talk about their own experiences and provide feedback via online forums, content communities, and blogs; this makes Web 2.0 a useful and reliable source of information of a high grade. Traditional approaches like polling, conversations, and data mining are all options, but using them requires time and money. Instead, marketers may benefit from continuous and up-to-date information on the internet and other social media platforms. This network does not entail a significant financial commitment on the part of the marketer since a number of the products, such as Google Alerts, may be accessed without charge (ibid). Constantinides, in his study from 2014, provided a different tactic for social media marketing that he referred to as the active technique. Public relations, direct marketing, product advocacy, experience customization, product evaluations, and new product development are all part of this overall approach. Businesses can fulfil several tasks using social media channels, including marketing and public relations work. They do this by developing websites or online communities entirely devoted to their brand to encourage dialogues with clients in an environment that is regulated and centered on their products. The company is obligated to react to consumer inquiries, provide fast assistance in fixing issues or complaints, and thoroughly filter out remarks that are not welcome. The findings of the research conducted by Singh et al. (2008) suggest that this is an important step in ensuring that you keep the initiative and steer the discussion in your chosen direction. Constantinides (2014) asserts that to achieve their marketing goals, startups, small enterprises, and even medium-sized organisations must establish communities such as YouTube or Google Video to use as public relations tools. Effective promotion of a company's wares via this kind of marketing, referred to as "content communities," involves using opinion leaders. It is crucial that one of the fundamental components of this plan, which will be discussed further down the page (ibid), is influencer marketing. In addition, the approach focuses on the relevance of customising and personalising items to achieve the client's ambition to think they are unique (ibid). Last but not least, it is critical to improve the effectiveness of social media by encouraging consumers to participate in online

evaluations. These reviews are frequently referred to as electronic word of mouth. In the next part, we shall examine this helpful strategy in further detail (ibid).

According to Tafesse and Wien (2018), having a social media marketing strategy is crucial for raising its effectiveness for three reasons: it ensures the creation of stated aims, organises operations and develops standards and processes. For these three reasons, a social media marketing strategy is essential for growing its effectiveness. As a direct consequence of the fact that several studies have proven a relationship between adopting a social media marketing strategy and increased sales, it is vital to carry out more studies on the subject to establish an efficient social media platform. In this research, we will investigate the criteria for success that need to be included in a social media marketing strategy for that plan to be successful within three different online environments. We will concentrate our efforts on social media sites like Facebook, Twitter, and Instagram. In this section of the research report, we will focus on the many options available to companies as a potential area of concentration. The marketing appeal is the first factor that will be explored, and after it is finished, the marketing appeal to influencers will be investigated as the next step. Instagram has rapidly become the platform for companies wanting to expand their consumer bases and interact with new audiences. One strategy firms may pursue creating magnetic marketing material that connects with a company's ideal customer base. It may include photographs of high quality, movies that are interesting to watch, and informative descriptions that genuinely promote items or services. Another option is to exploit the power of Instagram influencers by working with prominent accounts in their sector or speciality. It may be done on Instagram. Businesses can reach out to new prospective clients and tap into their already established audience when they collaborate with influential individuals. In addition, Instagram makes available various advertising opportunities, such as sponsored posts and stories, which enable companies to target certain demographics and raise overall brand recognition. Ultimately, the secret to having success on Instagram is to provide valuable material to the audience and cultivate meaningful connections with the people who follow there.

2.7 Informative and Interactive Marketing Appeal

A means of reconciling client needs with those of the company to say. What its audience needs to hear, one marketing strategy that a company may is to deploy innovative marketing strategies across all of its social media platforms. Ashley and Tuten (2015) contend that to be successful in marketing; one must use a creative approach. According to MacInnis and colleagues' (1991) research, these innovative methods can increase viewers' motivation and capacity to assimilate the information delivered in advertisements.

According to Ashley and Tuten (2015), this kind of social media advertising may be divided into two categories: those that are interactive, those that provide information, those that evoke emotion, and those chauffeured rationale. Marketing methods that are both educational and entertaining may achieve the same level of success. These are just two examples of product information that informative attractions specialise in providing our prices and brand references. Prospective customers are provided with a clear and succinct explanation of the aspects of a product that interest them.

On the other hand, interactive appeals allow users to actively alter the behaviour and appearance of a mediated environment in real-time. It is done via the use of input mechanisms. Steuer (1992) proposed that customers should be allowed to participate in the revision process as an alternative to the marketing value of sharing information. According to Pokornyik (2019), interacting with interactive media stimulates more active engagement than passively receiving the material. According to Pokornyik (2019), several alternatives are available for creating interactive content. Some examples of these possibilities are polls, surveys, and competitions. After analysing 10,752 social media posts in 2018, researcher Kusumasondjaja concluded that instructional messaging fared worse on Facebook, Twitter, and Instagram than engaging business postings did. Twitter users were more likely to accept academic arguments; on the other hand, Facebook was the place to go for interactive entertainment postings, and Instagram was the place to go for a combination of the two types of posts. A similar finding was made by Lee et al. (2018), who discovered that informative material creates less engagement and should only be utilised in conjunction with other tactics. Marketers and scholars alike have taken an interest in how user behaviour differs across different social media platforms.

Facebook has become a hotspot for interactive entertainment material, in contrast to Twitter, where users are more likely to lean towards news and current events. On the other hand, Instagram has a unique combination of informational and entertaining posts. The study by Lee et al. (2018) lends credence to this trend by stating that informative material creates less engagement when utilised independently and should instead be used with other tactics. It underscores the importance of grasping each platform's peculiarities and creating content according to those aspects. Marketers that can effectively use these distinctions have a greater chance of succeeding in engaging their target audience and accomplishing their objectives on social media. The following functions are included in the dream:

1   Raising brand awareness;
2   Boosting traffic on the website;
3   Boosting the number of leads generated;
4   Boosting revenue.

The following are some examples of how an interactive strategy might be used in the marketing of social media:

1. Establishing relationships with customers by using content that can be interacted with.
2. Develop material that is both engaging and inviting to consumers so that they will want to interact.
3. Conduct consumer preference research using polls and surveys to understand client preferences better.
4. Motivating customers to discuss their experiences with the business.
5. Interacting with clients through live broadcasting and doing question-and-answer sessions regularly.
6. Conducting campaigns that are centered on the use of hashtags to boost the amount of engagement on social media.

It makes special offers, deals, and discounts accessible to customers interacting with the brand on social media platforms.

What would an example of an interactive strategy look like in social media marketing? One example of an interactive marketing strategy that might be used is conducting a contest or a giveaway on a social media site. To be eligible to participate, individuals may need to provide feedback or submit content, and the incentive may be connected to the brand or product presently for sale. Conducting polls or surveys, creating a challenge based on a hashtag, or producing a quiz are other examples of interactive strategies that may be used to engage followers.

Establishing ourselves as leaders in our field, increasing the number of people who visit our website, gathering the contact information of potential customers, enhancing the quality of customer service that we provide, and growing our business are some of the objectives we have set for ourselves. Some of its many functions include the following:

a. Producing interesting content and campaigns
b. Choosing suitable social media outlets
c. Creating material that will connect with the target audience
d. Producing paid advertising
e. Interacting with individuals

Uses: Engage customers by responding to their questions, comments, and feedback; generate leads; interact with prominent individuals and develop relationships; monitor industry trends; track activities of competitors; drive website traffic and enhance exposure.

Where can we find marketing examples that use social media to disseminate information?

1. Establishing an online presence, such as a website or a blog, with material that provides consumers with relevant information on a product or service to simplify the decision-making process for consumers
2. Creating a presence on social media platforms so customer questions and feedback may be addressed
3. Offering customers educational programmes in the form of webinars and other types of online events
4. Disseminating content that was developed by industry experts or opinion leaders
5. Using informative visuals to make the presentation of complex subject matter easier to understand
6. and creating interaction mechanisms for the audience, such as polls and surveys seven and producing a video series to provide educational materials
7. Developing material in response to the most frequently asked questions and concerns
8. Taking part in discussions on Twitter to discuss various subjects.

2.8 Influencer Marketing

Marketing firms are moving their attention to social media and are always seeking new methods to market the goods and services of their clients over the Internet. According to Woods (2016), the company is considering making influencer marketing one of its tactics. This advertising aims to reach fewer people than possible but relatively zeros in on one person. It is required to first define "influence" and "influencer" before continuing with this investigation. According to Brown and Hayes (2008), "influence" refers to the capacity somehow to affect another person, object, or event. For instance, a social media influencer might dramatically jeopardise a customer's purchasing decision and help the business avoid legal ramifications. According to Freberg et al. (2011), social media influencers are objective third parties that can sway customer perceptions on social media platforms. According to Papp-Vary, Szolnoki, and Beres (2020), influencers use the channels they have at their disposal to give their audiences both amusing and informative direction. According to research conducted by De Veirman et al. (2016), social media stars may be categorised as influencers if they not only have a substantial number of devoted followers but are also recognised as authorities in one or more specialised areas. Those individuals who meet this requirement are those who have built up a substantial following across a variety of different social media platforms. According to Booth and Matic (2011), the primary objective of influencers is to improve their status among the people who follow them and the quality of the product or service they are pushing. They

accomplish their purpose by raising awareness about the problem and encouraging people to have open conversations about it.

According to Glucksman (2017), the most effective way for social media influencers to sell items is to demonstrate to their followers how the product fits into their daily routines. If this is done, customers may feel more connected to the brands they buy. According to Woods (2016), one of the primary factors contributing to influencer marketing's success is that customers often want assistance differentiating between an influencer's accurate recommendations and the paid advertising they create. Stubb et al. (2019) concluded that sponsored products might be used in compensated collaborations. As part of the relationship, the influencer will recommend a product, and that suggestion will be marketed through the influencer's online presence. In return for the influencer's efforts, cash compensation is provided to the influencer. Consumers put a high value on the recommendations of influencers because they see these endorsements as more of instead of being used as a marketing tool, companies may utilise it as a direct source of information their benefit, according to the research conducted by De Veirman and colleagues (2016). According to Woods's (2016) research, customers tend to believe and view word-of-mouth recommendations favourably. Therefore, the concept of influencer marketing might be compared to digital word-of-mouth.

According to research conducted by Bughin et al. (2010), word-of-mouth may influence the choices of 20-50% of customers. According to Bughin et al. (2010), employing influencer platforms as a marketing plan might benefit small firms. It is because eWOM is most successful for first-time purchasers. Even more so, Stokes and Lomax (2012) indicate that word-of-mouth is the most significant source of new customers for local companies, suggesting that it is the most important source of new clients. Woods (2016) provided an overview of how marketers might use social media influencers to promote content and launch products. A study was carried out in 2015 and found that 67 per cent of marketers utilise influencers to promote content, and 59% use them to establish marketing strategies for new product launches and content production. As a result, marketing with influencers could be helpful for new and established firms. The use of influencer marketing as a tactic by companies that want to promote their goods and services has been more common in recent years. The fact that 67% of marketers use influencers to promote content is unmistakable evidence that this method successfully reaches a broader audience.

In addition, 59% of marketers design marketing plans for new product launches and content generation with the help of influencers. Because influencers may help develop buzz and enthusiasm for all businesses, notably startups, about a product or service, this is especially beneficial for young and emerging firms. Companies can tap into the trust and credibility of their followers by working with the appropriate

influencers, which may result in greater brand exposure and sales. To gain the most excellent possible outcomes, however, it is essential to choose influencers whose core beliefs are congruent with those of the business and the people want to reach. In general, influencer marketing is a potent instrument that may assist them in reaching new heights in their promotion and product launch endeavors.

2.8.1 Benefits of Influencer Marketing

For the simple reason that it makes the best use of marketing resources, companies just getting their feet off the ground, including enterprises (both large and small), businesses, might profit from using influencer marketing (Harrison, 2017). According to research by Kirkpatrick (2016), the return on investment (ROI) for companies that use influencer marketing approaches is approximately 11 times higher than that of organisations that utilise standard marketing strategies. In this research, attendance, engagement, and revenue are referred to as "return on investment" (ROI), an abbreviation for return on investment. This study demonstrates without a shadow of a doubt that influencer marketing is more successful than conventional advertising in driving up consumer expenditure when they are out shopping. The additional benefits of enhanced brand awareness and visitors to a website or social media platform are like the frosting on the cake. If a company's start-up or small to medium-sized business needs assistance developing engaging content for its social media platforms, tapping into an influencer's already established network may be a very beneficial strategy for the company. Because influencers have already established a dedicated fan following comprised of individuals who share their interests, it is feasible to implement a marketing approach that is both more focused and less likely to be derailed by competing interests.

According to research by Haran (2018), influencer marketing increases brand recognition. One further advantage is that research has shown that prominent individuals on social media have tremendous power over those who follow them there. It presents a significant opportunity for improvement for business organisations. According to Lim et al. (2017), consumers see online commercials as more reliable and trustworthy, which makes them more convincing than conventional types of advertising. It makes online advertisements more effective than traditional forms of advertising. According to the findings of research by Berger et al. (2016), advertisements that do not use celebrity endorsements are seen as more trustworthy and knowledgeable. Using famous people in marketing and advertising may have favourable consequences. Customers look to them as leaders because of the broad experience they possess, which has the potential to influence their purchasing decisions (Uzunoglu & Kip, 2014). Customers look forward to

them as leaders. According to research by Talaverna (2015), 82% of respondents were more inclined to heed the advice of their favourite influencer than they were to take the advice of a company's marketing. In addition, Lim et al. (2017) discovered that people's purchase intentions were favourably influenced when social media influencers were included. SMI effectively persuades consumers to make purchases because it allows them to perceive a mirror of themselves in the products being marketed to them. According to findings from research recently released by Jin et al. (2019), consumers are more likely to acquire products supported by influencers rather than traditional celebrities. It is because customers see influencers as being more authentic than traditional celebrities. Classic stars, on the other hand, continue to hold sway over substantial fan bases. When offering ideas online, Nisbet and Kotcher (2009) state that power users may be able to tap into a more extensive network of connections and information sources than typical users can. While influencers must now disclose any compensation received for endorsements (Woods, 2016), research reveals that consumers still see them as legitimate and trustworthy sources. Some individuals may conclude that the value of counsel from influential people is diminished. According to Woods (2016), followers of online influencers have a favourable perception of a suggestion given by the influencer because they can connect to the influencer and see them utilising the product in their regular life. Because of this, it is easier for the followers to see themselves in the role of the influencer. A survey of marketers was carried out by Asano in the year 2019, and the results showed that 80% of respondents believed that influencer marketing was successful, and 89% said that the return on investment was equivalent to or better than that of traditional marketing strategies. It demonstrates many beneficial results for companies that engage in influencer marketing. However, before moving forward with this marketing plan, start-ups and small to medium-sized businesses (SMEs) must carefully consider the ethical implications and difficulties that come with it. Zietek (2016) highlighted the fact that there are challenges to be addressed when engaging with influencers, while there are several advantages to doing so.
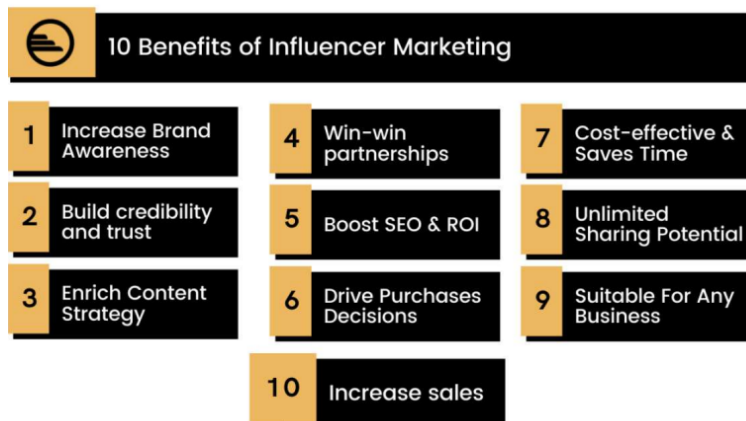
Figure 2: *Benefits of Influencer Marketing Enagio (2023), (Source – Google Images).*

Startups and SMEs increasingly use influencer marketing to increase brand awareness and engage with their target demographic. Nevertheless, it is essential to consider the ethical implications and difficulties associated with this method. One of the most significant challenges is overcoming the challenge of ensuring that influencers be honest about their connection with the company and declare any paid material. However, the company may accomplish it, and the influencers agree on specific rules and sign contracts. Finding the perfect influencer who is congruent with the brand's values and intended audience is another one of the difficulties involved. Therefore, it is essential to do in-depth research on such influencers and check whether they have a dedicated following. Working with influencers has several problems but also offers advantages, including enhanced credibility, reach, and engagement. Despite these hurdles, there are numerous benefits to working with influencers. Startups and small- to medium-sized businesses (SMEs) may successfully promote their brand while upholding ethical standards if they use a well-planned strategy for influencer marketing and put it into action.

2.8.2 The Dangers and Obstacles Involved in Influencer Marketing

There is no way to dispute the value that influencer marketing can provide to a company's marketing efforts. Nevertheless, several challenges must be conquered. To begin, one of the significant difficulties that every marketing department will have is locating the ideal influencer for their brand. Because every influencer has unique material, companies must choose an influencer whose content is compatible. According to Zietek (2016), this issue requires immediate attention and high-priority status to be addressed. It is because every influencer brings a unique dynamic to the partnership. Unless this is the

case, customers may link a negative connotation with the name of a firm and its goods (ibid). According to Myyra (2020), an influencer has a significant issue that has to be handled in the form of fake followers. These followers provide the impression that the influencer has a large following. These bot-generated profiles pose a significant risk to the company's reputation since they do not interact with other users (ibid). False followers cost businesses a total of $1.3 billion, according to Graham's research from 2019.

For this reason, businesses need to exercise extreme care when picking the individuals who represent them on social media to prevent the possibly dangerous trend. First, they need to look at the influencer's profile to see whether or not their activity level is proportionate to the size of their fan following. This method is similar to the suggested one (Myyra, 2020). Because of this, it is essential to acknowledge that companies should always exercise caution when selecting an influencer (ibid). According to Woods (2016), an unethical result of influencer marketing would be when an influencer promotes a product for financial benefit rather than because the influencer uses the product or believes it should be recommended.

Confronting clients with false information is the same as influencing them. As a result, doing business in this manner is unethical (ibid).

The reference in the phrase that came before this one tells us that this is one of the reasons why social media influencers are mandatory to report income upon receipt of a promotion (ibid). According to the law, we need to do this. In recent years, the use of social media influencers has grown more common, and as a result, many firms have begun to collaborate with these individuals to promote their products. Despite this, questions of ethics and transparency have been raised due to this. As the citation mentioned, manipulating consumers without their knowledge is considered immoral and is one of the reasons why influencers must disclose when they are being paid for promotion. This criterion must be met not just for ethical but also for legal reasons. Consumers and influencers must be open and honest about their relationships with the companies they work with, and consumers have a right to know when they are being targeted for sale. Should they fail to do so, they risk facing legal repercussions, including monetary penalties and harm to their image. Additionally, openness may help develop trust between influencers and the people they are trying to persuade, leading to more genuine interactions that benefit both sides. Therefore, influencers must reveal whenever they are being paid for a promotion, and consumers should demand openness from those they follow on social media.

2.9 The Different Types of Social Media and the Specific Success Factors

2.9.1 Selection of Social Media Platform

Social media platforms have a significant benefit for social activities. However, they are also a valuable and inexpensive tool for businesses to contact customers and update them about day-to-day happenings. Because face-to-face interactions provide much more benefits than digital ones, whatever the situation may be, it is not practical for companies to join every single available social networking platform. A business must carefully choose which social media sites to use. As recent studies have demonstrated, corporations often make arbitrary decisions about which social media platforms are appropriate for promoting the company's values. It has been identified as a hole in the current literature. Research on how to choose a social networking platform has been mostly ignored. Conversely, it is essential to create a framework of criteria to consider when choosing a suitable social media platform for business use. This structure comprises the following elements: content, impression score, cost, aesthetics, and target demographics. These factors will outline the numerous considerations that should be made throughout the selection process. Businesses have adapted their customer interaction methods in response to the meteoric rise of social media. Because of this dramatic change, consumers may now create content online to share and educate one another about products, services, experiences, and businesses. The valuable data available on a social network may be evaluated by looking at its posts, therefore, the content is significant since it may either maintain customers' engagement or cause them to lose interest and go to another site. Maintaining a strategy for updating the platform's material regularly is crucial to ensuring users remain actively engaged. Kaplan and Haenlein (2010), state that the point of social media is to "share and communicate with the audience." Hence, the company maintains an active social media presence by continually sharing fresh content and engaging in two-way dialogue with consumers and the target demographic. Many tourists using social media applications suggest that social media is used as a promotional or marketing tool in these locations, as reported in research by Kiralova and Pavliceka (2010), on tourist destinations. As a result, we employ an impressive score to log these visits. An impression score is a qualitative metric that may be used to track user actions.

Although social media first served as a place for lighthearted interaction, it has quickly become the most widely used promotional tool in the commercial world. Establishing a presence on most social media platforms is feasible for zero or a minimal charge. Since it does not cost much to implement, it has often been cited as the most effective method of promotion in business. Therefore, companies have begun using social media as a powerful and efficient marketing approach to interact with their current clientele and

draw in new ones. Social media may make Spending less on advertising possible. Therefore, companies of all sizes—from MNCs to SMBs to nonprofits and even government agencies—rely extensively on social media because of its high efficiency and cheap cost of operation. A social networking site's "look and feel" describes its layout and how welcoming it is to users. It may also highlight the importance of the instrument's simplicity and minimal training costs. When dealing with a social networking platform, customers may engage with the systems without effort or training. Businesses using social media effectively will identify their intended audience(s) and adapt their material accordingly. Prioritising their customers' needs requires determining what fraction of the population utilises and has access to social media. Identifying a company's business goals and objectives and the most relevant audience is the most successful way to communicate with that audience. Appropriateness may be gauged, for example, by looking at demographics like age, education, gender, and more to identify a target audience. Consequently, Snapchat and Instagram are two great examples of social media sites that a business should prioritise to reach younger customers.

2.9.2 Instagram

This research will examine social media platforms by focusing on Instagram. It is a free service that gives users the ability to store, organise, and share photographs in an online environment. These images could also get likes and comments from users of the service. In addition, users may share pictures they have taken with the community and get appreciation through likes and comments from other users. Since the launch of Instagram on October 6, 2010, users have shared more than 50 billion photos over the platform. According to Miles (2014), it was the first social networking site developed particularly for mobile usage, and this innovation helped pave the way for the present revolution in mobile technology. The Enterprise World forecast that by 2020, Instagram will be one of the world's most popular social media platforms, with 80 million images submitted daily and 4.2 billion users like those photographs. Because of this, 32 per cent of those who use the internet will engage in this medium. There are around 8 million business accounts on Instagram, according to estimates provided by The Enterprise World, 2020. Neher (2013) asserts that the level of visual content provided by social networking sites like Instagram is the most crucial factor in determining their level of user engagement. This information is essential for generating clicks and attracting attention to a particular subject. The website for Instagram brags about the app's ability to provide advertisements that are very tailored to the user based on their geo-location, demographics, interests, and behaviour.

Additionally, the site showcases Instagram's user-friendliness for commercial advertising. The only four procedures involved in this scenario are developing a presence for a firm, creating advertising, agreeing on a spending limit, and publishing the commercial in question. This app's sophisticated targeting capabilities make it a game-changer for companies that want to connect with customers that fit their ideal profile. The hyper-specific advertisements allow a more individualised strategy, considering aspects such as geographic location, demographics, hobbies, and behaviour. As a result, companies can now develop promotions connecting with their target demographic, increasing engagement and conversion rates. In addition, building a presence online and producing an advertisement is simplified using Instagram's user-friendly platform for commercial advertising.

Moreover, the website enables users to establish spending limitations, which helps companies keep within their financial constraints while reaching the customers they want. As a result, this software is a potent instrument that can be of great use to companies that want to broaden their market presence and establish more profound, meaningful connections with their clientele.

2.9.3 Facebook

Sites facilitating social networking, such as Facebook, are instances of the broader category of social media websites. According to Assimakopoulos et al. (2017), the success of such websites may be ascribed to the fact that its users appreciate the digital infrastructure that the websites give for engaging in meaningful dialogues on near and dear subjects to their hearts. To be more precise, Web-based social networking services allow users to create public or semi-public profiles within a restricted system, articulate a list of other users with whom they have a connection, etc., view and interact with the profiles of other users with whom they share a relationship, and navigate through their list of references and the links made by other users of the system. In other words, people may expand their online social circles by using social networking services.

Researchers Assimakopoulos, et al., (2017) state that, since the website's establishment in 2004, users have been able to participate in various virtual activities. These activities include commenting on articles, favouring businesses or professional websites, and engaging in online forums. It is because an increasing number of companies are creating profiles focusing on their goods.

Consequently, the sites have altered their emphasis from supporting individual communication to facilitating corporate clients' contact with one another. Facebook is a valuable marketing instrument because of the many people that use the platform. Compared to Instagram, where just 38% of people in

the United States have an account, it is clear that Facebook is the platform that requires attention. In addition, marketers have found that around 39% of consumers follow businesses hoping to win free items (McCoy, 2020). Therefore, it is a crucial instrument for market segmentation and positioning because of its importance in showing the preferences and likes of customers (Treadaway & Smith, 2010).

Businesses need a presence on Facebook since the platform's easily accessible communities are the most lucrative and relevant for marketing purposes. As a result, companies need to use the advertising tools that Facebook offers to keep their advantage in the market. According to Ramsaran-Fowdar and Fowler (2013), Facebook provides various resources to companies. These resources include creating a profile or group for the company, sharing news and information about future events, and carrying out social surveys. In addition, customers may be contacted, and their feedback on the company's products and services can be acquired using several alternative methods. According to Ramsaran-Fowdar and Fowdar (2013), Facebook may assist companies in various ways. For instance, businesses may reduce their money on marketing while producing more specific advertisements. Researchers Saravanakumar and Sugantha Lakshmi (2012) conducted a study to learn more about how companies might utilise Facebook to improve their communication with their clients. Other methods include social check-ins and purchases, contests, promotions, crowdsourcing, and gaming.

Check-ins were discovered to be the strategy used most of the time, according to the findings. The first step in setup a connection with existing or potential clients via Facebook is to begin by. According to Saravanakumar and Sugantha Lakshmi (2012), boosting customer loyalty may be accomplished by providing Facebook members exclusive discounts, sneak peeks of new products, or other advantages. Promotions on Facebook have been successful up to this point regarding user involvement and passion. In addition, Facebook promotions have been successful because they encourage users to share the material advertised with their friends and family members (ibid.). The second method is "crowdsourcing," when a corporation uses social networking sites like Facebook to collect customer input on the design of a new product or marketing campaign (ibid). Mobile check-ins are mentioned as a possible option three times throughout the research.

Customers who wish to get awards or special pricing upon their arrival at a specific location must first electronically register their presence at that location to be allowed for these perks. Consequently, companies have the opportunity to draw in a more significant number of consumers and get valuable information about the shopping behaviours of these customers. This function is promoted as being accessible via "Checking in" on mobile devices. Furthermore, participating in one of the many games that

can be found on Facebook offers the possibility of gaining new knowledge. In addition, companies can make product placement part of a more enjoyable experience by using gamification strategies (ibid).

In conclusion, establishing an online store is the most widespread use of Facebook applications. Users can explore and purchase things without requiring a firm to maintain its e-commerce platform while using this app, which enables users to browse and buy products straight from the app. In addition, gamification strategies are becoming more popular among businesses that want to engage their clients in an entertaining and participatory manner. Product placement in video games allows companies to raise consumers' awareness of their brands and urge them to purchase. For instance, a clothing brand can develop a video game in which players can dress up virtual avatars in the brand's newest fashions and then have the opportunity to buy the actual copies of those costumes from the game's developer. Adopting loyalty programmes, which reward consumers for making purchases or connecting with the company on social media, is another successful strategy for gamifying the customer experience.

Regarding Facebook apps, one of the most frequent methods for companies to sell their wares on the network is by establishing an online storefront. This removes the need for entrepreneurs to maintain their e-commerce infrastructure and makes it possible for users to browse and purchase things straight from Facebook. In a nutshell, gamification and Facebook applications are potent tools that may assist organisations in increasing customer engagement and driving revenue in the modern online environment.

2.9.4 YouTube

This research paper's literature study will center on YouTube, a well-known platform for sharing videos with others. Since its conception in 2005, YouTube has developed into a community that allows users to connect by sharing videos, commenting on those videos, and producing their videos. Public profiles may include a user's recently taken activities, comments, and videos that they have recently submitted. Both the high quality and the enormous number of videos that can be seen on YouTube are excellent. Researchers Burgess and Green (2009) discovered that vlogs, live content, and casual material were some of the most popular types of videos on the website. YouTube stands out among other social media platforms, such as Instagram and Facebook, because it enables influencers to broadcast films about their day-to-day life. (Glucksman, 2017). Videos such as this may be instructional, they may give, or they may even be personal diaries (ibid).

Google bought YouTube in 2006 to turn it into a lucrative advertising platform. Display, non-skippable, and skippable ads are only some of the several adverts that may be hosted on YouTube, which is evidence

of the site's adaptability as a marketing platform (Gerhard, 2017). According to a poll that was conducted in 2016 by Territory in Germany, more than sixty per cent of marketing professionals expressly devote cash to influencer marketing. It demonstrates a divergence from the typical approaches used in advertising. Using YouTube as a promotional tool may substantially benefit small and medium-sized businesses (SMEs). There has been a lot of study of each individual social media site, but a direct comparison of Instagram, Facebook, and YouTube in the context of startups and SMEs is still lacking. As a result, this article aims to get a more in-depth acquaintance with the subject matter by researching the current literature and then conducting a survey. The importance of social media for SMEs cannot be emphasised enough. Even though much study has been done on specific platforms, such as Instagram, Facebook, and YouTube, there is still room for growth in these sites' ability to help new and small to medium-sized companies succeed. This article aims to investigate the current literature and conduct a survey to gain more in-depth knowledge of how these platforms may be used more effectively. This is where this study comes into play. It's no secret that firms looking to grow their customer base and profile online should use the influence of social media. The fact that so many platforms are accessible, however, might make it challenging to choose where to direct the majority of the efforts. By analysing the benefits and drawbacks of each forum, we will be able to give insightful information that will assist companies in making educated choices on the social media strategy they should implement. Utilising the potential of social media to help small companies in competing successfully in today's highly competitive digital world is the ultimate objective.

2.10 Social Media Marketing for New and Growing Business

Let us talk about new ventures and growing companies now. Smaller businesses use social media less often than larger ones, which is essential to recognise. That is why we will do independent analyses of startups and SMEs to understand their unique social media strategies fully. According to Wardati and Mahendrawathi (2019), SMEs confront several obstacles, including global competitiveness and fluctuating demand in local marketplaces. Despite having fewer resources than larger companies, SMEs still need to experiment with social media marketing. According to the study by Brooks et al. (2014), which emphasised the restricted resources of SMEs, a SWOT analysis of social media use is essential for SMEs. According to research by Brooks et al., social media platforms can better serve individual customers. However, small and medium-sized enterprises (SMEs) must accept that they can only have a limited number of customers due to resource and time constraints. The data shows that the ROI and visibility we may get through social media could be much higher.

Nonetheless, modern social media content creation and analysis tools have allowed companies to expand their reach. Optimising corporate operations via integrating and improving technical capabilities is also feasible. However, it is essential to exercise caution due to the risks of the ever-evolving nature of technology, the rising prevalence of competitors' use of social media, and the shifts in customers' preferences for how they prefer to communicate with businesses. SMBs should consider social media marketing and use free tools to get started. Experts have also compiled both immediate and long-term recommendations for companies to consider. In today's digital age, technology has become essential to every business. The rising prevalence of competitors' use of social media has made it necessary for small and medium-sized enterprises (SMBs) to consider social media marketing. This is because social media platforms provide a cost-effective way for SMBs to reach a wider audience and engage with customers. To get started, SMBs can use free tools such as Hootsuite and Buffer to manage their social media accounts. Experts have also compiled immediate and long-term recommendations for companies to consider. Quick offers include creating a social media strategy, identifying target audiences, and setting measurable goals. Long-term recommendations include regularly monitoring and analysing social media metrics, staying up-to-date with industry trends, and continuously improving the quality of content shared on social media platforms. With these strategies in place, SMBs can effectively leverage technology and social media to stay competitive in today's market while meeting customers' preferences for how they prefer to communicate with businesses.

2.11 Hypothesis

After reviewing the relevant literature, many hypotheses were developed to help address the following core study question:

How can small and medium-sized businesses (SMEs) maximise their social media marketing efforts?

This article compares the efficacy of an informational vs interactive marketing strategy across Instagram, Facebook, and YouTube to understand the success elements better. Therefore, it leads us to the first hypothesis:

H1: The Instagram audience is likelier to be engaged by a marketing strategy that encourages participation than one that provides information.

H2: It is more challenging to engage Facebook users with an educational marketing strategy than with an engaging one.

H3: The YouTube audience may be engaged more successfully with an interactive marketing strategy than through an educational one.

Additionally, this paper explores influencer marketing as a success factor for startups and SMEs, intending to answer the following hypotheses:

H4: Influencer marketing significantly affects consumers' purchase propensity.

Visual models depicting the measured variables have been developed in light of the stated research topic and the different hypotheses.
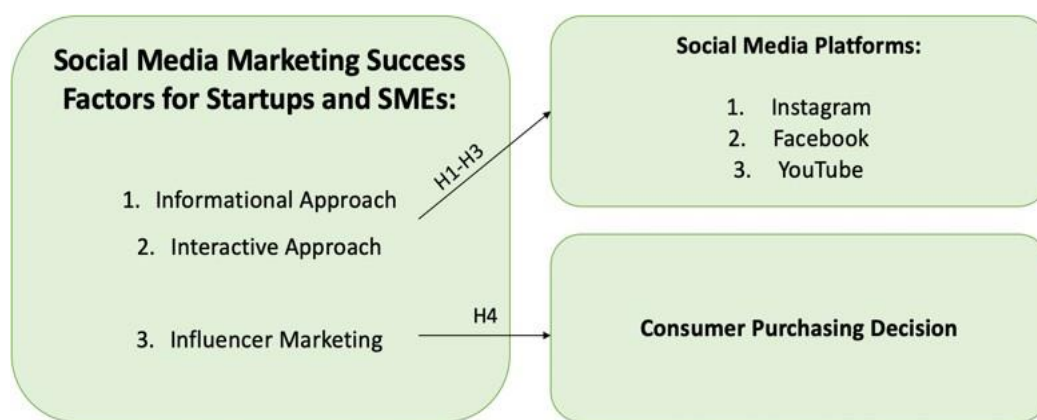

Figure 3: *An Infographic Outlining the Connections between Social Media, Platforms, and the Buying Decision of Consumers (Source – Author).*

CHAPTER III:

METHODOLOGY

3.1 Research Design

According to Creswell (2014), a research technique comprises the processes of information gathering, processing, and interpreting, moving from generalisations to specifics with each step. Therefore, when deciding on a course of action, it is vital to have a research plan and procedure in place. Creswell (2014) discusses qualitative, quantitative, and hybrid research techniques. These are the three major research approaches. Out of all of these available possibilities, quantitative methods were selected. Examining the facts and generating conclusions based on what one learns about the phenomena are the two central tenets of this method (Creswell, 2014).

In addition, before beginning any statistical study, it is necessary to know the "who, what, where, when, how many, and how" (Apuke, 2017) of a given circumstance. Since this information was explicitly sought in the survey, a quantitative method was used to analyse the data, which may later be to look for potential links between the variables. By solely asking predetermined, closed-ended questions, the survey is designed to provide information either in support of or in opposition to the hypothesis that there is a causal connection between the variables. The survey used a quantitative methodology, which enabled a thorough and organised examination of the data gathered. Through the process of analysing the data, the researchers can discover patterns as well as possible relationships between the variables. This information may be utilised to develop inferences and make choices based on accurate facts. It is essential to remember that the survey has certain restrictions, even though it gives helpful information. For instance, the survey's closed-ended questions could not have been designed to capture all of the facets of a complicated subject, and the survey might have needed to account for other factors that impact the connection between variables. Despite these drawbacks, the quantitative technique used in this survey offers a helpful instrument for comprehending and analysing data concerning specific research issues.

3.2 Data Collection Procedures

The gathered data will be evaluated using statistical techniques to find patterns and trends, which will then be utilised to guide decision-making and enhance business operations. Therefore, it is requisite to ensure that the information is correct and dependable and that proper precautions are taken to preserve the privacy and confidentiality of the persons whose data is being gathered.

1. Design a survey with no chance component for possible participants. Non-probability surveys are often employed when the population being surveyed is challenging to identify or access. The findings of non-probability surveys, on the other hand, should be treated with extreme care since there is a probability that they may not represent the whole population.

2. Consider a series of questions with definitive answers for each participant. Closed-ended questions are intended to elicit detailed replies from the participants. This question makes analysing and comparing the participants' responses much simpler. Therefore, it is requisite to make sure that the questions are unambiguous, succinct, and pertinent to the subject matter of the investigation.

3. Set a time limit for when you will receive answers. It will guarantee that all of the participants have an equal opportunity to submit their replies, as well as that the process of data gathering is well-organised and productive. In addition, making the participants aware of the deadline in a straightforward way might assist in pushing them to finish the survey promptly.

4. Communicate with prospective participants using a variety of mediums, including LinkedIn, email, messaging services, social media, and so on. In arrangement to attract the largest possible audience, respond to the study's invitation to participate, it is essential to customise the outreach message and provide participants with an in-depth explanation of the study's objectives and potential advantages. In addition, following up with prospective attendees might be an efficient way to increase their attendance at the event.

5. Request that each respondent fill out the survey in its entirety. In arrangement to get a good number of responses to your survey, you need to make sure that the instructions are understandable and that you set a deadline. To inspire even more people to take part in the survey, consider giving prizes or incentives to those who finish it.

6. A methodology that does not rely on probability will address the research project's primary topic and subsidiary questions. The non-probability technique has been selected because the target population is difficult to obtain, and the study intends to examine the subjects' subjective experiences. In light of this, we will utilise purposive sampling to choose people who satisfy the inclusion criteria.

The individuals who will take part in this study will be recruited via a variety of social media platforms as well as through personal connections. Businesses of varying ages, sizes, and income levels will provide the pool from which the possible applicants will be selected. The candidates selected in this manner will give a more complete and precise portrayal of the responses to the many questions posed in the survey.

The researcher needs to win the utmost confidence of the interviewee because this research involves sharing their personal information such as their name, age, preference, contact details, and so on. Because of this, the cover letter of the questionnaire has the consent of not sharing their details, and as a result, all of their information will only be used for the following research purpose. Therefore, the questionnaires have been prepared well in advance.

Analysing the significant parts of each question and locating the key metrics that can be used to support the hypothesis is an essential stage in developing a framework for aspiring enterprises. We can guarantee that our investigation is objective and correct if we use a non-probability approach. We can start looking for themes from the data as soon as we have determined the most critical measures. These ideas will assist us in developing a structure that up-and-coming companies may use to improve their chances of success in their endeavours. The framework will provide direction on various topics, ranging from product development to marketing tactics, and it will be adapted individually to meet the requirements of each company. Businesses may maximise their chances of success in today's competitive market by adopting this framework, enabling them to avoid frequent errors and maximise their success. In general, our method strongly emphasises the significance of making decisions following the available facts. It offers a road map to prospective company owners interested in developing their ideas into profitable enterprises.

3.3 Research Purpose and Questions

This thesis examines the aspects that contribute to the effectiveness of social media marketing for newly established and smaller businesses. The "literature review" done at the beginning contains all of the relevant history and preceding research related to social media marketing for SMEs and startups. We identified the characteristics contributing to the effectiveness of three different types of advertising on social media by doing in-depth research and analysis on each format. Advertisements on social networking sites may take various forms, some providing users with more information or the opportunity to engage with the company. The use of one's relationships as a means of promoting the goods was the third tactic that was considered. An online survey was made available to respondents to investigate these possible contributors to achievement. In order to determine how clients would respond to this advertisement, a

study was carried out utilising images illustrating many engaging and instructive techniques. Several questions that were a part of the study were used to explore other aspects of the topic, including how influencer marketing affects the possibility that customers would make a purchase. SPSS was used to conduct a one-way analysis of variance (MANOVA) and a Spearman's rho correlation test to establish whether the results supported the hypotheses. On three separate social media platforms, the first three hypotheses compared the efficacy of an interactive marketing strategy to that of an informative one. Users are more likely to interconnect with your material on Instagram, Facebook, and YouTube if you adopt a more hands-on approach, according to the findings of a multi-factor analysis of variance (MANOVA). The following questions, presented with the study in mind, were posed in addition to the demographic inquiry. Before continuing our research, we must review the survey's questions. We need to must understand how each inquiry searches test one of the four hypotheses directing our study. If we do so, we will be better able to perform an in-depth and focused examination. In part, under "Results and Findings," we will discuss the individual investigations that were conducted and a general summary of the collected data.

This article compares the efficacy of an informational vs interactive marketing strategy across Instagram, Facebook, and YouTube to understand the success elements better. Therefore, it leads us to the first hypothesis:

H1: The Instagram audience is likelier to be engaged by a marketing strategy that encourages participation than one that provides information.

H2: It is more challenging to engage Facebook users with an educational marketing strategy than with an engaging one.

H3: The YouTube audience may be engaged more successfully with an interactive marketing strategy than through an educational one.

Additionally, this paper explores influencer marketing as a success factor for startups and SMEs, intending to answer the following hypotheses:

H4: Influencer marketing significantly affects consumers' purchase propensity.

3.4 Sampling

The study's survey was built using the free online application "Google Forms." All responses were collected in English. Survey participants and the research sample are both crucial. Thus, it is essential to choose a sampling method in advance. Probability sampling and non-probability sampling are the two basic types of sampling techniques, as stated by Jager et al. (2017). Non-probability sampling does not provide each member of a population an equal chance of being selected, whereas probability sampling does. This thesis advocates for convenience sampling, a non-probability sampling. The accessibility of potential poll takers is a factor in the selection process. The online survey's URL was shared across several social media platforms. Therefore, people in the researcher's immediate social network were the ones who filled out the survey. It should weigh the pros and cons of this strategy before committing to it. Low costs, ease of implementation, and high efficiency are some of the benefits of this sampling approach; moreover, it is less generalisable than other techniques (Jager et al., 2017). The sample size for this research is 85 participants who fill out the 24-question online survey. Once the data is collected, it is important to analyze it in a way that aligns with the research question and objectives. The small sample size of 85 participants may limit the generalizability of the findings, but it can still provide valuable insights. One approach could be to use descriptive statistics to summarize the data and identify patterns or trends. Inferential statistics, including correlation and regression analysis, may also be used to probe causality and verify hypotheses. It is important to keep in mind that statistical significance does not always equate to practical significance, so it is essential to interpret the results in the context of the research question and objectives. Finally, communicating the findings effectively through clear and concise visualizations or written reports can help ensure that they are understood by stakeholders and can inform decision-making processes.

3.5 Survey Design

The questionnaire included 24 questions, all of which may be classified into various subheadings. The categories are as follows: demographics, general background, approaches that are informative and interactive, approaches that are interactive vs methods that are informative, and influencer marketing. The participants were asked various questions in each of the courses, and the point of these questions was to respond by answering one of the hypotheses that have been stated.

Most of the questions use a Likert scale of five points and go from strongly disagreeing to strongly agreeing, from highly unlikely to very likely, or from never to very often. Each of the questions included in both the "informative approach" and the "interactive approach" exhibits three examples of advertising;

one is taken from Instagram, one is taken from Facebook, and one is taken from YouTube. These examples are displayed in the questions that are included. After that, we asked the participants to rate how likely they were to click on this advertisement so that we could evaluate the degree to which the displayed advertisement is likely to impact user interaction. These photos were introduced after one of the several revisions rounds the survey design went through. First, it was done because, initially, the participants would have only gotten straight questions addressing possibly instructive or interactive adverts. This alteration was done because it is simpler for respondents to imagine an informative or interactive commercial when provided with an instant visual example. Various other surveys have utilised similar methods. As a result of these two factors, this modification was produced. Finally, these images were chosen because they depict an advertisement's appearance if it used either of the two tactics. Specifically, we chose them because they show a combination of both strategies. The use of surveys and similar methods has become increasingly common in various fields, including advertising. In light of this trend, it is not surprising that the modification discussed in the previous sentence was produced. By incorporating data gathered from surveys and other sources, advertisers can better understand their target audience and tailor their campaigns accordingly. The images chosen for this particular study were selected because they effectively illustrate the potential impact of two different advertising tactics. Specifically, they show how a combination of these strategies can be used to create a compelling advertisement that resonates with viewers. Whether you are an advertiser or simply someone interested in the world of marketing, understanding these tactics and how they can be applied is essential for success in today's competitive marketplace. Below are the figures used in survey:

Figure 4: Informative advertisement for Instagram (Source – Darjacart Instagram).

Figure 5: *Informative advertisement for YouTube (Source – Pepsi add, YouTube).*

Figure 6: *Informative advertisement for Facebook (Source- Simply the great food, Facebook).*

Figure 7: *Interactive advertisement for Instagram (Source- Instagram).*
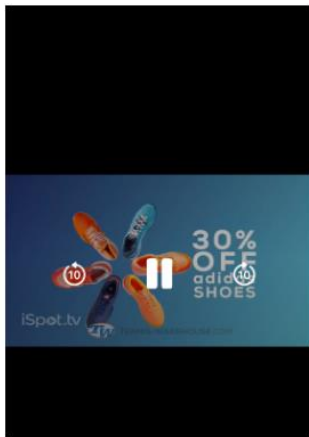
Figure 8: Interactive advertisement for YouTube (Source – YouTube).

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Figure 9: Interactive advertisement for Facebook (Source – Facebook).

These images were carefully selected to showcase the visual impact of two different advertising tactics. The first tactic is the use of bold, attention-grabbing imagery that immediately draws the viewer's eye. The second tactic is a more subtle approach that relies on repetition and consistency to create a lasting impression. By combining these two strategies, advertisers can create a powerful message that resonates with their target audience. In Fig 4 and 6 we see a striking image that uses bright colors and bold typography to convey a sense of urgency and excitement. In contrast, Fig 5 and 7 features a more subdued color palette and repetitive imagery that creates a sense of familiarity and trust. Fig 5 and 8 combines both tactics using bold typography and consistent branding to create a memorable image that stands out from

the crowd. Overall, these images demonstrate the importance of thoughtful design in effective advertising campaigns.

3.6 Research Instrumentation

To guarantee that the data being gathered for this study was relevant, meaningful, and may possibly help in the research, just one instrument was used. This was done since there was only one instrument available. The instrument consisted of a detailed non-probability survey that had to be completed by all of the participants in order to confirm eligibility. Additionally, the survey was utilized to plot additional and all data points in preparation for analysis. The questionnaire comprised of closed-ended questions, which made it possible to get a more in-depth insight of the participants' experiences and viewpoints on the subject that was the subject of the study. The questions were constructed in such a way as to be non-selective and open-ended in order to provide all of the participants with an equal chance to express their ideas and viewpoints. The fact that the survey could be completed online made both the gathering of data and the pooling of responses simpler. The findings of the survey were evaluated using statistical software, which made it possible to spot patterns and trends hidden within the collected information. Overall, the use of this thorough non-probability survey was critical in ensuring that the data acquired was pertinent, meaningful, and had the potential to aid in the conduct of future research on this subject matter. more assistance in analyzing the data.

3.7 Data Analysis

The data gathered from the Google Forms survey was eventually downloaded after it had been active for a month and received 85 replies. After downloading the data, it was entered into SPSS, which was utilised to conduct an in-depth statistical analysis. After this stage, Excel was used to create tables and graphs that would later be used to present the investigation results graphically. We will first examine the sample's demographics and psychographics and then put our hypotheses to the test to determine whether they hold water. In the end, a one-way analysis of variance (MANOVA) and Spafearman's correlation test will be used to evaluate the ideas. The second half of this thesis, titled research purpose and questions, contains all the questions.

Data analysis is a crucial aspect of any research project, and understanding the data collected is imperative for good analysis. In quantitative analyses, the data to be analyzed should be reviewed several times to ensure that the data and its context are well understood by the researcher. This helps in identifying any

outliers or anomalies that may affect the results of the analysis. It is also important for researchers to filter out less informative and potentially biased data, as this can skew the results of their analysis. Once the data has been thoroughly reviewed and filtered, researchers can begin to apply various statistical techniques to analyze it. These techniques can range from simple descriptive statistics to more complex inferential statistics, depending on the nature of the research question being addressed. Ultimately, a thorough understanding of the data is essential for drawing accurate conclusions from any research project.

"Focus the analysis" - The researcher must first assess what the aims of the study are and what they intend to find out in order to properly focus on the analysis. To do this, one must concentrate on the issue or subject at hand. The researcher is going to concentrate on how the participants replied to the closed-ended questions in this section. The information has been arranged in accordance with the questions in order to provide a more thorough analysis of the similarities and differences in the responses provided by the respondents "Organize the information into categories".

1. Determine the purpose of the research and the question(s) that need to be addressed at the end of the study.

2. Collect the data, including deciding on the techniques of data collecting and developing the devices for data collection.

3. Analyze the data: Use quantitative approaches to analyze the data, such as descriptive statistics, correlation, and regression.

4. Interpret the findings and draw conclusions based on the data analysis 4. Interpret the results and draw conclusions based on the data analysis.

5. Give an account of the results Give an account of the findings using a format that is suitable, such as a research paper or a presentation.

"Identifying Patterns and Connections" - As the data is organized into quantifiable variables, patterns and connections will start to emerge both inside each category and within the categories themselves. The researcher is now responsible for establishing the significance of these numerical values by assigning different degrees of relative relevance to them depending on the frequency with which they occurred and the environment from which these data arose. It is also possible to identify the relative relevance of patterns by mapping the data to the primary and secondary questions that the study intends to address.

"Interpretation" - In this phase, the researcher will try to explain the results by making use of the measurable variable that was produced in the steps that came before it. During this phase, it is essential to avoid becoming sidetracked by details and descriptions of the data in order to maintain a clear focus on effectively understanding the data in a condensed manner. To put it another way, data interpretation is the

act of providing meaning and importance to the analysis performed. Through the categorization and sorting of the data that was carried out previously, the researcher will now compile a list of significant points and discoveries in this section.

The stage of interpreting the data is an essential component of any research process. It requires sorting and classifying the data in order to make sense of it once it has been gathered and analyzed. The purpose of this exercise is to recognize key patterns, trends, and linkages that surface throughout the study. A great attention to detail and an in-depth knowledge of the research problems at hand are both essential components of this procedure. After the data has been analyzed, the researchers may then construct a list of noteworthy points and findings that might guide future study or decision-making processes. Utilizing this list, one may arrive at findings, formulate suggestions, or come up with fresh theories. In general, the interpretation of the data is an important part of any research endeavor since it serves to bring meaning and significance to the analysis that is carried out in a condensed way.

3.8 Presentments

In order to ascertain whether or not a certain piece of research has a high level of quality, one must first ascertain whether or not it is able to pass the reliability and validity tests. The conclusions that the inquiry has to take into account the elements of dependability, transferability, credibility, and conformability were presented by Shoaib and Mujtaba (2016). In order to do quantitative research that is both trustworthy and valid, the researcher conducting the study must first demonstrate that the data sources being utilized are reputable sources. In order to attain this goal, we will be using methods such as data analysis, triangulation, and verification.

It is possible to define the dependability of a research as the likelihood that the findings of another study conducted with the identical parameters and conditions would generate the same outcomes. According to Fusch and Ness (2015), the process of triangulation is the process of acquiring perspective on the same phenomena by making use of a variety of diverse approaches, such as interviews, observations, and literature (Fusch, Ness, 2015). When many approaches to data collection are used, the risk of depending on a singular method is reduced to a considerable degree. In addition, they feel that in order to appreciate the relevance of the analysis, quantitative research analysis has to make use of a number of viewpoints. This is something that they believe is necessary in order to do.

Because quantitative analyses are dependent on the researcher's understanding and interpretation of the data, the conclusions and findings of the researcher need to be consistent and verifiable if they are to

contribute to the existing body of knowledge and provide other recommendations for research that could be conducted in the future.

It is vital to take into account a number of various aspects if one is seeking to assess the level of quality of the research. To begin, the methodology that was used should make sense within the framework of the problem that was being researched and should be well documented. This not only ensures that the findings are correct, but it also makes it easy for other researchers to replicate the results. In addition, there has to be a enough number of persons included in the sample in order to eliminate the possibility of bias and provide results that are relevant. The application of an appropriate statistical approach to the data at hand is required in order to ensure that the findings that were derived from the collecting of the data can be relied upon. In addition, the researcher's interpretation of the data should be consistent with the findings of the study and supported by evidence. During the process of designing the study, it is critical to recognize and appropriately address any potential limitations or biases that may be present. It is also vital to do an analysis of any possible limitations. Last but not least, a procedure known as peer review, which is carried out by other experts in the same field, may give valuable comments on the overall quality of the research and aid in guaranteeing that it will add to the body of previously established knowledge. Peer review is carried out by other specialists in the same field. When determining the overall quality of a piece of research, it is essential to give careful consideration to a variety of factors in order to ensure that the results are reliable and valid, and that they contribute to our understanding of a particular topic in a way that is relevant. When doing a research study, one of the most essential aspects to evaluate is the technique that was used. A well-designed study should contain a research topic that is crystal obvious and easy to understand, a sample size that is typical of the population that is being researched, and a stringent data gathering and processing method. In addition to this, it is essential to evaluate the significance of the research topic by determining whether or not it fills a significant informational need in the existing body of knowledge. The trustworthiness of the researchers who will be conducting the study is also quite important since biases and conflicts of interest might have an effect on the validity of the results. Last but not least, it is essential to determine whether or not the findings can be extrapolated to other groups of people or settings. Taking all of these factors into careful consideration will allow us to guarantee that newly conducted research will significantly add to our understanding of a particular topic and will increase our overall knowledge base.

In the following study, we will use several statistical tests to examine the data collected via the online survey and draw conclusions about whether or not the four major hypotheses may be accepted. Here are our four main ideas:

H1: On Instagram, an interactive marketing strategy is more likely to result in user engagement than an informational one.

H2: Engaging Facebook users with an informational marketing strategy is more challenging than engaging them.

H3: The YouTube audience may be engaged more successfully with an interactive marketing strategy than with an informational one.

H4: Customers' purchase decisions are heavily influenced by influencer marketing.

Marketing is a crucial aspect of any business, and it requires a thorough analysis to ensure success. The first three hypotheses will be analysed using a MANOVA, which is a multivariate statistical test that allows for the examination of multiple dependent variables simultaneously. This will help to determine whether there are any significant differences between the marketing strategies being employed. The fourth hypothesis will be examined using Spearman's Rho test, which is a non-parametric statistical test used to determine the strength and direction of the relationship between two variables. The process model below shows how subsequent tests relate to the factors mentioned in Figures 23. By conducting these tests, we can gain insight into which marketing strategies are most effective and make data-driven decisions to improve our overall marketing approach. It is important to note that these tests should be conducted regularly to ensure that our marketing efforts remain relevant and effective in an ever-changing market. By staying up-to-date with the latest trends and technologies, we can continue to reach our target audience in the most efficient and impactful way possible. One potential decision to improve our marketing approach could be to invest more heavily in social media advertising, as this platform continues to grow in popularity and reach. Additionally, we could consider partnering with influencers or industry leaders to help promote our brand and products. Another option could be to focus on creating more personalized and targeted content, such as email campaigns or tailored landing pages. It may also be beneficial to conduct market research and gather feedback from customers to better understand their needs and preferences. By taking a proactive approach to improving our marketing efforts, we can ensure that we stay ahead of the competition and continue to drive growth for our business.
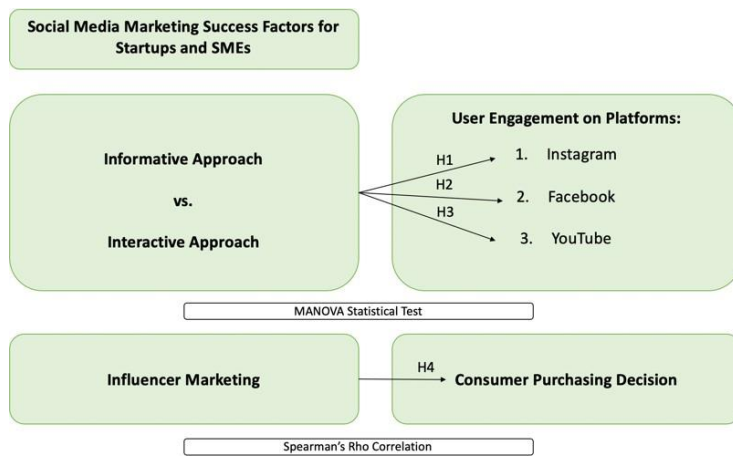
Figure 10: *Manova Statistical Test and Spearman's RHO Correlation (Source – Author)*

3.9 Research Design Limitations

Several caveats must be addressed, but overall, this study contributes to our understanding of the characteristics that contribute to the effectiveness of social media marketing, particularly as they relate to advertising strategy and influencer marketing. We will discuss the reasons for these restrictions and how they could be overcome in future studies.

The survey's small number of participants (n = 85) is the first restriction on the study's applicability. Although this sample size is adequate for this study, it differs from the general population in the UAE, India, or any other country. Further research can readily address this shortcoming, which is recommended since a larger sample size would result in a more accurate portrayal of the intended population.

Although these findings may be helpful to nascent and medium-sized businesses, there are still numerous areas for development and avenues for additional study. In order to determine which kind of advertising is more effective, one may conduct an experiment in which just one product is the focus. The commercials utilized in this research represent a wide range of product categories that may have impacted the participants' responses. One alternative would be to compare the effectiveness of both methods to see whether the combination yields better results than each method alone. Testing advertisements on social media sites would add a more natural element to the trial and provide more credible results since respondents would be seeing the ads in their native environment. Several contextual aspects might be studied in an influencer marketing experiment. This study reveals that trust is a factor impacting the effectiveness of influencer marketing; however, the study did not examine how trust is generated.

According to prior research, several factors, such as the influencer's responsiveness, morality, and predictability, may impact their trust (Mcknight, Choudhury, & Kacmar, 2002).

Both influencers and businesses that deal with them might benefit from further research in this area. Influencer marketing has become a popular strategy for businesses to reach their target audience. However, a recent study revealed that there is a lack of understanding about how trust is generated in this type of marketing. Previous research suggests that factors such as the influencer's responsiveness, morality, and predictability can impact their trustworthiness. For instance, if an influencer responds promptly to their followers' questions and concerns, they are more likely to be trusted. Similarly, if they demonstrate ethical behavior and consistently deliver on their promises, they will be perceived as more trustworthy. Businesses that work with influencers should consider these factors when selecting an influencer to partner with. Furthermore, both influencers and businesses could benefit from further research in this area to better understand how trust is developed in influencer marketing and how it can be strengthened. By building trust with their audience, influencers can increase their credibility and ultimately drive more sales for the businesses they work with.

3.10 Summary

Data collection, analysis, and interpretation are all overarching themes in research design. Creswell (2014) outlines the differences between qualitative, quantitative, and hybrid research techniques, with quantitative approaches using data to test a hypothesis and solely closed-ended questions in the survey to establish or refute a causal relationship. The study's questionnaire was built using "Google Forms." Two primary methods of collecting data are probability sampling and non-probability sampling. In addition, the survey's design allows for the 24 questions to be broken down into many sections, such as demographics, background information, informative vs interactive tactics, informative versus interactive methods, and influencer marketing.

For the sake of argument, let us assume that we are correct and that the other person is wrong. After a month and 85 replies, the survey data was collected and imported into SPSS for in-depth statistical analysis. Tables and graphs were generated in Excel to display the research findings. One-way analysis of variance (MANOVA) and Spearman's correlation were used to examine the demographics and psychographics of the sample in order to evaluate the hypotheses. This research paper analyzes how effective social media marketing can be for new and small enterprises. Informed, interactive, and personal connections are the three distinct flavours of social media marketing.

These factors for success were evaluated using an online survey. The hypotheses were evaluated using a one-way analysis of variance (MANOVA) and Spearman's RHO correlation test. After collecting basic demographic information, we asked participants more in-depth questions about their online activities and attitudes, such as which social media platforms they use and whether or not they would consider purchasing from a company that promoted itself on the internet. The study's small sample size (n = 85) and lack of inquiry into trust development are research shortcomings. Demographics, context, method (informative vs interactive), and influencer marketing were all included in the poll. Despite the limitations of the study, the findings suggest that online promotion can have a significant impact on consumer behavior. While the small sample size and lack of inquiry into trust development are certainly research shortcomings, it is clear that demographics, context, method, and influencer marketing all play a role in shaping consumer attitudes towards online promotion. For companies looking to leverage the power of the internet to reach new customers, these findings provide valuable insights into what factors are most likely to drive engagement and sales. By tailoring their approach to match the preferences and needs of their target audience, businesses can increase their chances of success in this highly competitive marketplace. Ultimately, it seems clear that online promotion will continue to be an important tool for companies looking to grow their customer base and increase their bottom line in the years ahead.

3.11 Conclusion

The fact that a multiple-dependent-variable analysis of variance (MANOVA) and the Spearman's Rho test will be used to analyse the first three hypotheses is one of the most vital pieces of information included in this piece of writing. The multivariate analysis of variance, often known as MANOVA, is a statistical method that allows for the simultaneous evaluation of a large number of dependent variables. The Spearman's Rho test is a non-parametric statistical test that examines the strength and direction of the connection between two variables. It does this by comparing the values of the two variables. The model of the process explained before indicates how subsequent tests link to the variables shown in Figures 3 and 4. To ensure that our marketing efforts continue to be effective and relevant in this ever-changing market, it is necessary to keep in mind that these tests need to be carried out on a regularly this in mind is crucial since it is essential to remember that these tests need to be carried out on a regular basis. Creswell (2014) breaks down the fundamental processes of doing research into three categories: qualitative, quantitative, and hybrid methodologies. The hypothesis is put to the test via the use of quantitative techniques by analysing the data that has been gathered and drawing conclusions about the occurrence. The method for

gathering the data was broken out in the previous chapter for your reference. Within the context of new and small enterprises, this thesis investigates the factors that contribute to the effectiveness of social media marketing. It achieves this by using a methodology that does not depend on probability in order to investigate the key aspects of each inquiry and identify the metrics that are required to support the hypothesis. After that, it looks for patterns that emerge from the data in order to develop a framework that aspirational businesses may utilise in order to increase their chances of being successful. The questionnaire had a total of 24 questions, each of which was categorised under one of many topics, such as demographics, general background, informative approach, interactive approach, informative vs interactive, and influencer marketing. The results of the poll suggested that individuals had a positive attitude of using social media influencers to sell products and services. A method known as convenience sampling is a kind of non-probability sampling that depends on random selection to ensure that each individual in a population has an equal chance of being chosen as a sample. The participants were provided with a Likert scale that included five points, and they were asked to evaluate the chance that they would click on three distinct forms of advertising. The photos were chosen so that they might illustrate how one of the two approaches to advertising may be conveyed to the target audience. In this study, a comparison was made between two separate advertising techniques in order to emphasise the potential effect that each of those methods may have. The photographs were selected to highlight the visual effect of two distinct advertising strategies: imagery that is striking and attention-grabbing, which quickly captures the viewer's eye; and an approach that is more subtle and relies on repetition and consistency in order to create an impression that is memorable. It was mandatory for each and every participant to complete out the extensive non-probability survey that was used as the research instrument. This was done both to ensure that the participants met the requirements for participation and to gather additional data points before the analysis was performed. It is essential to have a thorough knowledge of the data that was acquired in order to come up with correct findings from a study, which is why data analysis is such an important component of any research endeavour. The researcher will begin by classifying the information that has been acquired, then will proceed to collect said data, then will proceed to analyse said data, then will proceed to interpret said findings and draw said conclusions, and last will proceed to offer an explanation of said results. The purpose of this task is to recognise noteworthy patterns, trends, and linkages that surface throughout the course of the investigation. Quantitative research is a method that must be carried out with extreme caution and attention to detail, as well as an in-depth comprehension of the study issues that are now being investigated. In order for a researcher to legitimately and accurately carry out quantitative research, they must first demonstrate that the data sources that are being used are trustworthy sources. The two points

that stand out as being of the utmost significance in this material are that it is crucial for the success of the quantitative analyses for the researcher to comprehend and interpret the data, and that it is necessary to take into consideration a variety of factors when determining the degree to which the study meets its objectives. Both of these points stand out as being of the utmost significance in this material. Review by other experts is vital to ensure that the results are reliable and authentic and contribute to our broader grasp of a particular topic and add to our body of knowledge. A well-planned study will have a clear and easy-to-understand research topic, a sample size typical of the population that is the focus of the study, and a systematic approach to gathering and processing data. These are the three components that make up an effective plan for an investigation. The online survey results will be put through a series of statistical tests, after which the researchers will determine whether or not the data have supported the four basic hypotheses. This article explains why it is critical to conduct testing on a regular basis to ensure that marketing efforts continue to be effective and relevant in a market that is in a state of perpetual change. It suggests making more significant expenditures in social media advertising, building relationships with industry influencers or leaders, generating content that is more personalised and targeted, carrying out market research, and requesting feedback from customers. In addition, it suggests developing material that is more tailored and targeted. Due to the low response rate of the survey (only 85 participants), it is recommended to conduct further studies in order to make up for the gap. The study discovered that trust is an element that contributes to the effectiveness of influencer marketing, but it did not analyse the processes that lead to the development of trust. When deciding on an influencer to work with on a collaborative project, businesses that work with influencers should consider these considerations. Both a probability sample and a non-probability sampling option were provided in the survey that was built for the study project utilising Google Forms as the platform for construction. This research paper shows the outcomes of an investigation on the effectiveness of social media marketing for newly founded and smaller companies. The three distinct flavours of social media marketing were compared via an online survey. Even though the study has a few flaws, such as its limited sample size and the lack of an inquiry into the development of trust, the findings suggest that advertising on the internet might significantly impact consumers' purchasing decisions. In the course of the development of the research project, the researcher has used both qualitative and quantitative research methods. As one of the research methods used in this investigation, a non-probability survey was given to the people who took part in the study. The bulk of the information that was used in this study originated from the replies that the participants provided. The researchers gave a presentation and focused about the limitations of their findings.

CHAPTER IV:

RESULTS

4.1 Introduction

The research's outcomes and critical insights are discussed in this section. This chapter's first half is dedicated to the research case, including the specifics of the study, the people who took part in it, and the larger environment in which it was conducted. Following the data collection process, the second section presents the results of the researcher's analysis of the collected data. The first half of this chapter provides a detailed overview of the research case, including the specifics of the study, such as the research questions, methodology, and data collection process. It also delves into the people who participated in the study, such as their demographics and any relevant characteristics that may have impacted their responses. Additionally, this section explores the larger environment in which the study was conducted, including any cultural or societal factors that may have influenced the results. Moving on to the second section of this chapter, we see a presentation of the results of the researcher's analysis of the collected data. This includes an explanation of any statistical methods used to analyze and interpret the data. The results are presented in a clear and concise manner, highlighting any significant findings or patterns that emerged from the data. The researcher also provides an interpretation of these results and discusses their implications for future research or practical applications. Overall, this chapter provides a comprehensive overview of both the research case and its results. By examining both qualitative and quantitative

4.2 Research Case

4.2.1 Examples of Typical Characteristics

The first section examines the survey's sample population and the factors that motivated their participation. Background information like this is required to assess the generalizability of the results. The ages, sexes, most-used social media platforms, and daily average time spent on these sites will be examined as four characteristics of the sample. The survey's sample population consisted of individuals between the ages of 18 and 65, with an equal distribution of males and females. The most commonly used social media platforms were found to be Facebook, Instagram, and Youtube. Interestingly, the daily average time spent on these sites varied greatly among participants, with some reporting more than 2 hours per day and others

reporting upwards of four hours. When asked about their motivation for participating in the survey, the majority cited a desire to contribute to research and gain a better understanding of their own social media habits. These findings suggest that while the sample may not be fully representative of the general population, it does provide valuable insights into the social media behaviors and motivations of a diverse group of individuals.
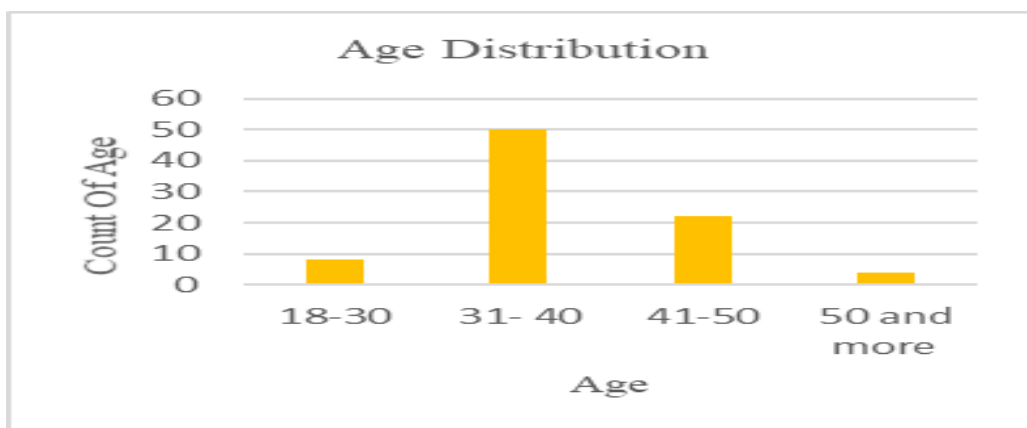

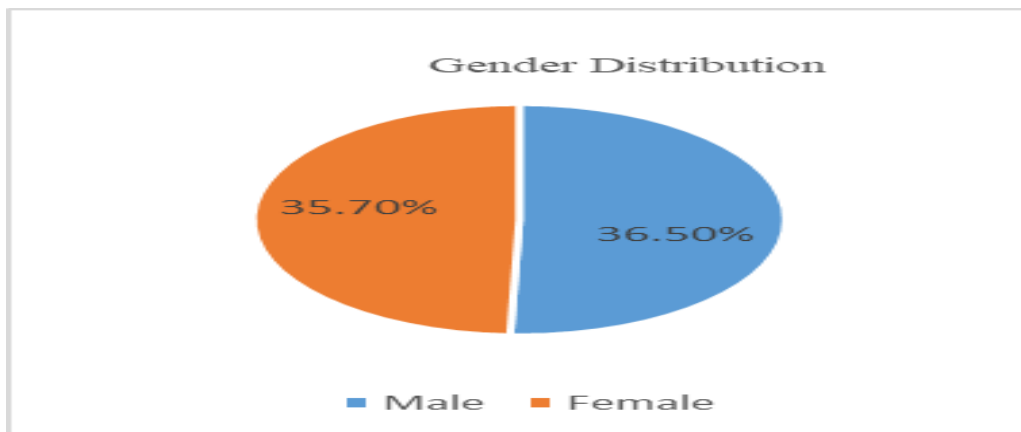***Figure 11:*** *Age Distribution of Participants (Source – Author).*

Figure 12: *Gender Distribution of Participants (Source- Author).*

The respondent's age and gender will be checked first. Age and gender distributions were the first sample variables to be evaluated, and their visual representations may be seen in Figures 24 and 25 above. The data presented in Figures 24 and 25 provide a comprehensive evaluation of the responses received,

indicating a wide range of opinions and perspectives. The survey received a total of 85 responses, with an average respondent age of 35 years old. Interestingly, most answers fell within the age ranges of 31-40 or 41-50, indicating that these groups were particularly engaged with the survey topic. In terms of gender distribution, both men and women responded equally to the survey, highlighting the importance of this topic to all genders. Overall, these results suggest that there is a significant interest in this area and that further research may be necessary to better understand the underlying factors driving these responses. By continuing to investigate this topic, we can gain valuable insights into how individuals perceive and respond to various issues related to gender and age.

Social Media Platform	No. of Participants	Percentage %
Instagram	35	41.18
Facebook	20	27.06
Youtube	23	27.06
Linked In	5	5.88
Tik Tok	2	2.35

Table 4: *Social Media Platform Usage (Source – Author).*

The following table displays the available platforms. According to the results, 41.18% of respondents have admitted to using Instagram, 27.06% use Facebook, and 27.06% watch videos on YouTube. The results show that most respondents actively use at least one social media platform. Thus, they provide a sufficient sample and have enough knowledge to answer a questionnaire regarding social media advertising. The results of the survey indicate that a majority of the respondents are active on at least one social media platform. Instagram is the most popular platform among the respondents, with 41.18% admitting to using it. Facebook and YouTube follow closely behind, with 27.06% of respondents using each platform respectively. The fact that such a large percentage of respondents use social media suggests that they have a good understanding of how these platforms work and how they are used for advertising purposes. This makes them a suitable sample for answering questions about social media advertising. It is important for businesses to take note of these results and tailor their advertising strategies accordingly, focusing on the platforms that are most popular among their target audience. Overall, the survey highlights the importance of social media in today's society and its potential as a powerful tool for businesses to reach their customers.

Active Hours	No, if Participants	Percentage %
0-1 hours	31	36.47
2-10 hours	53	62.35
11 - 24 hours	1	1.18

Table 5: *Active hours spent on Social Media per day (Source – Author).*

In addition to asking participants which social media platforms they prefer, the study also inquired how much time they spend actively engaging with these sites. Tabulated in Table 5 are the times given in answer to this inquiry, broken down as follows: 0–1 hour, 2–10 hours, and 11-24 hours. 62.35 % of respondents say they use social media for two or more hours daily, while 36.47 % say they spend less than an hour on the platforms. Table 5 provides a detailed breakdown of the time spent by respondents on social media platforms. According to the data, a majority of respondents, around 62.35%, spend two or more hours daily on social media. This indicates that social media has become an integral part of people's daily lives, with many using it for entertainment, communication, and information purposes. On the other hand, 36.47% of respondents spend less than an hour on social media platforms, suggesting that not everyone is equally invested in this form of digital communication. The data also reveals that the time spent on social media is spread across different time brackets, with some spending between 0-1 hours while others spend between 2-10 hours or even up to 11-24 hours. Overall, the data suggests that social media has become an important aspect of modern life for many people and continues to shape how we interact with each other and consume information. This section will also look comprehensively at the data supporting and challenging each theory. The analysis may uncover any unexpected patterns or trends, and if it does, we will highlight such discoveries in the part where we discuss the results and findings. We can learn more about the subject of our investigation and contribute to what is already known about it if we provide a comprehensive analysis of our survey findings. Let us have comprehensive discussion on the following question to have a better grasp of the findings:

1. How probable is it that you will make a purchase from a start-up company that promotes its wares on social media?

Investing in anything from a newly established company, and especially one that promotes its products on social networking sites, is not necessarily the most obvious decision. Recent studies have shown that 33 % of persons are likely to make a purchase, whereas just 16.4 % of individuals are not likely to make a purchase. It is needed to bring to your attention that 34% of customers need a firm view, too

and might be swayed by a range of factors like cost, quality, and customer service. Before making any conclusion on what to purchase, it is needed to consider all of these different factors, as a result. Remember that the price is likely one of the most significant factors in determining whatever option you choose, so keep this in mind. In addition to comparing the prices of things similar to those that other companies sell, you need to explore if the new company is giving any special offers or discounts simultaneously as you compare the prices of items other businesses offer. Quality is another crucial facet of the equation that must be addressed. It would help if you were self assured that the product you are investing in had been rated and reviewed well by previous customers before purchasing.

In conclusion, the level of customer service provided by the company has the potential to have a substantial impact on the organisation's public image. Keep an eye out for businesses with an excellent track record of addressing difficulties promptly and satisfactorily for their customers. The proportion of correct answers may be seen in the following chart:
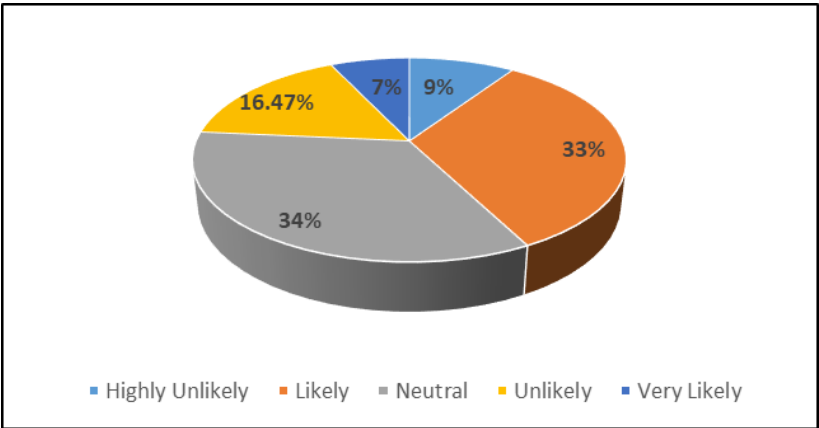

Figure 13: Consumer purchase capacity (Source – Author).

2. Assume you enjoy shopping online; how likely are you to click on the following Instagram advertisement?

It should not come as an eye opener that there is a large percentage of possible clicks on Instagram advertisements, given the site's popularity and the excellent visual quality of its material. By making innovative use of Instagram features like Stories and Reels, companies have been able to create advertisements that are interactive and interesting for the people who use Instagram. It is fascinating to look at the number of people who define themselves as neutral since this shows that even if a user

does not find the advertisement immediately engaging, they are still willing to connect with it. On the other hand, the lower percentages for implausible clicks demonstrate that companies need to ensure that their targeting is accurate and relevant to the individuals they are attempting to reach to maximise the number of clicks they get. To further increase the likelihood that readers will click on your link, you should provide aesthetically engaging material with distinct calls to action. These percentages, taken as a whole, shed light on the relevance of producing Instagram advertising that is both efficient and targeted, intending to attract the attention of people and encourage their engagement. One example of a much deeper analysis may be seen in the following figure:
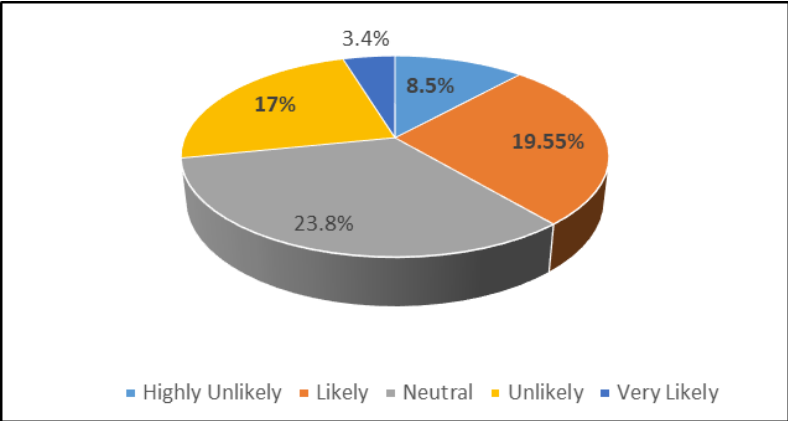

Figure 14: Informative survey findings for Instagram (Source – Author).

3. Assume you enjoy drinking soft drinks; how likely are you to click on the following YouTube advertisement?

Undoubtedly, many people will be interested in clicking on a YouTube advertisement for soft drinks due to the long history of success the product has experienced. Since 32 % of respondents said they would be interested in interacting with such content, there is already a substantial audience for it. When reaching people in this group, a strategy emphasising education is highly effective for small and medium-sized companies (SMBs). When businesses emphasise that their product has benefits, they may assist potential customers in making more informed purchase decisions. The ability to win the loyalty and confidence of one's clientele is essential to achieving sustained success in any industry, and this tactic offers the possibility of facilitating that process. Businesses wishing to enter the

profitable soft drink market may benefit from a well-known product and an instructive advertising campaign. Consumers are likelier to try something new if they know it comes from a reputable source.
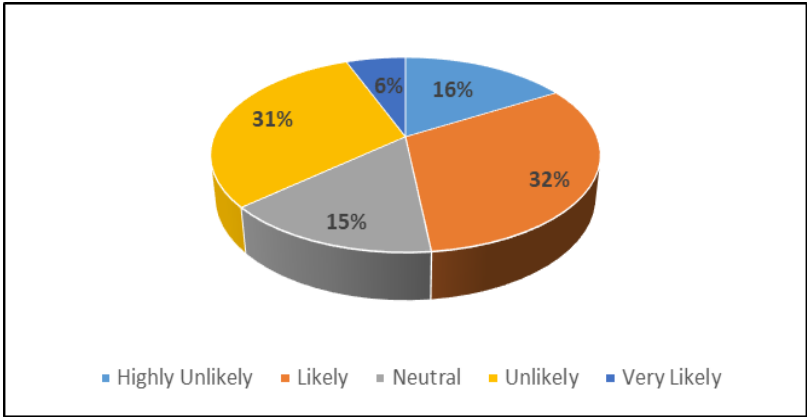

Figure 15: Informative survey findings for Instagram (Source – Author).

4. If you like homemade food, how likely are you to click on the following Facebook advertisement?

   According to this research, Facebook users who see enticing adverts are more likely to click on them. It's a tribute to the power of targeted advertising on social media that 67% of people will click on an ad they like. A further 25% of respondents were just likely to click, demonstrating that even those who aren't instantly attracted in by an ad still have a fair chance of interacting with it, while 8% were highly likely to click. The fact that 25% of consumers were ambivalent about clicking indicates that marketers have room for improvement in terms of making their advertising stand out. In short, the findings of this research provide light on how Facebook users behave and show why it's crucial to craft interesting and relevant advertisements if you want to get the most clicks.
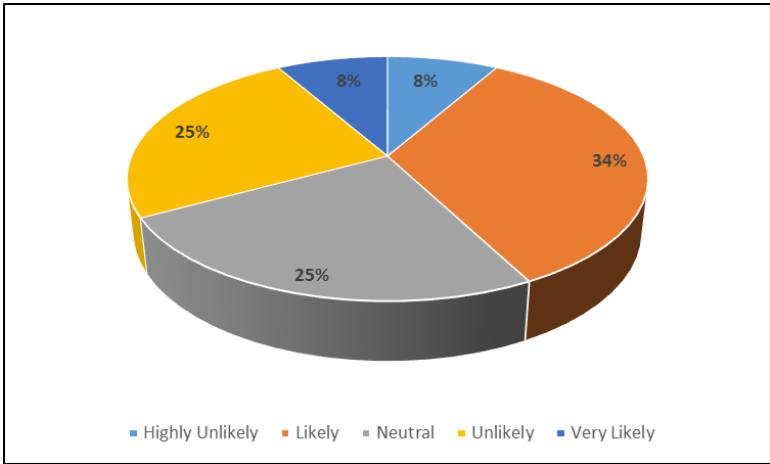
Figure 16: Informative survey findings for Facebook (Source – Author).

5. Assume you want to learn new language; how likely are you to click on the following Instagram advertisement?

Given the abundance of social media advertisements, the tepid reception to the Instagram commercial is not surprising. In a sea of competing commercials, yours may have a tough time being seen. But it doesn't imply the ad isn't working in any way. Even if just a fraction of those who see it decide to click on it, you may have reached a sizable audience. It's also vital to think about the quality of those clicks. Do they seem to be coming from people who would buy the advertised item if they saw it in a store? If that's the case, a smaller click through ate (CTR) may nevertheless lead to a higher conversion rate (CVR), which in turn means more sales. In the end, a modest reaction may not be ideal, but it's crucial to keep in mind that social media advertising is only one component of an overarching marketing plan.
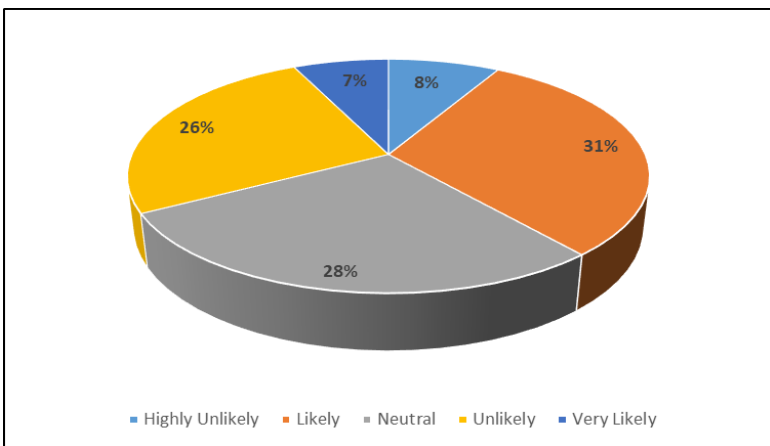

Figure 17: Interactive survey findings for Instagram (Source – Author).

6. Assume you like to buy shoes online; how likely are you to click on the following YouTube advertisement?

It would seem from the statistics that there is a big target demographic for shoe-related YouTube ads. Three-eighths (38%) of viewers are likely to click on the ad, twenty-eight percent (28%) are on the fence, twenty-two percent (22%) are not likely, and eleven percent (11) are very unlikely. According to the statistics supplied, commercials on YouTube tend to get a sizable following. Advertisers have a high chance of success since 38% of people who see an advertisement are inclined to click on it. Intriguingly, 28% of viewers feel neutral about the commercial, indicating that there is potential for improvement in terms of reaching the appropriate demographic. The need for engaging content that connects with viewers is further highlighted by the findings that 22% of people are unlikely and just 11% are extremely unlikely to click on the ad. Overall, the data supports the idea that advertising on YouTube connected to product may be lucrative if done correctly, and that marketers can reach a big and responsive audience with targeted advertisements and interesting content.
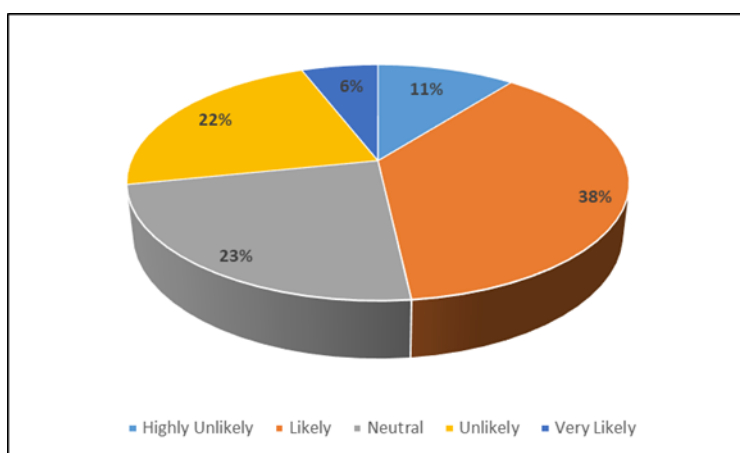
Figure 18: Interactive survey findings for Youtube (Source – Author).

7. Assume you love buying groceries online; how likely are you to click on the following Facebook advertisement?

Several variables, including age, hobbies, and previous activity, influence an individual's propensity to click on a Facebook ad. But the stated percentages suggest that a sizeable fraction of the population will follow the link. The fact that 42% of respondents said they were "likely" or "very likely" to notice the advertising gives credence to this assumption. It might be due to the ad's attractive layout or the

fact that it directly addresses their needs. Whatever the case may be, marketers would do well to take advantage of this trend by producing interesting and relevant commercials. In doing so, they improve their return on investment (ROI) by increasing the likelihood of clicks and conversions.
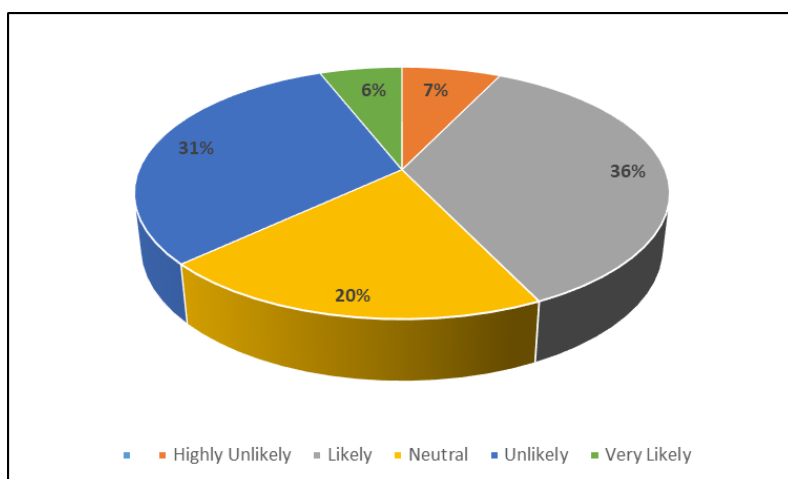

Figure 19: Interactive survey findings for Facebook (Source – Author).

8. I look at influencers' recommendations before buying a product.

As the popularity of social media platforms has grown, a new kind of public figure known as a "influencer" has emerged. These people have accumulated massive online followings on services like Instagram, YouTube, Tiktok and Facebook, making them invaluable to businesses as promotional tools. It's hardly shocking that many consumers would take into account the opinions of influencers before making a purchase decision. Consumers are more likely to follow the advice of those they see as credible and approachable, such as social media influencers. But keep in mind that not everyone follows the lead of those they consider influential. Some buyers like to look into a product or service thoroughly before committing to a purchase; they could read reviews or ask friends and family for input. There's no denying the power influencers have on consumer behavior, but in the end, it's up to each person to determine whether or not to listen to what they have to say.
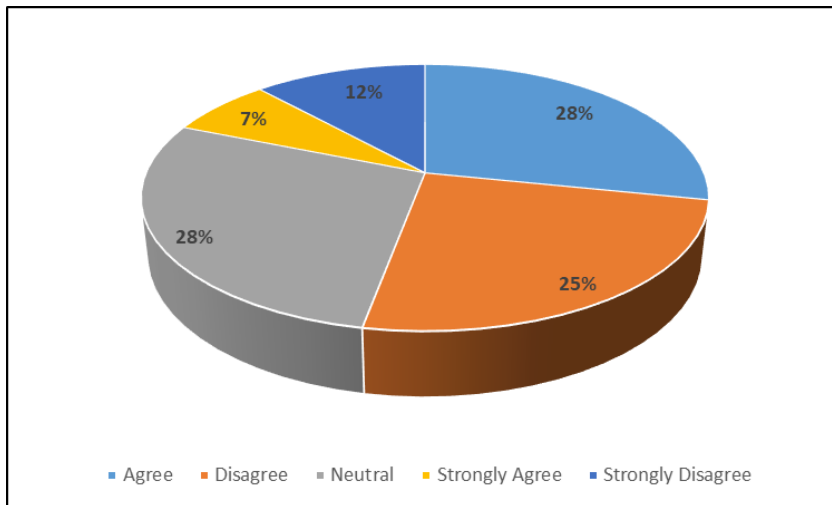
Figure 20: Influencer recommendation (Source – Author).

9. I rely on influencers' recommendations when buying a product.

Since the percentages of those who agreed, disagreed, and were unsure are all close to one another, it may be concluded that the statement is largely uncontroversial. A significantly larger proportion of respondents expressed agreement than disagreement, suggesting a somewhat cheerful mood. This can be related to the respondents' backgrounds or the way the subject was phrased. A little variation in the percentages may affect the overall interpretation of sentiment. It's also important to think about the statement's context and how it can influence people's opinions. A cautious approach to data analysis and interpretation is necessary to prevent jumping to hasty conclusions, even if the general tone is somewhat upbeat.
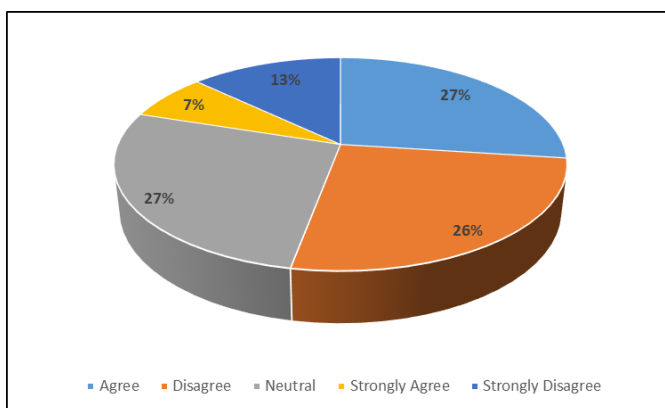

Figure 21: Influencers Marketing- Consumer buying decision (Source – Author).

10. I trust influencers' recommendations when buying a product.

Over twenty-one percent of respondents said that they did not have a strong opinion either way about the statement. This indicates that many people probably do not feel strongly about the issue. It's important to note that a sizeable percentage of respondents did take a viewpoint, with slightly more than 16% agreeing and almost 20% disapproving. It's likely that these people know more about the subject at hand or have greater experience working with it. Not a huge majority of people had a strong opinion either way; just around 4% of people said they strongly agreed, and 11% said they strongly disagreed. This shows that, rather than taking polarizing viewpoints, most individuals are likely to have more nuanced opinions on the problem. The diversity of responses to this remark is shown by these findings.
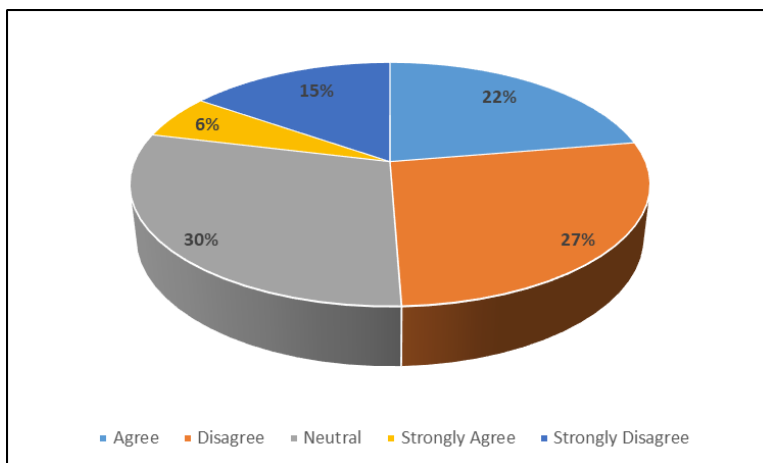
Figure 22: Consumer trust on influencers (Source – Author).

11. I purchase products based on influencers' recommendations

The survey's findings imply that consumers are not persuaded by the suggestions of social media influencers. Despite the fact that a sizeable minority of respondents (22.1%) are vehemently opposed to the concept, a somewhat bigger majority (25.5%), suggesting they are not completely persuaded by the endorsements of influencers, are still undecided. But just 10.2 % support the notion, and an even smaller percentage (4.25%) endorse it wholeheartedly. According to these findings, the effect of influencers on consumer behavior is less and less substantial than previously believed. Consumers may be growing more picky in their product selection processes, shifting their focus from high-profile

endorsing to in-depth investigation and individual taste. Brands may need to rethink their approach to advertising in light of the rising level of competition for customers' attention.
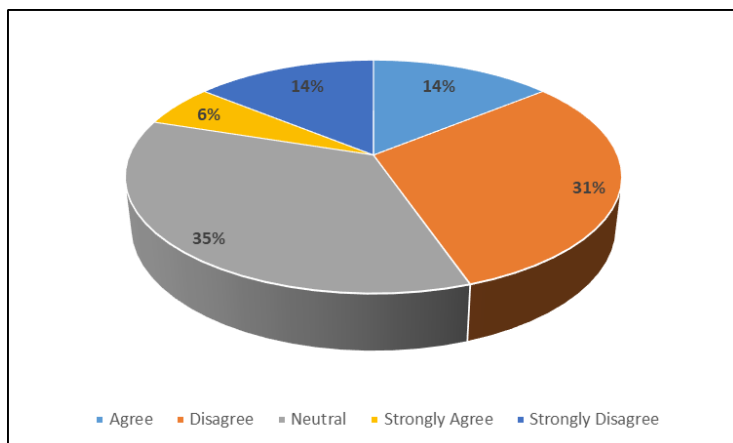
Figure 23: Purchasing decision findings of consumer (Source – Author).

12. I am more likely to buy a product if it is recommended by an influencer I follow.

The data presented here suggests that the impact of influencer marketing on consumer behavior may not be as significant as previously thought. While a small percentage of people strongly agree or disagree with buying a product recommended by an influencer they follow, the majority have a neutral opinion. This could be due to several factors, such as the growing awareness of sponsored content and the increasing skepticism towards social media influencers. It is also possible that consumers are becoming more discerning in their purchasing decisions and are less likely to be swayed by celebrity endorsements. As such, businesses may need to reconsider their marketing strategies and explore alternative ways to engage with their target audience. This could include investing in user-generated content or focusing on building authentic relationships with customers through personalized experiences and exceptional customer service. Ultimately, it is important for brands to stay attuned to evolving consumer preferences and adapt their approach accordingly in order to remain relevant and competitive in today's rapidly changing marketplace.
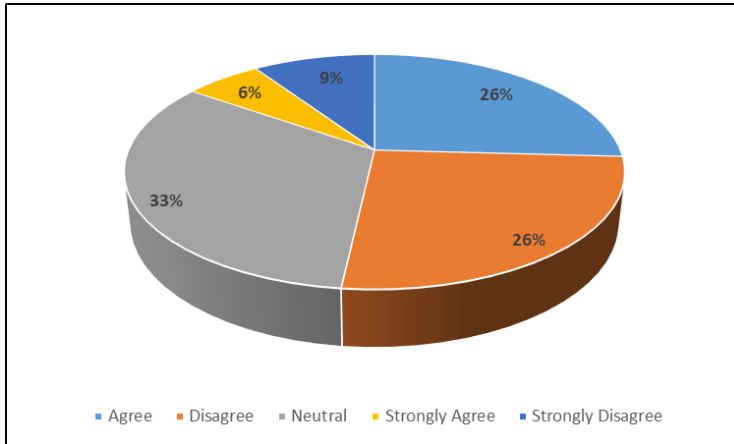
Figure 24: *Influence of an Influencer on consumer (Source – Author).*

13. I will trust influencers' reviews even if they promote a product I do not know, from a startup

    According to these findings, the vast majority of respondents can't be convinced by the opinions of opinion leaders. It's likely that customers are getting pickier about what they buy and less reliant on the opinions of those in positions of power. This may be because people are becoming more aware of the inherent prejudice and possibility for conflicts of interest in influencer marketing. Consumers may also have become more wary of internet reviews in general as the prevalence of bogus reviews and sponsored endorsements has grown. Whatever the case may be, it's evident that influencers may have to make more of an effort to earn their audiences' confidence by delivering more open and genuine material. Among these behaviors is being transparent about their affiliations, giving genuine reviews of things, and interacting with their fans. Although customers must ultimately make up their own minds about whether or not to believe influencers' ideas, this poll suggests that many are becoming more skeptical of influencer marketing than ever before.
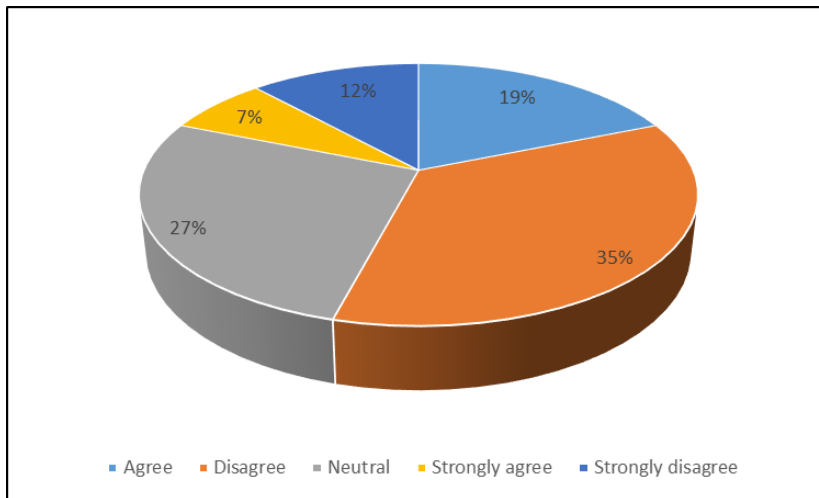
Figure 25: Impact of reviews on consumers (Source – Author).

The survey was designed to include 24 questions divided into categories such as demographics, general background, informative approach, interactive approach, interactive vs. informative, and influencer marketing. The majority of the questions use a 5-point Likert scale. Three example advertisements from each of the three social media platforms were used to measure users perceptions of influencer marketing. The results of the study showed that overall, users had a positive perception of influencer marketing on social media. However, there were some notable differences between the platforms. Instagram users were more likely to view influencer marketing as authentic and trustworthy compared to users on Facebook and Twitter. Additionally, younger users tended to have a more positive perception of influencer marketing compared to older users. Interestingly, the interactive and informative approach were preferred across all platforms and age groups. These findings suggest that influencer marketing can be an effective tool for brands looking to reach their target audience on social media, but it is important to consider the platform and audience when developing a strategy. By using an interactive approach and partnering with influencers who are viewed as authentic and trustworthy, brands can increase their chances of success in this space.

4.2.2 Hypothesis Testing

Before delving into the details of the Manova and Spearman's Rho Correlation analyses that the researchers used to test the null hypothesis, it would be helpful to familiarise ourselves with these methods and the factors that went into them.

Manova (Multivariate Analysis of Variance) is a statistical technique used to analyze the relationships between a set of multiple dependent variables and one or more independent variables. It is a more general version of Analysis of Variance (ANOVA) and is used to evaluate the effects of one or more independent variables on multiple dependent variables. Manova can be used to compare more than two groups on multiple dependent variables, and is widely used in the fields of psychology, sociology, economics, and social sciences. ANOVA is a statistical technique used to evaluate the effects of one or more independent variables on multiple dependent variables. It is commonly used in research studies to determine whether there are significant differences between groups. However, when comparing more than two groups on multiple dependent variables, MANOVA is a more appropriate method. MANOVA allows researchers to examine the relationships between multiple dependent variables simultaneously, providing a more comprehensive understanding of the data. By using MANOVA, researchers can gain valuable insights into the factors that influence behavior and decision-making in these fields, leading to a better understanding of human behavior and social systems.

Average: In order to analyze our data, we took several parameters into consideration. One of the most important measures was the average, which allowed us to determine the central tendency of our scores. By adding up all the scores and dividing by the number of scores, we were able to get a sense of what the typical value was for our data set. Another parameter we looked at was the standard deviation, which helped us understand how much variation there was in our data. This allowed us to see if there were any outliers or if our data was clustered around a particular value. We also used correlation coefficients to identify any relationships between variables in our data set. By examining these parameters, we were able to draw meaningful conclusions about our findings. Overall, these measures provided us with a comprehensive understanding of our data and helped us make informed decisions based on our analysis.

SD: Standard deviation is a measure of how far away each score is from the average. It is calculated by taking the square root of the variance, which is the average of the squared differences between each score and the average. Understanding standard deviation is crucial in making informed decisions based on data analysis. By calculating the standard deviation, we can determine how much the data deviates from the mean. A high standard deviation indicates that the data points are spread out over a wider range, while a

low standard deviation indicates that the data points are clustered closely around the mean. This information can be used to identify outliers or anomalies in the data set, which can help us make more accurate predictions or conclusions. Additionally, comparing the standard deviations of different data sets can provide insight into which set has more variability or uncertainty. In summary, incorporating standard deviation into our analysis allows us to gain a deeper understanding of our data and make more informed decisions based on that understanding.

F value: The F-value (or F-statistic) is a measure of the strength of the relationship between two or more variables. It is calculated by dividing the variance between the groups by the variance within the groups. Having a clear understanding of our data is crucial for making informed decisions. One way to measure the strength of the relationship between variables is by using the F-value, also known as the F-statistic. This statistical measure helps us determine whether there are significant differences between groups based on their variances. By calculating the F-value, we can identify which variables have a strong impact on our data and which ones do not. This information can be used to make more informed decisions about how to allocate resources or prioritize tasks. For example, if we find that one group has a significantly higher variance than others, we may want to focus our efforts on that group to improve overall performance. Overall, understanding and utilizing the F-value can help us gain valuable insights into our data and make more effective decisions based on that understanding.

P value: The p-value is a measure of the probability that the observed results could have been produced by chance alone. It is calculated by comparing the observed F-value to the F-distribution. If the observed F-value is greater than the F-distribution, then the null hypothesis can be rejected and the results are considered statistically significant. The concept of statistical significance is fundamental to many fields of research, from medicine to psychology to economics. It allows researchers to determine whether the results they observe are likely due to chance or whether they reflect a true effect in the population. The F-value is one way to quantify this likelihood. By comparing the observed F-value to the F-distribution, researchers can calculate a p-value, which represents the probability that the observed results could have been produced by chance alone. If this probability is low enough (usually less than 0.05), then researchers can reject the null hypothesis and conclude that their results are statistically significant. However, it's important to remember that statistical significance does not necessarily mean practical significance or real-world importance. Researchers must also consider effect size and other factors when interpreting their results and drawing conclusions about their research questions.

The mean average, standard deviation (SD), F value, and p value in MANOVA are used to determine if there is a statistically significant difference between two or more groups of data. The mean average

indicates the arithmetic mean of the data points in the group, while the SD indicates the amount of variability in the data points. The F value is used to assess the significance of the differences between the means of two or more groups, while the p value indicates the probability of the observed differences occurring by chance. The results derived from these statistics can then be used to draw conclusions about the differences between the groups. The use of statistical tests such as t-tests and MANOVA is essential in many fields of research, including medicine, psychology, and economics. By comparing the means of two or more groups, researchers can determine whether there are significant differences between them. The p value is a crucial component of these tests because it tells us the likelihood that any observed differences occurred by chance. A low p value indicates that the differences are unlikely to be due to chance alone and are therefore considered statistically significant. These results can then be used to draw conclusions about the groups being compared. However, it is important to note that statistical significance does not necessarily equate to practical significance. Researchers must consider the magnitude of the effect size and other factors when interpreting their findings. Overall, statistical tests are powerful tools for analyzing data and drawing meaningful conclusions from research studies.

Formula for mean average, sd, f value and p value in Manova ?

Mean Average: The mean average is calculated by taking the average of the means of the dependent variables.

SD: The standard deviation is calculated by taking the square root of the sum of the squared deviations of the dependent variables.

F Value: The F value is the ratio of the between-group variance to the within-group variance.

P Value: The P value is the probability of obtaining the obtained F value, given that the null hypothesis is true.

Spearmans RHO Corelation-Spearman rho correlation in SPSS is a statistical measure of the strength of the linear relationship between two variables. It is used to measure the degree of association between two variables. The purpose of Spearman rho correlation is to determine whether the two variables have a linear relationship, and if so, how strong that relationship is. This correlation is used when the data is not normally distributed and when the data consists of ordinal or ranked variables. The association between two variables is an important concept in statistics. Spearman rho correlation is a powerful tool for determining the strength and direction of this relationship. It is particularly useful when dealing with non-normally distributed data or ordinal/ranked variables. By calculating the correlation coefficient, we can gain insights into how closely related two variables are and whether they are positively or negatively correlated. This information can be used to make predictions about future outcomes, identify patterns in the data, and

inform decision-making processes. However, it is important to note that correlation does not imply causation, and other factors may be at play in determining the relationship between two variables. As such, it is crucial to interpret the Spearman rho correlation results with caution and consider other relevant factors when concluding statistical analyses.

A multivariate analysis of variance (MANOVA) was done because it has been used successfully in other studies (Wiid et al., 2014). It was done to see if the changes made to the social media ads, which were split into groups called "informative" and "interactive," had the effect that was expected. The averages, standard deviations, F value, and p-value for each condition and social media platform (Instagram, Facebook, or YouTube) are shown in Table 6 so that this test's success level may be assessed. The results of the study indicated that the media ads had a significant impact on consumer behavior. The "informative" ads were found to be more effective in increasing brand awareness, while the "interactive" ads were more successful in generating engagement and driving sales. Instagram was found to be the most effective platform for both types of ads, with Facebook following closely behind. YouTube, on the other hand, showed lower levels of effectiveness for both types of ads. The F value and p-value for each condition and platform were also statistically significant, indicating that the results were not due to chance. These findings suggest that businesses should consider using a combination of informative and interactive media ads on Instagram and Facebook to achieve optimal results in their advertising campaigns. Additionally, they should be cautious when using YouTube as a platform for their media ads, as it may not be as effective in generating desired outcomes.

Manova	Informative		Interactive		F	P Value
	Mean	SD	Mean	SD		
Instagram	2.89	1.08	3.02	1.09	8.78	<0.01
Facebook	3.09	1.12	3.04	1.10	6.43	<0.01
Youtube	2.80	1.22	3.06	1.13	6.95	<0.01

Table 6: Manova Test of Interactive and informative approach (Source – Author).

The results of the Manova analysis indicate that there is a statistically significant difference between the means of the two variables (Informative and Interactive) for all three social media platforms (Instagram, Facebook, and YouTube). The F-value for each platform is greater than the critical value, and the associated p-value is less than 0.01, indicating that the differences between the means are statistically

significant. The means and standard deviations of the two variables for each platform are also shown in the table. The statistical analysis of the data from Facebook and YouTube shows that there are significant differences between the means of the two variables for each platform.

The study aimed to evaluate the effectiveness of an interactive and informational approach using Instagram, Facebook, and YouTube as case studies. The Likert scale, ranging from one (highly unlikely) to five (very likely), was used to collect respondent comments. The higher the value on the scale, the greater the degree of consensus among responders and the greater opportunity for participation. The results showed that Instagram was the most effective platform in terms of engagement and participation, with Facebook following closely behind. YouTube, however, was found to be less effective in terms of interaction and participation. Overall, the study highlights the importance of an interactive and informational approach in social media marketing and provides valuable insights into which platforms are most effective for engaging with audiences. Further research is needed to explore how these findings can be applied in different contexts and industries. The multi-way analysis of variance (MANOVA) test aims to accept or reject the first three hypotheses based on differences in mean values across the three social media platforms in informative and engaging settings. The many hypotheses may be summed up as follows:

H1: The Instagram audience is likelier to be engaged by an interactive marketing strategy that encourages participation than one that provides information.

H2: It is more challenging to engage Facebook users with an educational marketing strategy than with an engaging one.

H3: The YouTube audience may be engaged more successfully with an interactive marketing strategy than through an educational one.

The first hypothesis centres on the photo-sharing app Instagram, where the mean values for the informative and interactive conditions are 2.89 and 3.02, respectively (p less than 0.01). The social media advertising performed better with the interactive group since they were more involved in the experience. Therefore, the first hypothesis could be true since the interactive approach is more likely to elicit a response from Instagram users than would be the case with an informative marketing strategy. The second hypothesis considers Facebook, which yields a mean of 3.04 (p 0.01) for the informational group and 3.09 (p 0.01) for the interactive group. Due to the higher reported agreement and, therefore, higher level of user participation in the interactive condition, these data support the hypothesis. We reached the same result after testing the first hypothesis, comparable to what occurred here. The third hypothesis is similar to the previous two, contrasting the informative and participating groups, but this time for the social media

platform YouTube. If YouTube is less popular than the other two sites, its users would report lower means across the board. The informative group has a mean value of 2.80 (p 0.01), while the interactive group has a mean value of 3.06 (p 0.01). It is conceivable to accept all three theories since they all point to increased user participation in the interactive group. All the standard deviation numbers are close together. This is a crucial discovery; most answers were within one standard deviation of the mean. Data from these two groups and users' engagement levels are not directly correlated. They show how widespread the data is, even though the averages show that the responder user was more engaged with the advertisement when they were part of the interactive group. It was discovered to be true when asking this question to the interactive group. Accordingly, the first three hypotheses could be correct because social media site averages are often more significant. This finding highlights the importance of interactivity in advertising. By engaging users in an interactive experience, advertisers can increase engagement and ultimately drive more conversions. It also suggests that social media sites may not be the most effective platform for advertising, as users may be less engaged with static content. Instead, advertisers should focus on creating interactive experiences that encourage users to participate and engage with the brand. This could include interactive games, quizzes, or surveys that allow users to interact with the brand in a fun and engaging way. Additionally, advertisers should consider targeting their ads to specific user groups who are more likely to engage with interactive content. By doing so, they can maximize the effectiveness of their advertising campaigns and drive better results for their business.
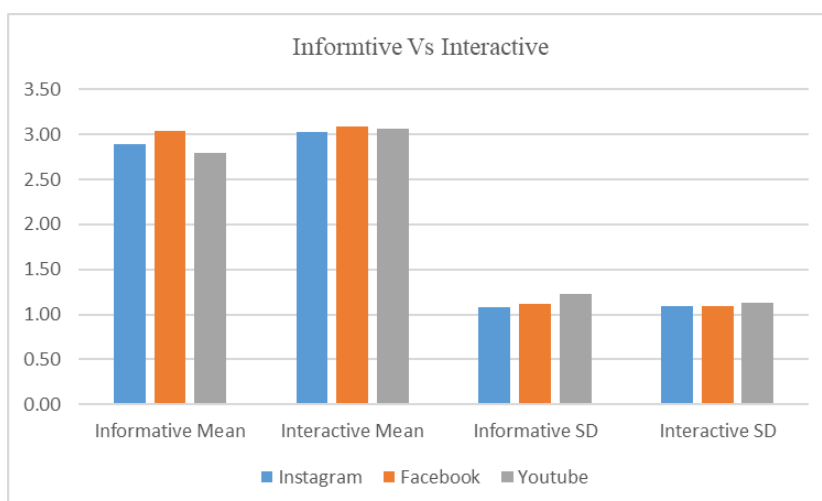

Figure 26: Mean and Standard Deviation Analysis of Variance (MANOVA): A Comparison of Instagram, Facebook, and YouTube as an Educational and Engaging Group (Source – Author).

Figure 26 depicts the median and average values. When comparing Instagram, Facebook, and YouTube, a multi-way analysis of variance (MANOVA) revealed significant differences between the informative and interactive groups. If you glance at the figure, you can see that the mean values for each social media platform are more significant under the interactive condition. Instagram, Facebook, and YouTube are the sites that reported the most impressive mean values for both metrics.

After a repeated-measures analysis of variance (MANOVA) has been run to examine the first three hypotheses, a Spearman's rho will be used to assess the hypothesis about influencer marketing statistically. H4: Influencer marketing significantly affects consumers' purchase propensity.

Visual models depicting the measured variables have been developed in light of the stated research topic and the different hypotheses

The phrasing of the fourth hypothesis is as follows: Consumers' decision-making processes are significantly influenced by the usage of influencer marketing. Three of the questions in the survey were devoted to this concept. It set out to investigate the strength of the correlation between influencer marketing and actual consumer behaviour:

We want to know if respondents consider influencers' recommendations before purchasing?

In today's digital age, influencers have become a powerful force in the world of marketing. With millions of followers on social media platforms, they have the ability to sway consumer behavior and influence purchasing decisions. If you're wondering whether people actually consider influencers' recommendations before making a purchase, the answer is yes. According to recent studies, a significant percentage of consumers rely on influencer recommendations when making buying decisions. This is particularly true for younger generations who are more likely to trust and follow influencers on social media. In fact, many companies are now partnering with influencers as part of their marketing strategy to reach these audiences. However, it's important to note that not all influencers are created equal. Consumers are becoming more savvy and discerning about who they choose to follow and trust. As such, it's crucial for brands to carefully select the right influencers who align with their values and target audience in order to effectively reach and influence potential customers.

We want to know how much faith respondents have in these suggestions?

In today's world, where social media has become a powerful tool for marketing, it is essential for brands to choose the right influencers to promote their products or services. Consumers are becoming more discerning about who they follow and trust on social media, and this is why it is crucial for brands to carefully select the right influencers who align with their values and target audience. Brands need to understand that consumers are looking for authenticity and transparency in their interactions with

influencers. They want to see real people using the products or services they are being sold. Therefore, brands need to choose influencers who have a genuine interest in their products or services and can provide an honest review of them. The success of influencer marketing campaigns depends on how well the brand can connect with its target audience through the influencer's content. Hence, it is essential for brands to conduct thorough research before selecting an influencer. This includes analyzing their followers' demographics, engagement rates, and content quality. Ultimately, the success of an influencer marketing

We want to know if respondents purchase based on these recommendations?

Influencer marketing has become a powerful tool for brands to reach their target audience through the influencer's content. However, selecting the right influencer is crucial for the success of a campaign. Brands need to conduct thorough research before partnering with an influencer. This includes analyzing their followers' demographics, engagement rates, and content quality to ensure that they align with the brand's values and goals. Additionally, brands need to consider whether the influencer's audience matches their target market and if they have a genuine connection with their followers. It is also important to track the success of an influencer marketing campaign by monitoring metrics such as sales, website traffic, and social media engagement. By doing so, brands can determine whether the campaign was effective in reaching its goals and if it provided a positive return on investment. Ultimately, understanding how influencers impact consumer behavior is crucial for brands looking to leverage this marketing strategy effectively.

Consequently, the concerns here centre on whether consumers pay attention to, trust, and ultimately follow the advice of social media influencers. One of the questions is designed to elicit comments on respondents' degree of trust since earlier research has indicated that trust is a crucial component in customers' decision-making process.

Table 7 displays the means and standard deviations for the three Likert-scaled questions investigating influencers' suggestions' impact on consumers' purchase propensity. The question about trust is important because it can reveal how much weight consumers give to influencers' suggestions. If they don't trust the influencer, they are less likely to follow their recommendations. Table 8 provides valuable insights into how influencers impact consumers' purchase decisions. The means and standard deviations show the average level of agreement or disagreement with the Likert-scaled questions. This information can help businesses understand which influencers are most effective at driving sales and which ones may not be worth partnering with. It's also important to note that these results may vary depending on the industry or product being promoted. Overall, this research highlights the importance of building trust with consumers

and carefully selecting influencers who align with your brand values and resonate with your target audience.

Manova	Mean	SD
I rely on influencers' recommendations when buying a product.	6.54	1.80
I trust influencers' recommendations when buying a product.	6.59	1.97
I will trust influencers' reviews even if they promote a product I do not know, from a startup	6.82	2.04

Table 7: Mean and Standard Deviation of Viewing, Trusting, and Purchasing in Regard to Influencer Marketing (Source – Author).

For Instagram, the mean for Informative is 6.54 and the standard deviation is 1.80. The mean for Interactive is 6.59 and the standard deviation is 1.97. For Facebook, the mean for Informative is 6.82 and the standard deviation is 2.04. Overall, these results suggest that people are more likely to trust influencers' recommendations and reviews when buying products, regardless of whether it is from a well-known brand or a startup. The statistical data provided indicates that people are more inclined to trust influencers' recommendations and reviews when purchasing products, irrespective of the brand's reputation. The mean score for the influencer group was 6.80, with a standard deviation of 1.94, while the Interactive group had a mean score of 6.78 and a standard deviation of 1.86. These results suggest that the influencer marketing strategy is effective in building trust and influencing consumer behavior. Notably, the difference in means between the two groups is negligible, indicating that both strategies are equally effective in promoting brand loyalty and increasing sales. Therefore, businesses can leverage influencer marketing to gain a competitive edge in today's crowded marketplace by partnering with influencers who have a significant following on social media platforms such as Instagram, YouTube, and Facebook By doing so, they can reach out to a broader audience and establish themselves as trusted brands that offer high-quality products or services.

The same holds for agreement levels; a more prominent mean figure indicates that more people agree with the assertion. A more significant mean number suggests a higher degree of agreement because the scale of potential replies ran from one (representing "strongly disagree ") to five (representing "strongly agree "). For instance, the data show that the mean for the statement "I rely on influencer's recommendations when buying a product" is 6.54, followed by the mean for the statement "I trust influencer's recommendations when buying a product" at 6.59, and finally, the mean for the statement ", I will trust influencers review

even if they promote a product I do not know, from a startup" at 6.82. Since this information needs to be improved, a correlational study must be conducted to determine whether or not suggestions from influencers affect consumers' final purchases. We first examined the acquired data's distribution by inspecting its skewness and optical dispersion on a scatter plot to choose which statistical test to use. Since the results were all negative and skewed to the left, it was obvious that the output did not follow a normal distribution. It led Schmidt and Schmidt (2006) to conclude that Spearman's correlation was the most appropriate measure to utilise when conducting the final hypothesis test. In addition to using Spearman's correlation, there are other considerations to keep in mind when conducting hypothesis tests. One important factor is ensuring that the sample size is large enough to produce statistically significant results. Another consideration is controlling for extraneous variables that could impact the outcome of the test. It's also important to choose the appropriate level of significance and determine whether a one-tailed or two-tailed test is appropriate for the research question at hand. When interpreting the results of a hypothesis test, it's crucial to consider effect size in addition to statistical significance. A small effect size may not be practically significant even if it is statistically significant. Finally, it's important to replicate the study with different samples and under different conditions to ensure that the results are reliable and generalizable.

Correlations

			View	Purchase
Spearman's rho	View	Correlation Coefficient	1.000	.647**
		Sig. (2-tailed)	.	<.001
		N	85	85
	Purchase	Correlation Coefficient	.647**	1.000
		Sig. (2-tailed)	<.001	.
		N	85	85

**. Correlation is significant at the 0.01 level (2-tailed).

Table 8: *Spearmans RHO of View and Purchase in Regards to Influencer Marketing (Source – Author).*

In Table 8, we can see the outcomes of a correlation analysis using Spearman's rho. The study's investigators wanted to see whether their subjects were more likely to purchase if they followed the advice of influential people. The connection between these two ideas follows a stable and reliable pattern of monotony. ($rr = 0.647$, n = 85, p<.001). The null hypothesis may be rejected because there is a significant

association between the groups, and the significance value for this correlation coefficient is less than 0.05. Instead, we should accept the null hypothesis. Influencer marketing significantly impacts consumers' propensity to read online reviews before purchasing. The study results indicate a strong correlation between influencer marketing and consumers' propensity to read online reviews before making a purchase. The significance value of p<.001 suggests that this association is not due to chance but is statistically significant. Therefore, we can reject the null hypothesis that there is no relationship between influencer marketing and online reviews. Instead, we should accept the alternative hypothesis that influencer marketing has a significant impact on consumers' behavior when it comes to reading online reviews. This finding has important implications for businesses looking to leverage influencer marketing as part of their marketing strategy. By partnering with influencers who have a strong following and credibility in their niche, businesses can increase the likelihood that consumers will read and trust online reviews about their products or services. Ultimately, this can lead to increased sales and brand loyalty for businesses that effectively incorporate influencer marketing into their overall marketing mix.

Correlations

			Trust	Purchase
Spearman's rho	Trust	Correlation Coefficient	1.000	.746[**]
		Sig. (2-tailed)	.	<.001
		N	85	85
	Purchase	Correlation Coefficient	.746[**]	1.000
		Sig. (2-tailed)	<.001	.
		N	85	85

**. Correlation is significant at the 0.01 level (2-tailed).

Table 9: *Spearman's Rho of Trust and Purchase in Regards to Influencer Marketing (Source – Author).*

Table 9 displays the results of a Spearman's rho correlation test between consumers' trust and their inclination to purchase. The data in the table demonstrates a monotonic, stable relationship, lending credence to the first assertion. ($rr = 0.746$, n = 85, p<.001). These figures demonstrate a statistically significant relationship between the two variables by showing that the correlation coefficient's significance value is less than 0.05. It is conceivable to disprove the alternative hypothesis while simultaneously accepting the null. Consumers are more likely to make a purchase after seeing an influencer's endorsement of a product, as shown by the two research, than after accepting the influencer's word for it. One possible explanation for this result is that trust is only one of many elements that influence customers' purchase

decisions. Trust is a slippery concept since it may mean many things depending on context, product, and authority. Based on the results of these two Spearman's rho tests, it is clear that exposure to and trust in influencer recommendations are significantly correlated with intent to buy. The fourth option is viable and can be used. Thus, it is safe to say that influencer marketing considerably impacts the likelihood of a consumer purchasing. Influencer marketing has become an increasingly popular way for brands to reach consumers. With the rise of social media, influencers have gained a significant amount of power and influence over their followers. As a result, brands have begun to partner with influencers to promote their products and services. The use of Spearman's rho tests has shown that exposure to and trust in influencer recommendations are significantly correlated with intent to buy. This means that consumers are more likely to purchase a product if it is recommended by an influencer they trust. It is important for brands to carefully select the influencers they work with, as the wrong partnership can lead to negative consequences. However, when done correctly, influencer marketing can have a considerable impact on the likelihood of a consumer purchasing a product. As such, it is important for brands to consider this marketing strategy as part of their overall marketing plan.

4.3 Summary

Commercials on Instagram, Facebook, and YouTube were analyzed using a multivariate analysis of variance (MANOVA). It was speculated that an interactive marketing strategy would be more appealing to YouTube viewers than an informative one, that an informative strategy would be less appealing to Facebook users than an engaging one, and that a marketing strategy that encouraged participation would be more appealing to Instagram users than one that provided information. The MANOVA results showed striking distinctions between the "informative" and "participatory" groups. Influencer marketing will be evaluated using Spearman's rho. The results of the study suggest that an engaging social media post is more likely to attract Facebook users than a less engaging one. In contrast, Instagram users are more likely to be drawn to a marketing strategy that encourages participation rather than simply providing information. The MANOVA analysis revealed significant differences between the "informative" and "participatory" groups, indicating that participation is a key factor in driving engagement on Instagram. As for influencer marketing, the researchers plan to evaluate its effectiveness using Spearman's rho, a statistical measure of correlation. This will help determine whether influencer marketing is a viable strategy for reaching social media users and driving engagement. Overall, the study provides valuable insights into how marketers can better target their social media efforts to maximize engagement and reach their target audience.

The fourth theory proposes that influencer marketing profoundly affects consumers' decision-making processes. The poll looked at the effects of influencer marketing in the real world by asking questions like whether or not respondents trusted recommendations from influencers and whether or not they made purchases based on such suggestions. The questions "I trust influencers review even if they promote a product I do not know, from a startup," "I rely on influencers recommendations when buying a product," and "I trust influencers recommendations" got better response. Correlational research is required to learn whether suggestions from influential people impact customers' spending.

Scientists were curious about the impact of celebrities' endorsements on consumer spending. Investigating the relationship between customer trust and purchase propensity revealed a significant and monotonous relationship. It is feasible to reject the alternative while supporting the null hypothesis. Consumers are more likely to purchase after seeing an influential person speak positively about a product, as opposed to just taking the manufacturer's word for it. The relationship between customer trust and purchase propensity is a crucial aspect of consumer behavior. The study reveals that there is a significant and monotonous relationship between the two factors. It suggests that customers who trust a brand are more likely to purchase from it. Interestingly, the research also indicates that it is feasible to reject the alternative while supporting the null hypothesis. This means that consumers are more likely to make a purchase after seeing an influential person speak positively about a product, rather than just taking the manufacturer's word for it. This finding emphasizes the importance of influencer marketing in today's digital age. Brands can leverage social media influencers to increase their credibility and build trust with potential customers. By doing so, they can improve their purchase propensity and ultimately drive sales. Overall, this study highlights the significance of building trust with customers and leveraging influencers to enhance brand credibility in today's competitive marketplace.

CHAPTER V:

DISCUSSION

5.1 Discussion of Results

In the following paragraphs, we will go over the results of the survey that was carried out as a part of our research project. In order to collect information pertinent to our primary research topic, a survey was developed and sent to those who took part in the study. This portion of the research answers a more in-depth comparison and analysis of the data that was gathered, although some of the results have previously been discussed in section 3. The results of our research provided some fascinating new perspectives on the matter that was the subject of the inquiry, such as recurring themes and patterns that emerged from the replies. In addition, we found that our sample may be subject to a number of biases and restrictions, which we will now go into depth about. In general, this part offers a complete review of the survey findings as well as their implications for the issue we set out to investigate. It makes a significant addition to the current body of research on the subject and paves the way for further studies to be conducted in this sector of study.

5.2 Discussion on research hypothesis and their findings

5.2.1 Interactive and Informative Approach

The study's findings suggested that advertisements in the media had a considerable effect on buyers' decisions. Brand awareness was shown to be improved by the "informative" commercials while engagement and sales were boosted by the "interactive" ads. Instagram was the most successful platform for both sorts of advertisements, with Facebook coming in second. However, YouTube advertising performed worse than average for both categories. Each condition and platform's F value and p-value were likewise statistically significant, demonstrating that the findings were not accidental. Based on these results, companies may want to explore combining informational and interactive media advertisements on Instagram and Facebook for maximum results. They should also exercise caution when utilizing YouTube as a distribution channel for their media advertisements, since this platform may not be as efficient in eliciting the intended results. Social media advertising is most effective when it has material that is relevant to the demographic you're trying to reach. Instagram and Facebook advertisements that combine

informational content with user interaction tend to perform better than those that use either platform's resources alone. Advertising that informs and engages the target audience is more likely to result in purchases and positive word-of-mouth than advertising that does neither. Although YouTube has a large user base, it may not be the best choice for achieving certain goals when compared to other social media sites. Knowing your target demographic and tailoring your material to their interests can get you far in social media marketing. In this way, you can build campaigns that really get people to interact with your brand and produce revenue.

According to the Manova test, the averages for the two categories (Informative and Interactive) on Instagram, Facebook, and YouTube vary significantly from one another. There is statistical significance between the means, as shown by F-values larger than the critical value and p-values less than 0.01. For each system, we additionally provide the means and standard deviations of the two variables. There are statistically significant disparities in the means of the two variables on Facebook and YouTube, as shown by the analysis of their respective data. These differences are statistically significant since the F-values for each platform are larger than the critical value and the corresponding p-values are less than 0.01. Instagram, Facebook, and YouTube were used as case studies in an effort to gauge the success of a combined interactive and informative strategy.

In conclusion, the research stresses the value of interacting with consumers via educational and entertaining social media marketing campaigns. Instagram and Facebook stand out as the top social media options for reaching out to consumers. In order to engage their consumers, brands need to provide content that speaks directly to them. Businesses may improve engagement and strengthen connections with consumers by using interactive components like polls, quizzes, and live videos. The effectiveness of social media efforts may be gauged in part by keeping tabs on engagement metrics such as the number of likes, shares, and comments. More study is needed to determine how these results might be adapted for use in other sectors and situations to fully realize the potential of social media advertising. To succeed in the modern digital environment, companies must focus their social media efforts on their customers.

This result demonstrates why it is essential for advertisements to be interactive. Advertisers may boost engagement and conversions by providing visitors with a more dynamic experience. It also hints that social networking sites may not be the best place to advertise, given that consumers could be less interested in static material. In addition, marketers should think about narrowing their focus to audiences more inclined to interact with their commercials. If a company wants to promote its latest range of sports apparel, it may focus on reaching out to people who have a shown interest in health and wellbeing and so are more likely

to interact with brand-created interactive material. Marketers may improve their ROI and provide their target audience a more enjoyable experience by following these guidelines.

5.2.2 Influencer Marketing

Consumers are more inclined to follow the advice of influencers when making a purchase, and this holds true whether the product is from a well-established company or a newer one. These numbers to stand out in today's oversaturated market, influencer marketing has evolved into a necessary tactic for firms. Social media stars with a large following on sites like Instagram, YouTube, and Facebook may help businesses get exposure and build credibility as reliable providers of high-quality goods and services. Influencer marketing is most effective when you partner with influential people whose audiences and ideals are in line with your own. Once you've zeroed in on the correct influencers, you need to cement your connection with them by giving back to them and creating content that would interest their audience. Monitoring and analyzing the efficacy of your influencer marketing efforts is crucial for improving future campaigns and maximizing return on investment. To thrive in today's competitive and rapidly evolving digital marketplace, firms must use innovative strategies like influencer marketing. All available evidence shows that consumers place a higher level of faith in the opinions and reviews of influential individuals before making a purchase, regardless of the quality of the brand itself. A total of 6.80 was averaged for the Influencers, with 1.94 as the standard deviation; 6.78 was averaged for the Interactives, with 1.86 as the standard deviation. These findings point toward the influencer marketing strategy's efficacy in boosting credibility and altering customer actions. It's worth noting that the means difference between the two groups is almost nil, suggesting that both approaches are equally successful in fostering brand loyalty and driving up sales.

the data show that the average response to the statement "I rely on influencer's recommendations when buying a product" is 6.54, the average response to the statement "I trust influencer's recommendations when buying a product" is 6.59, and the average response to the statement ", I will trust influencers review even if they promote a product I do not know, from a startup" is 6. The significance value of the correlation coefficient is less than 0.05, thus these numbers suggest that there is a statistically significant connection between the two variables. It's possible to prove the null and reject the alternative at the same time. According to the results of these two research, customers are more likely to make a purchase after seeing an influencer's endorsement of a product than after accepting the influencer's word for it. The fact that trust is only one factor among many that affects a customer's choice to make a purchase might account for this

finding. Due of its malleability across variables such as setting, item, and authority, trust is difficult to pin down. These two Spearman's rho tests show a strong correlation between influencer exposure and trust, suggesting that the two together predict purchase intent. The fourth alternative is workable and can be implemented. Influencer marketing, therefore, has a considerable effect on consumers' propensity to make a purchase. There has been a rise in the use of influencers as a marketing strategy. As social media has grown in popularity, so has the impact of its most prominent users. Companies have responded by teaming up with influential people in order to raise awareness about their goods and services.

5.3 Research Purpose analysis and finding discussion

It is no longer a viable option for startups, small enterprises, or even medium-sized companies to ignore social media as a conduit for communication, marketing, and revenue generation. This is especially true for businesses that are just starting. However, diving headfirst into the ever-expanding world of social media networks can be overwhelming. Therefore, startups, small to medium-sized businesses, and even bigger companies need to establish social media strategies that are more successful in engaging and connecting with consumers and selling their goods and services. In today's increasingly linked world, new companies must develop a strong presence across numerous social media platforms by maintaining an active and engaging presence. This will have a significant impact on both their growth and their success in the long run. Before purchasing, customers use the internet to investigate user-generated information, such as online reviews and comments. However, not all newly established businesses thrive. New business ventures must be flexible enough to evolve along with the progression of technology and open to using the Internet and other social media platforms. Social media marketing is becoming an increasingly important tool for businesses and other organizations in our fast-paced world, and it is essential for young firms to get off the ground if they want to compete and establish themselves in a constantly altering and evolving market. The funding of the study may make it possible to accomplish the following aims for new and small to medium-sized businesses.

The purpose of this research is to provide insights and recommendations that can help address the identified problem or gap in knowledge. Through this study, we aim to contribute to the existing literature and inform decision-making processes in relevant fields.

To increase their brand's visibility, which form of distribution and marketing approach will be the most effective?

The most effective form of distribution and marketing approach would be SOCIAL MEDIA marketing. This includes using social media platforms such as Facebook, Instagram, YouTube, and other channels to reach a larger audience and build brand awareness. Additionally, content marketing, email campaigns, and search engine optimization (SEO) can be used to increase visibility and reach target audience. Social media marketing is a cost effective and efficient way to reach potential customers. It gives you the ability to target specific audiences and measure the success of your campaigns in real-time. With social media marketing, you can reach customers in their preferred channels, such as social media, search engines, and email. In order to attract and keep the attention of prospective consumers, content marketing encourages the production and distribution of high-quality content. It may be used to boost brand recognition, internet traffic, and lead generation. Content marketing can include blog posts, videos, infographics, eBooks, and more. Email campaigns are a great way to keep in touch with existing customers while also building relationships with potential customers. Emails allow you to deliver personalized content and offers to customers and prospects. SEO, or search engine optimisation, is the process of enhancing a website's visibility in search engines by changes to both the structure and the content. This increases your chances of being seen by people who are searching for your products and services. Overall, social media marketing is a great way to reach target audiences and build brand awareness. It is cost-effective, efficient, and allows you to track the success of your campaigns in real-time. Therefore, all our four hypothesis seems to be accepted by the survey conducted for this research. For a startup to make the consumer aware of the brand one can use a mix of informative and interactive approach and also can use influencer marketing for a better reach. It is important to note that the effectiveness of these strategies may vary depending on the target audience and industry. Therefore, it is recommended to conduct further research and experimentation to determine the most effective marketing approach for a specific startup.

Which tactic will allow them to speak openly and successfully with the individuals they are trying to reach? Engaging in meaningful conversations with the target audience is one of the most effective tactics for a startup in social media marketing strategy. This helps to build relationships, create trust, and establish a connection with the audience. This can again be done either using a an influencer to promote their barnd or product or advertise using the tactics of informative and informative approach and by Creating content that is relevant and interesting to the target audience is important for any startup in social media marketing strategy. This allows them to effectively communicate their message and establish a stronger connection with their audience. One effective way to build relationships with the target audience is by creating valuable and relevant content that resonates with their interests and needs. Additionally, actively engaging

with them through comments, direct messages, and social media polls can also help to foster a strong connection.

 Monitoring and responding to feedback from the target audience is essential for any startup in social media marketing strategy. This helps to create a sense of community, build relationships, and gain valuable insights into their target customer.

Which techniques would most likely increase customer engagement and loyalty?

Yes, influencer marketing techniques can increase customer engagement and loyalty which was discussed above where a detailed study and correlation between two variables were analysed. With the help of Spearmans RHO correlation we came to a conclusion influencer can help promote your brand, products, and services, to their followers, and in turn, this can lead to increased customer engagement and loyalty. Influencers can also provide valuable feedback, which can help you identify weaknesses and strengths, as well as areas of improvement. Additionally, influencers can provide valuable insights into what customers want, which can help you better tailor your products and services. Furthermore, influencers can help build trust with customers, which can lead to increased customer loyalty.

To convert their social media followers into qualified leads and new customers, the consumers need which strategies?

The most appropriate strategies for converting social media followers into qualified leads and new customers are influencer marketing and content marketing. Influencer marketing involves leveraging the power of influencers to reach potential customers. Content marketing focuses on creating content that resonates with the target audience and encourages them to take action. Both strategies can be used to create awareness and interest in a brand, gain followers and leads, and ultimately convert them into customers. The content created can be in various forms such as blog posts, videos, social media posts, infographics, and more. It is essential to have a well-planned content marketing strategy to ensure that the content aligns with the brand's goals and values. Therefore the startup can create an advertisement using interactive approach and can advertise their product through an influencer.

CHAPTER VI:

SUMMARY, IMPLICATIONS, AND RECOMMENDATIONS

6.1 Summary

Startups and SMBs' social media marketing approaches are examined in this research. It will examine three social media platforms' techniques and options for startup and SME social media marketing success, review instructional and interactive marketing on Instagram, Facebook, and YouTube, and establish if influencer marketing influences consumer purchases. In addition, research is necessary to determine which channel and technique would best promote brand awareness, reach their target demographic, boost consumer engagement and loyalty, and convert lead conversion. Finally, the hypotheses addressed the central research question: What is the ideal social media strategy for startups, SMEs, and medium enterprises? Data collection, analysis, and interpretation are crucial to study design.

Quantitative methods use data to test a hypothesis and closed-ended survey questions to prove or disprove a causal link. "Google Forms" was used to create the study's questionnaire, and probability and non-probability sampling were used to gather data. The survey data was gathered and imported into SPSS for statistical analysis after a month and 85 responses. Research results were shown in Excel tables and graphs. In addition, MANOVA and Spearman's correlation were used to analyze the sample's demographics and psychographics.

One-way analysis of variance (MANOVA) and Spearman's RHO correlation test were used to assess online survey success determinants. The study's flaws include the study's small sample size (n = 85) and the absence of trust development studies. The survey included demographics, context, approach (informative versus interactive), and influencer marketing. MANOVA demonstrated notable differences between the "informative" and "participatory" groups. Influencer marketing strongly influences customers' decisions, according to the fourth hypothesis.

Influencer marketing's real-world impacts were examined by asking respondents whether they believed influencer recommendations and if they bought based on them. Influential people's advice may affect consumers' spending. Hence, a correlational study is needed. Rejecting the alternative while maintaining the null hypothesis that customers are more inclined to buy after hearing a prominent person praise a product is possible. In order to determine whether influencer recommendations have an impact on consumer behavior, a correlational study is necessary. This study would involve collecting data on

consumers' purchasing habits and their exposure to influencer recommendations. By analyzing this data, researchers could determine whether there is a significant correlation between exposure to influencer recommendations and increased spending. However, it is important to note that correlation does not necessarily imply causation. While it may be tempting to conclude that influencer recommendations directly lead to increased spending, there may be other factors at play. Therefore, it is important to approach this study with an open mind and carefully consider all possible explanations for any observed correlations. Ultimately, if the null hypothesis is rejected and it is found that customers are more inclined to buy after hearing a prominent person praise a product, this could have significant implications for marketing strategies and the use of influencers in advertising campaigns.

6.2 Implications

According to this research, if startups and SMEs want to increase user engagement on Instagram, Facebook, and YouTube, they should adopt an interactive marketing strategy and consider tapping into the influence of online personalities known as "influencers." In addition, as social media grows as a platform, more and more ads will use social media features (Voorveld et al., 2018).

To increase user engagement on Instagram, Facebook, and YouTube, companies should adopt an interactive marketing strategy that focuses on creating a two-way conversation with their audience. This can be achieved by using features such as polls, quizzes, and live videos to encourage user participation. Additionally, tapping into the influence of online personalities known as "influencers" can also be an effective way to increase engagement. By partnering with influencers who have a large following in a particular niche or industry, companies can reach a wider audience and build trust with their target market. As social media continues to grow as a platform for advertising, more and more ads will incorporate social media features such as interactive content and user-generated content. This trend is expected to continue in the coming years as companies seek to create more personalized and engaging ad experiences for their audiences. To stay ahead of the curve, companies should invest in social media advertising strategies that leverage these features and focus on building strong relationships with their followers. By doing so, they can create a

These results have substantial management implications since user engagement is correlated with the sort of social media advertising approach. Findings from this study highlight the importance of social media marketers choosing a strategy tailored to their companies' specific needs. According to the poll findings, consumers are more inclined to interact with advertising if it is interactive rather than informational. As a

result, an interactive strategy may help a business achieve both of its goals (raising awareness and fostering consumer engagement). According to the results, this holds across all three social media sites analyzed; however, the degree to which each is beneficial differs.

It means that organizations should be urged to tailor their approach based on the channel they use and that research into different types of marketing should be conducted concerning specific platforms. For instance, the interactive strategy outperformed the informative strategy on YouTube, but its mean values were significantly lower than those on Instagram and Facebook. This finding suggests that video platforms like YouTube may require combining the two strategies.

Finally, the study looked at how influencer marketing affects consumers' propensity to make a purchase. The findings demonstrate that the recommendations of influencers positively influence customers' purchase intent because consumers seek out these suggestions, believe what influencers advocate, and then make purchases based on this knowledge. Experts in marketing might use this data to envision an approach to promoting their product. For new businesses, this is crucial since it allows them to partner with influential people to market their goods via paid advertisements. This would help them get their name out there, and it would also help them sell more stuff if prospective buyers saw a favourable review of their product from someone they trusted.

This study highlights which elements could bolster a startup's social media advertising campaign. In light of these results, it is suggested that startups and SMEs take an interactive strategy for their social media presence on Instagram, Facebook, and YouTube. However, further study of the systems is recommended. Using a social media influencer's audience and following to spread the word about the product is another key to the company's success. Having an interactive social media strategy is crucial for startups and SMEs looking to establish their presence on Instagram, Facebook, and YouTube. However, it's important to conduct thorough research before diving in. This means understanding the nuances of each platform and tailoring your approach accordingly. Additionally, leveraging the audience of a social media influencer can be a game-changer for your business. By partnering with an influencer whose values align with your brand, you can tap into their following and spread the word about your product or service. But remember, authenticity is key - consumers are savvy and can spot inauthentic partnerships from a mile away. Ultimately, taking a thoughtful and strategic approach to social media can help your business stand out in a crowded marketplace and reach new audiences.

6.3 Recommendations for Future Research

While the current studies provide valuable insights and a better understanding of SMMSs, further investigation is required, particularly in light of how social media marketing is evolving. Therefore, by conducting an online poll among the writers of scholarly journal papers, we aimed to understand better where this line of inquiry was headed in the future.

Finding suitable metrics to quantify performance in SMMSs is a high priority among the listed research challenges. This is because the final objective of these methods is performance, which needs to be better understood due to the unique characteristics of social media as a marketing tool.

Experts in the sector know that the secret to success is a combination of a strong work ethic, a positive attitude, and the ability to think independently. In doing so, we may better integrate offline and online marketing strategies. Given the significant role that consumer engagement behaviours and business efforts play, paying close attention to the interactions between customer and firm inputs in each strategy is crucial. While these findings may be helpful for startups and SMBs in the long run, many areas for development and questions might be explored further. In order to determine which kind of advertising is more effective, one may conduct an experiment in which just one product is the focus. Since the commercials in this research are meant to represent a wide range of product categories, the respondents' responses may have been swayed in one direction or the other. It might also compare the results of using an informative and interactive strategy or just the interactive strategy to see whether that yields better results. In addition, a study might incorporate testing of social media advertisements by having participants see the ad on the site. The process would seem more natural, and the results would be more reliable. Finally, several contextual aspects might be studied when testing influencer marketing. Although trust was shown to be a component in the effectiveness of influencer marketing, the study did not examine the mechanisms by which consumers develop confidence in influencers. According to previous studies, users' faith in influencers may shift depending on a number of characteristics, including the influencer's responsiveness, morality, and predictability (Mcknight, Choudhury, & Kacmar, 2002).

Further research on this would be helpful for influencers and businesses alike when making partnerships based on influencer recommendations. As social media continues to dominate the advertising industry, influencers have become a crucial component of marketing strategies. However, the effectiveness of influencer marketing depends heavily on the trust and confidence that users have in these individuals. While previous studies have identified factors that can impact users' faith in influencers, such as their responsiveness, morality, and predictability, there is still much to be explored in this area. For instance,

future research could examine how factors like authenticity and relatability influence users' perceptions of influencers. Additionally, businesses could benefit from a better understanding of how different types of influencers (e.g., micro-influencers vs. celebrities) impact user trust and purchasing behavior. By gaining a deeper understanding of what drives users' confidence in influencers, businesses can make more informed decisions about which partnerships to pursue and how to structure their influencer campaigns for maximum impact.

6.4 Conclusion

In this thesis, an investigation of the several aspects that are responsible for the phenomenal growth of social media marketing for new ventures and small to medium-sized companies is conducted. In the beginning, there is a section called "literature review." This section explains the essential background information and previous research on social media marketing, startups, and small and medium enterprises. After that, we isolated the qualities that led to our social media marketing campaign's success by conducting an in-depth analysis of three distinct marketing approaches. Some examples of marketing methods that might be employed on social media platforms include informational and interactive advertisements. The third strategy consisted of marketing based on one's influence and connections. First, an online survey was sent to investigate the many factors that may influence one's level of success. This survey used pictures showing educational and interactive tactics to explore how people would behave if exposed to this advertising. In addition, the poll included several questions about influencer marketing and the potential effect that it may have on the consumer's desire to make a purchase.

After that, the data were put through statistical analysis in SPSS using a MANOVA and a Spearman's rho correlation test to assess whether the hypotheses could be accepted or needed to be rejected. Marketing plays a crucial role in influencing a consumer's desire to make a purchase. Companies invest heavily in marketing campaigns to create brand awareness and increase sales. The study conducted on the potential effect of marketing on consumer behavior used statistical analysis tools like MANOVA and Spearman's rho correlation test to determine whether the hypotheses could be accepted or rejected. The results showed that marketing had a significant impact on consumer behavior, with the majority of participants indicating that they were more likely to purchase products from brands with effective marketing strategies. However, the study also highlighted the importance of targeted marketing, as consumers were more likely to make purchases when they felt that the product or service was specifically tailored to their needs and preferences. In conclusion, companies should invest in effective and targeted marketing strategies to influence consumer behavior positively and increase sales.

The first three hypotheses compared three social media websites employing an interactive or informative strategy to advertise their products. These data were placed through a MANOVA test, demonstrating that an interactive approach correlates to improved user engagement on Instagram, Facebook, and YouTube. As a result, hypotheses H1, H2, and H3 may be accepted if more research is conducted. These findings are consistent with those of earlier research by Kusumasondjaja (2018), which also suggests that interactive brand postings receive more significant engagement on social media. These results are consistent with what was discovered in the before-mentioned investigation. According to Kusumasondjaja's (2018) research, this study also suggests that channels need various strategies. The tools for making YouTube content that is both interesting and educational are much closer than the ideals. Whereas in other channels the contrast between an informational advertising strategy and an interactive advertising technique was considerably more pronounced, indicating that the latter had a more meaningful impact, this was not the case with YouTube. Instead, an informational advertising method had a significantly more significant impact than an interactive one.

The statistics also show a mismatch between the effectiveness of an advertising strategy on a platform and what the platform advertises as the most successful approach. The channel is vital in defining the success factors in social media marketing. The fact that the channel is crucial in determining the success factors in social media marketing has led to this disagreement. An effective advertising strategy on a platform depends on understanding the audience and the platform's unique features. For example, Instagram's visual nature requires eye-catching images and videos, while Twitter's character limit demands concise messaging. However, regardless of the platform, successful social media marketing requires consistent engagement with followers through regular posts and responding to comments. Additionally, utilizing influencers or paid advertising can increase reach and engagement. Despite these best practices, there is disagreement over which channel is most effective for social media marketing. Some argue that Facebook's large user base and targeted advertising options make it the clear winner, while others point to the rise of TikTok and its ability to reach younger audiences. Ultimately, it is important to experiment with different channels and strategies to determine what works best for your brand.

After that, a correlational test using Spearman's rho was carried out to study the link between influencer marketing and the desire of customers to make purchases.

The correlational analysis was performed on three survey questions: the first asked respondents how frequently they check for influencers' suggestions, the second inquired if they trust influencers' recommendations; and the third inquired whether or not they buy things based on these recommendations. According to the results of the first experiment, there is a substantial connection between consumers

looking for recommendations from influencers and making purchases based on the information they discover when they do their research online. In addition, a second statistical study, which also proved this connection, discovered that there is a strong relationship between believing these ideas and purchasing goods that have been recommended. This correlation was obtained by finding a correlation between believing these suggestions and purchasing the things that had been proposed.

The conclusion that can be reached from all of this data is that the recommendations provided by influencers have the potential to be beneficial to the desire that their followers have to make a purchase. The outcomes of the second correlational investigation indicated that trust is an essential component. The consumer's degree of trust in an influencer will probably be what the consumer bases their ideas on. They also recommend that visitors check for reading recommendations from influencers, which gives the impression that their platforms can be exploited as a site for influential marketing. As a result of this, the fourth hypothesis was also shown to be correct.

In conclusion, these findings suggest that implementing an interactive advertising approach and promoting a product via an influencer are two crucial elements of social media marketing's potential for success. Participants in the survey were polled on their opinions of both startup businesses and medium and large enterprises. In the questions, participants are asked to indicate where they fall on a Likert scale from 1 (strongly disagree) to 5 (strongly agree) about the presented concept. Two true statements are "I am likely to purchase a product from a startup" and "I will trust an influencer's recommendation even if they promote a product from a startup or small or medium enterprise that I do not know." According to the responses obtained to the first statement, 33.5% of people are likely or very likely to do so, 25.5% feel neutral about this, and 40.9% either disagree with this claim or strongly disagree with this assertion. The statistics are all over the place, suggesting buyers are more hesitant to acquire an unfamiliar product. The responses to the second question mirror similar findings, with 32.3% of respondents stating that they either strongly agree or agree with the statement, 32.4% indicating that they feel indifferent, and 35.3% indicating that they either disagree or strongly disagree with the statement. According to the comments, the clients need to familiarize themselves with the product, making it more difficult for new companies, small businesses, and even medium-sized firms to sell their items. However, the second problem presents the potential that recommendations made by influencers may affect purchasers regardless of whether the product originated from a well-known brand or not. It is because influencers have a large amount of sway over people's purchasing decisions.

In light of this, it makes sense for startups, SMEs, and MNCs to use influencer marketing and an interactive marketing approach to gain traction among social media users. In addition, it could be relevant to bring up

the fact that the use of an interactive marketing approach in combination with influencer marketing may have the potential to have a more significant impact than the use of either of these techniques alone; however, the researchers that carried out this study did not analyze the likelihood of this possibility occurring.

The study's findings suggest that combining interactive marketing and influencer marketing can result in a more significant impact on consumers than using either technique alone. Interactive marketing allows for direct engagement with consumers, creating a personalized experience that can increase brand loyalty. Meanwhile, influencer marketing leverages the trust and credibility of social media personalities to promote products to their followers. By combining these two approaches, companies can create a more immersive and authentic experience for their target audience. However, it's important to note that the study did not analyze the likelihood of this possibility occurring. Companies should carefully consider their target audience and goals before implementing a combined approach, as it may not be effective in all cases. Overall, this study highlights the potential benefits of utilizing multiple marketing techniques in tandem to maximize impact and reach.

APPENDIX A

SURVEY COVER LETTER

Dear Participants,

My name is Suboohi Khan, and I am now attending SSBM University in Geneva to work towards earning a Doctor of Business Administration degree. The Social Media Marketing Strategy for Start-Ups, Small, and Medium-Sized Businesses is the Topic of My Research. The information acquired from this survey will be used only for my research paper and will in no way be disclosed to a third party. All of your replies will remain fully anonymous. It would be very helpful if you could take a few minutes out of your day to answer the question that is listed below.

 Please get in touch with me at the following e-mail address if you have any questions about the survey: suboohi@ssbm.ch.

APPENDIX B: SURVEY QUESTION

Name *

Short answer text

Please specify your gender *

○ Female

○ Male

○ Prefer not to say

Age *

○ 18-30 Years

○ 31- 40 Years

○ 41-50 Years

○ Above 50 Years

How much time do you devote to social media? *

○ 0-1 hours

○ 2-10 hours

○ 11 - 24 hours

Which of the social media platform do you use? *

○ Instagram

○ Facebook

○ You Tube

○ Linked In

○ Tik Tok

How probable is it that you will make a purchase from a start-up company that promotes its wares on social media? *

☐ Highly Unlikely

☐ Unlikely

☐ Neutral

☐ Likely

☐ Very Likely

Assume you enjoy shopping online; how likely are you to click on the following Instagram advertisement?

○ Highly Unlikely

○ Unlikely

○ Neutral

○ Likely

Assume you enjoy drinking soft drinks; how likely are you to click on the following YouTube advertisement?

○ Highly Unlikely

○ Unlikely

○ Neutral

○ Likely

○ Very Likely

If you like home made food, how likely are you to click on the following Facebook advertisement?


Simply the great food
Sponsored ·

Pure high quality Desi Ghee made from the traditional desi process of fermenting fresh milk into yogurt and butter. We do not use any artificial colors,... See more

SIMPLYTHEGREAT.AE
HOMEMADE DESI GHEE
Origin: Sahiwal, Punjab – Pakistan In comme...

Shop now

- ○ Highly Unlikely
- ○ Unlikely
- ○ Neutral
- ○ Likely
- ○ Very Likely

**Assume you want to learn new language; how likely are you to click on the following Instagram advertisement?**

babbel
Sponsored

Ready to start speaking a New Language in 2020?

+Babbel

- ○ **Highly Unlikely**
- ○ **Unlikely**
- ○ **Neutral**
- ○ **Likely**
- ○ **Very Likely**

Assume you like to buy shoes online; how likely are you to click on the following YouTube advertisement?
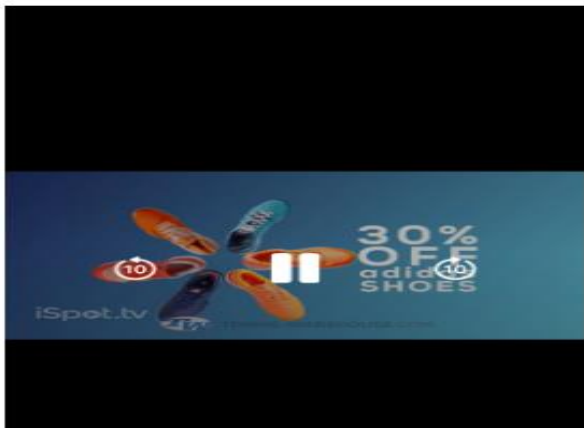
- ◯ **Highly Unlikely**
- ◯ **Unlikely**
- ◯ **Neutral**
- ◯ **Likely**
- ◯ **Very Likely**

Assume you love buying groceries online;how likely are you to click on the following Facebook advertisement?
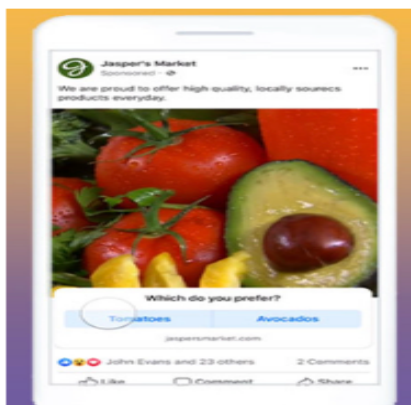
○ Highly Unlikely

○ Unlikely

○ Neutral

○ Likely

○ Very Likely

I value gathering information about a brand more than interacting with a brand on social media.

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

I read through Online reviews before buying a product. *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

I rely on online reviews when buying a product. *

- ○ Strongly Disagree
- ○ Disagree
- ○ Neutral
- ○ Agree
- ○ Strongly Agree

I purchase products based on online reviews *

- ○ Strongly Disagree
- ○ Disagree
- ○ Neutral
- ○ Agree
- ○ Strongly Agree

I look at influencers' recommendations before buying a product. *

- ○ Strongly Disagree
- ○ Disagree
- ○ Neutral
- ○ Agree
- ○ Strongly Agree

I rely on influencers' recommendations when buying a product.

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

I trust influencers' recommendations when buying a product. *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

I purchase products based on influencers' recommendations *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

I am more likely to buy a product if it is recommended by an influencer I follow. *

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

I will trust influencers' reviews even if they promote a product I do not know, from a startup *

○ Strongly disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly agree

I value gathering information about a brand more than interacting with a brand on social media.

- ◯ Strongly Disagree

- ◯ Disagree

- ◯ Neutral

- ◯ Agree

- ◯ Strongly Agree

SSBM GENEVA

Participant Information Sheet/Consent Form

Social Science Research - *Adult providing own consent*

Title	*Social Media Marketing Strategy for Start-ups and Small and Medium Enterprises*
Short Title	*SMM Strategy for Start-Ups*
Project Sponsor	
Coordinating Principal Investigator/	*Dr Hrvoje Volarevic*
Associate Investigator(s)	

Part 1 What does my participation involve?

1 Introduction

This thesis investigates successful marketing strategies for new enterprises, small businesses, and medium-sized organisations that use social media. It also analyses the component that gives to the success of social media marketing for small and medium-sized businesses and startups. Businesses should consider all seven factors when developing a social media marketing plan to ensure success. These include the intended recipient(s), available channels, goals, resources, policies, monitoring, and content-related activities. The research paper compares informational and interactive marketing methods on social media platforms, and

responds to questions about advantages and drawbacks. Influencer marketing can significantly affect consumer behaviour, but it requires careful planning and execution.

You are invited to take part in this research project, which is called *Social Media Strategy for Start-Ups and Small and Medium Enterprises*. You have been invited because *of the DBA programme*. Your contact details were obtained *by/from Suboohi Khan , suboohikhan34@gmail.com*

This Participant Information Sheet/Consent Form tells you about the research project. It explains the processes involved with taking part. Knowing what is involved will help you decide if you want to take part in the research.

Please read this information carefully. Ask questions about anything that you don't understand or want to know more about. Before deciding whether or not to take part, you might want to talk about it with a relative, friend or local health worker.

Participation in this research is voluntary. If you don't wish to take part, you don't have to.

If you decide you want to take part in the research project, you will be asked to sign the consent section. By signing it you are telling us that you:

• Understand what you have read

• Consent to take part in the research project

• Consent to be involved in the research described

• Consent to the use of your personal and health information as described.

You will be given a copy of this Participant Information and Consent Form to keep.

2 What is the purpose of this research?

This thesis investigates successful marketing strategies for new enterprises, small businesses, and medium-sized organisations that use social media. It also analyses the component that gives to the success of social

media marketing for small and medium-sized enterprises and startups. Businesses should consider all seven factors when developing a social media marketing plan to ensure success. These include the intended recipient(s), available channels, goals, resources, policies, monitoring, and content-related activities. The research paper compares informational and interactive marketing methods on social media platforms and responds to questions about advantages and drawbacks. Influencer marketing can significantly affect consumer behaviour, but it requires careful planning and execution.

This thesis will analyse social media marketing methods for SMEs and startups to identify the elements that make it successful. Identifying the right platform is the most important step in developing captivating video content relevant to the target audience and propels the expansion of a company. Analysing data is key to finding the right platform.

Where the research is for the purpose of obtaining a degree or other educational qualification:

The research results will be used by the researcher *Suboohi Khan* to obtain a *Doctorate in Business Administration* degree.

Where the research project is investigator-initiated:

This research has been initiated by the researcher, *Suboohi Khan*.

Where the research project is funded by a grant:

This research has been funded by *N/A*.

Where the research is being coordinated outside the institution:

This research is being conducted by *NO*.

This research is being conducted by *N/A*.

This research is sponsored by *[N/A]*.

3 What does participation in this research involve?

Tables and diagrams may only be used if they enhance the comprehensibility of this section. Tables and diagrams should not be a substitute for written explanation.

Include information and clear explanation of the following:

➤ *Consent form will be signed prior to any study assessments being performed*

➤ *Initial steps:*

 • *Screening for eligibility*

 • *Randomisation and/or the use of a control group*

➤ *Procedures:*

 • *All procedures*

 • *Nature, number, timing and time commitment of procedures, visits and questionnaires*

 • *Nature of follow-up*

 • *Duration of participant's involvement (including follow-up)*

 • *Duration of the research project (if this is different from their involvement)*

➤ *Reimbursement and costs (if applicable)*

➤ *How the research will be monitored*

➤ *The commitment required by the participant*

➤ *Access to personal records that may be required*

➤ *Whether any part of the research project will be recorded (video/audio)*

➤ *Details on the use of interpreters in the consent and/or data collection process*

➤ *Venue details and a statement whether participants may choose the venue*

If you decide to take part in the research project, you will first be given a questionnaire asking about *Name, age, contact details (email)*; this will determine if you are eligible to take part. Completing the questionnaire will take approximately One Month.

If the screening questionnaire shows that you meet the requirements, then you will be able to start the research project. If the screening questionnaire shows that you cannot be in the research project, the research coordinator will discuss other options with you.

Bias (to be used in all research projects)

This research project has been designed to make sure the researchers interpret the results in a fair and appropriate way and avoids study doctors or participants jumping to conclusions.

Additional costs and reimbursement

There are no costs associated with participating in this research project, nor will you be paid.

However, you may be reimbursed for any reasonable travel, parking, meals and other expenses associated with the research project visit.

If there is a maximum amount for this reimbursement then this should be stated.

4 Other relevant information about the research project

Explain any other relevant information including:

The entire research has solely and individually been conducted me (Suboohi Khan), no third party was involved in the same.

5 Do I have to take part in this research project?

Explain that taking part in the research is entirely voluntary.

Participation in any research project is voluntary. If you do not wish to take part, you do not have to. If you decide to take part and later change your mind, you are free to withdraw from the project at any stage.

If you do decide to take part, you will be given this Participant Information and Consent Form to sign and you will be given a copy to keep.

Your decision whether to take part or not to take part, or to take part and then withdraw, will not affect your routine care, your relationship with professional staff or your relationship with *SSBM*.

6   What are the possible benefits of taking part?

Do not attempt to build up participant hope in this section. Reference to the potential benefit to others in the future may be appropriate, but should not be exaggerated.

We cannot guarantee or promise that you will receive any benefits from this research; however, possible benefits may include career perspective and growth in the same organisation.

If the significant benefits from the research project are to accrue to members of society in the future and NOT to the individuals taking part in the research, this should be made clear.

There will be no clear benefit to you from your participation in this research.

7   What are the possible risks and disadvantages of taking part?

Screening procedures (questionnaire)

If you decide to take part in the research project, you will first be given a questionnaire asking about *Name, age, contact details (email)*; this will determine if you are eligible to take part. Completing the questionnaire will take approximately One Month.

If the screening questionnaire shows that you meet the requirements, then you will be able to start the research project. If the screening questionnaire shows that you cannot be in the research project, the research coordinator will discuss other options with you.

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If the significant benefits from the research project are to accrue to members of society in the future and NOT to the individuals taking part in the research, this should be made clear.

There will be no clear benefit to you from your participation in this research.

Psychological distress

You may feel that some of the questions we ask are stressful or upsetting. If you do not wish to answer a question, you may skip it and go to the next question, or you may stop immediately. If you become upset or distressed as a result of your participation in the research project, the research team will be able to arrange for counselling or other appropriate support. Any counselling or support will be provided by qualified staff who are not members of the research team. This counselling will be provided free of charge.

Group discussions

Whilst all care will be taken to maintain privacy and confidentiality, you may experience embarrassment if one of the group members were to repeat things said in a confidential group meeting.

11 What if I withdraw from this research project?

Provide information regarding how participants withdraw and implication for them if they do so. Include information on the use and submission of the withdrawal of consent form.

If you do consent to participate, you may withdraw at any time. If you decide to withdraw from the project, please notify a member of the research team before you withdraw. A member of the research team will inform you if there are any special requirements linked to withdrawing. If you do withdraw, you will be asked to complete and sign a 'Withdrawal of Consent' form; this will be provided to you by the research team.

If you decide to leave the research project, the researchers will not collect additional personal information from you, although personal information already collected will be retained to ensure that the results of the research project can be measured properly and to comply with law. You should be aware that data collected up to the time you withdraw will form part of the research project results. If you do not want your data to be included, you must tell the researchers when you withdraw from the research project.

12   Could this research project be stopped unexpectedly?

The participant should be advised of the potential for the project to be terminated before completion and the reasons that might make termination necessary.

This research project may be stopped unexpectedly for a variety of reasons. These may include reasons such as *[provide details]*.

13   What happens when the research project ends?

Provide details regarding follow-up arrangements.

Provide information on how the participant will find out about the success of the project. State how, and approximately when, participants will be provided with a summary of the results when the research project is completed.

How is the research project being conducted?

14   What will happen to information about me?

Information should be provided regarding the following:

• Whether the data collected or used is individually identifiable, re-identifiable (coded) or non-identifiable

By signing the consent form you consent to the research team collecting and using personal information about you for the research project. Any information obtained in connection with this research project that can identify you will remain confidential. *[Explain how it will be confidential and, if it is identifiable, where it will be kept and who will have access to it].* Your information will only be used for the purpose of this research project and it will only be disclosed with your permission, except as required by law.

The personal information that the research team collect and use is *[types of information, e.g. information from questionnaires]*.

Information about you may be obtained from your health records held at this and other health organisations for the purpose of this research. By signing the consent form you agree to the research team accessing health records if they are relevant to your participation in this research project.

Your health records and any information obtained during the research project are subject to inspection (for the purpose of verifying the procedures and the data) by the relevant authorities and authorised representatives, *[Name of Company representative]*, the institution relevant to this Participant Information Sheet, *[Name of institution]*, or as required by law. By signing the Consent Form, you authorise release of, or access to, this confidential information to the relevant research personnel and regulatory authorities as noted above.

If it is anticipated that the results will be published include the following paragraph:

It is anticipated that the results of this research project will be published and/or presented in a variety of forums. In any publication and/or presentation, information will be provided in such a way that you cannot be identified, except with your express permission. *[Describe how confidentiality will be maintained.]*

Indicate whether the participant can access their own information/data.

In accordance with relevant *[name of state/territory]* privacy and other relevant laws, you have the right to request access to the information about you that is collected and stored by the research team. You also have the right to request that any information with which you disagree be corrected. Please inform the research team member named at the end of this document if you would like to access your information.

Any information obtained for the purpose of this research project *and for the future research described* that can identify you will be treated as confidential and securely stored. It will be disclosed only with your permission, or as required by law.

If additional use of the information is contemplated, this should be explained and specific consent should be sought from the participants for that additional use.

15   Complaints and compensation

You should inform participants how complaints will be handled and what redress may be available. Clarify whether there is a procedure in place for this and, if so, what the procedure is. You will need to distinguish between complaints from participants regarding their treatment by members of staff/the research team and something serious happening during or following their participation in the research project.

If you suffer any distress or psychological injury as a result of this research project, you should contact the research team as soon as possible. You will be assisted with arranging appropriate treatment and support.

In the event of loss or injury, the parties involved in this research project have agreed to *[description of compensation agreements]*.

16   Who is organising and funding the research?

Organising and funding research

This research project is being conducted by *[Name of person]*.

Where commercial sponsorship is available, provide the international sponsor (if applicable)

This research is being conducted by *[name of international sponsor]*.

This research is sponsored by *[name of local sponsor]*.

It is being funded by *[Name of funding organisation]*.

Provide a description of the financial benefits that might arise from the conduct of the research

[Company/University/School] may benefit financially from this research project if, for example, the project assists *[Company/University/School]* in any commercial enterprise.

You will not benefit financially from your involvement in this research project even if, for example, knowledge acquired from your information proves to be of commercial value to *[Company/University/School]*.

In addition, if knowledge acquired through this research leads to discoveries that are of commercial value to *[Company/University/School]*, the researchers or their institutions, there will be no financial benefit to you or your family from these discoveries.

[Name of institution] will receive a payment from *[Name of funding organisation]* for undertaking this research project.

No member of the research team will receive a personal financial benefit from your involvement in this research project (other than their ordinary wages).

Add any declarations of interest of researchers, sponsors and institutions

17   Who has reviewed the research project?

The ethical aspects of this research project have been approved by the Supervisor/Mentor of *SSBM Geneva*.

This statement has been developed to protect the interests of people who agree to participate in human research studies.

18   Further information and who to contact

The person you may need to contact will depend on the nature of your query. If you want any further information concerning this project or if you have any problems which may be related to your involvement in the project, you can contact the researcher on *[Phone number]* or any of the following people:

List the names and contact phone numbers of other appropriate persons involved in the project including researchers and study coordinators.

Research contact person

Name	*Suboohi Khan*
Position	
Telephone	*00971-562197444*
Email	*Suboohikhan34@gmail.com*

For matters relating to research at the site at which you are participating, the details of the local site complaints person are:

Complaints contact person

Name	[Name]
Position	[Position]
Telephone	[Phone number]
Email	[Email address]

If you have any complaints about any aspect of the project, the way it is being conducted or any questions about being a research participant in general, then you may contact:

This person should be someone independent of the research, such as the Supervisor/Mentor of the project.

Reviewing Supervisor/Mentor name	Dr Hrvoje Volarevic
HREC Executive Officer	[Name]
Email	[Supervisor/Mentor Email address]

Reviewing HREC approving this research and HREC Executive Officer details

Consent Form - *Adult providing own consent*

Title	*Social Media Marketing Strategy for Start-Ups and Small and Medium Enterprises*
Short Title	*SMM for small businesses*

Protocol Number	[Protocol Number]
Project Sponsor	[Project Sponsor]
Coordinating Principal Investigator/	[Coordinating Principal Investigator/
Associate Investigator(s)	[Associate Investigator(s)]
Location (where CPI/PI will recruit)	[Location where the research will be conducted]

Declaration by Participant

I have read the Participant Information Sheet or someone has read it to me in a language that I understand.

I understand the purposes, procedures and risks of the research described in the project.

I have had an opportunity to ask questions and I am satisfied with the answers I have received.

I freely agree to participate in this research project as described and understand that I am free to withdraw at any time during the project without affecting my future care.

I understand that I will be given a signed copy of this document to keep.

Declaration by Researcher†

I have given a verbal explanation of the research project, its procedures and risks and I believe that the participant has understood that explanation.

Name of Researcher† (please print) Suboohi Khan

Signature _____ Date 22-May -2023

† An appropriately qualified member of the research team must provide the explanation of, and information concerning, the research project.

Note: All parties signing the consent section must date their own signature.

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