"A STUDY ON THE IMPACT OF SOCIAL MEDIA MARKETING CONTENT ON CUSTOMER ENGAGEDMENT"

Syed Naveed Ahamed K

II - M.B.A., Department of Management Studies, School of Management, Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology

E-mail: naveedahamed553@gmail.com | Contact: 7358500760

Mrs. Ashlin Nimo. JR,

Assistant Professor, Department of Management Studies, Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, Chennai. ashlinnimo@veltech.edu.in

ABSTRACT

In today's digital age, social media has emerged as a powerful and effective platform for marketing, influencing various aspects of consumer behavior. This research delves into the specific context of the educational sector to investigate the impact of social media marketing content on customer engagement. Through a mixed-methods approach encompassing qualitative interviews and quantitative surveys, this study explores how educational institutions' social media marketing content strategies influence consumers' engagement with their offerings. The qualitative segment involves in-depth interviews with marketing professionals from leading educational institutions to gain insights into their social media content creation practices and strategies. The findings of this research contribute to a deeper understanding of the relationship between social media marketing content and customer engagement within the educational sector. By identifying key factors that influence consumer engagement, such as compelling video content, user-generated feedback, and content alignment with preferences, this study offers valuable insights for marketers aiming to optimize their content strategies to effectively engage and retain customers in the educational domain.

Keywords: *Social Media Marketing, Consumer Engagement, User Attitude, Perceived Value, Customer Perception, Social Media Content*

INTRODUCTION

In the digital age, social media marketing content has emerged as a pivotal force in shaping customer engagement within the educational sector. As consumer interactions and decision-making processes increasingly occur online, understanding the influence of social media content on engagement with educational services is crucial for marketers and educators. Leading institutions have witnessed the transformative power of compelling social media content, leveraging various channels to connect with their target audience, engage potential customers, and drive enrollments. Social media marketing content plays a crucial role in influencing customer engagement in today's digital age. Leading educational institutions have experienced firsthand the transformative power of social media content on customer interactions and behavior. Visually appealing and high-quality video content has the ability to captivate audiences, convey key messages effectively, and foster a deeper connection with offerings. Moreover, social media platforms facilitate direct engagement through user- generated feedback and reviews, enabling institutions to understand customer needs, build trust and credibility, and cultivate loyalty. Aligning content with customer preferences and addressing their interests is paramount for fostering sustained engagement. This study delves into the impact of social media marketing content strategies employed by educational institutions, offering valuable insights and practical implications for enhancing customer engagement and driving success in the digital landscape.

OBJECTIVES OF THE STUDY

- To examine the various factors that bring traffic.
- To analyse the various strategies which gives more conversion.
- To analyze the effectiveness of video content in captivating and engaging the audience.
- To explore the role of user-generated feedback and reviews in fostering customer engagement.
- To examine the influence of content alignment with customer preferences on engagement levels.

REVIEW OF LITERATURE

Al-Debei & Avison (2010): Researchers have identified a wide array of social media marketing content strategies employed by businesses to engage with their target audience. These strategies encompass compelling video content, user-generated content, influencer collaborations, and targeted content creation.

Bellezza et al. (2017): Social media marketing content plays a crucial role in enhancing brand visibility and awareness. By maintaining an active presence and creating engaging content on platforms such as Facebook, Instagram, and LinkedIn, organizations can reach a broader audience and increase brand recognition.

Hollensen (2015): The content shared on social media platforms has a significant impact on consumer perception and brand image. Educational service providers can leverage content marketing strategies to position themselves as industry experts, provide valuable educational resources, and establish credibility with their target audience.

Phelps et al. (2004): Consumer engagement with social media content has been linked to purchase intent and decision-making. Interactive features such as likes, comments, and shares allow consumers to express their opinions, seek recommendations, and engage in dialogue with brands.

Mangold & Faulds (2009): Social media platforms provide opportunities for educational institutions to build and maintain relationships with current and prospective students, parents, and alumni. By leveraging targeted content creation and personalized communication, organizations can tailor their marketing messages to specific demographic segments and address their unique needs and preferences.

Smith & Zook (2017): Educational institutions engaging in social media marketing should adhere to ethical guidelines and best practices, ensuring transparency, consent, and accountability in their data collection and usage practices. By prioritizing consumer trust and privacy, brands can foster long-term relationships with their audience and mitigate risks associated with data misuse or breaches.

Hajli (2014): By strategically leveraging social proof and creating a sense of exclusivity or urgency in their marketing campaigns, educational institutions can capitalize on consumers' FOMO (Fear of Missing Out) tendencies to stimulate demand and drive engagement.

RESEARCH METHODOLOGY

RESEARCH DESIGN:

The research design employed in this study is a mixed-methods approach, combining qualitative and quantitative methods to gain a comprehensive understanding of the impact of social media marketing content on customer engagement in the educational sector.

DATA COLLECTION

PRIMARY DATA: 80 people were surveyed in order to collect primary data for this study. Simple questions on the company's performance measures were posed to the participants, and their answers were carefully gathered and documented.

RESEARCH MODEL:
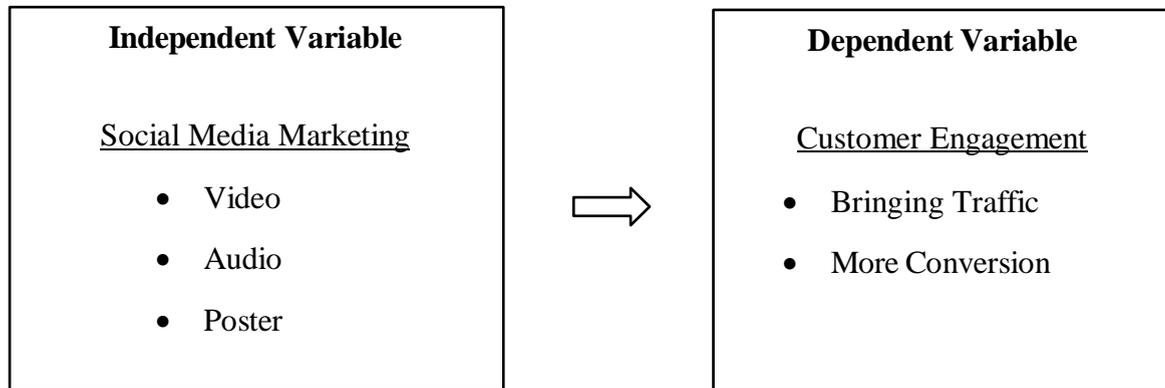
Independent Variable	Dependent Variable
Social Media Marketing	Customer Engagement
• Video	• Bringing Traffic
• Audio	• More Conversion
• Poster	

Null Hypothesis H0: There is no relationship between Social Media Apps and Bringing Traffic.

Alternate Hypothesis H1: There is a relationship between Social Media Apps and Bringing Traffic.

ANALYSIS & DATA INTERPRETATION

ANOVA

HYPOTHESIS:

Null Hypothesis H0: There is no significant difference between Age Group with respect to Conversion and Social Media Apps.

Alternate Hypothesis H1: There is significant difference between Age Group with respect to Conversion and Social Media Apps.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Conversion	Between Groups	156.817	1	156.817	20.35	0
	Within Groups	446.833	78	7.704	5	
	Total	603.65	79			
Social Media Apps	Between Groups	189.63	1	189.63	17.6	0
	Within Groups	624.704	78	10.771	6	
	Total	814.333	79			

INTERPRETATION

As the P value of Conversion and Social Media Apps is greater than 0.05, we reject Null hypothesis and accept Alternate hypothesis.

There is significant difference between Age Group with respect to Conversion and Social Media Apps.

CORRELATION

HYPOTHESIS:

Null Hypothesis H0: There is no relationship between age and conversion. Alternate
Hypothesis H1: There is a relationship between age and conversion.

CORRELATION		Age	Conversion
Age	Pearson Correlation	1	-.510[**]
	Sig. (2-tailed)		0
	N	80	80
Conversion	Pearson Correlation	-.510[**]	1
	Sig. (2-tailed)	0	
	N	80	80
Correlation is significant at the 0.01 level (2-tailed).			

INTERPRETATION

Here p-value is less than 0.05, we accept alternate hypothesis which means there is a
relationship between age and conversion. As there is a relationship, we should check for the
type of correlation. As the signs are positive here, we conclude that there is positive correlation
between age and conversion.

SUMMARY OF FINDINGS

1. Majority of respondents agreed that visually appealing and compelling video content significantly enhances their engagement with educational institutions' offerings.

2. User-generated feedback, such as reviews and testimonials, play a crucial role in fostering trust, credibility, and engagement among customers.

3. Educational institutions that align their social media marketing content with customer preferences and expectations tend to experience higher levels of engagement.

4. Demographic factors, including age and gender, influence the extent to which individuals engage with social media marketing content in the educational sector.

5. Continuous monitoring and addressing user-generated feedback is perceived as a proactive approach to customer engagement by educational institutions.

CONCLUSION

In the digital age, social media marketing content has emerged as a powerful tool for fostering customer engagement within the educational sector. This study has highlighted the profound impact of compelling video content, user-generated feedback, and content alignment with preferences on driving sustained engagement and cultivating long-term relationships with customers.

Educational institutions that prioritize the creation of visually appealing and informative video content have a distinct advantage in captivating their audience and conveying key messages effectively. Furthermore, by actively encouraging and addressing user-generated feedback.

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