

# “The Role of Social Media Marketing in Public Engagement”

**Author:**

**Vinayak C B**

PGDM Student Dayananda Sagar Business School [vinayak@dsbs.edu.in](mailto:vinayak@dsbs.edu.in)

**Dr. Shekar Makkalageri**

Assistant Professor Dayananda Sagar Business School [shekar@dsbs.edu.in](mailto:shekar@dsbs.edu.in)

## I. Introduction:

Social media management can be defined as a method that involves the planning and implementation of content creation and distribution, as well as the analytics of content published on social networking sites such as Facebook, Twitter, Instagram, LinkedIn, and other similar platforms. This entails arising with content that is right for the brand image and goals, immediately engaging with customers on social media and interpreting success indicators to measure how well social media marketing is working.

Thus, in terms of the company's development, organizing the management of social media accounts is significant as this approach allows the direct interaction with potential customers and clientele base building. Good management of social media can result to high chances of brand recognition, enhanced ability to acquire customers as well as retaining these customers. The application of tools and the approach that falls within the sphere of social media management will help the businesses advance more quickly as social networks have unlimited possibilities as tools for reaching the global audience, improving customer service, and facilitating data analysis.

The incorporation of SMM into an organization's strategic business unit is aligned with the changing consumer perceptions where people go to social media platforms for information, enjoyment and to shop. for the business organization, understanding social media management is not a mere being online but applying that to achieve a business goal and achieve competitive advantage in the current dynamic environment.

### Components of Social Media Management:

- i. **Content Creation:** Content creation is the central role in fulfilling the duties of a social media manager since it essentially entails the creation of content that will go viral and relate to the targeted audience. This involves posting of texts, images, videos, and infographics that appeal to the target populace and out rightly reflects the brand identity.
- ii. **Content Scheduling:** Scheduling of the posts enables the continued feeding of content to the audience at appropriate intervals. This process can be made easier with tools such as Hootsuite, Buffer and

Sprout social where businesses can directly schedule their message in several platforms simultaneously.

iii. **Social Media Monitoring:** These factors include monitoring mentions, comments, and messages to be aware of public opinion and address customer communications.

iv. **Analytics and Reporting:** Evaluation of performance of the social media initiatives is done based on the degree of audience engagement, number of people who viewed the post, and the number of those who clicked on link or made a purchase. This data is useful in enhancing different strategies and coming up with better campaigns in the future.

v. **Paid Advertising:** The social media such as Facebook and Instagram have provided targeted advertisement opportunities that could be used to send advert to particular customers according to their interests, age, behaviors among others. This can extend the efficiency of a number of social media promotional campaigns.

### Challenges in Social Media Management:

i. **Keeping Up with Trends:** Social media shifts in trends are dynamic and it is not easy to keep up with the ever-changing trends without constant practice.

ii. **Managing Negative Feedback:** Responding to negative comments or reviews is very important in a way that it will not affect the company's image badly.

iii. **Resource Allocation:** Even though social media platforms require initial investment and continued management, it still poses as a difficult task for the companies especially those of small scale since it requires time, expertise and resources.

### Social Media Management helps in other components in Digital Marketing:

Social media management is the core service in the context of the digital marketing concept since it combines and optimizes the other digital marketing approaches. When organizations are in the process of marketing, social media is not only a separate channel, but also a key enabler of other digital marketing channels. Here's an in-depth look at how social media management complements and amplifies other forms of digital marketing:

i. **Content Marketing:** Most of the social media platforms are effective ways through which content marketing is distributed. Through carefully selecting and timely distributing the meaningful and interesting content from blog articles, videos, and infographics, separate businesses can amplify the outcome of the content marketing. Through social media, not only website traffic is directed to a company and corresponding content interactions and discussions are created. Also, the research establishes that through the social media platform, a packaged content can be re-posted depending on the existing social media segments hence, extend the coverage point of existing contents to the considerable proportion of the general public.

ii. **Search Engine Optimization:** Thus, it appears that unlike the social media signals which do not influence the SERP positions of websites, social media management functions as a critical contributor to SEO.

Social media posts can thus get the company backlinks, brand awareness, and referral traffic, which are factors that positively affect the company's SEO performance. social media profiles are also indexed by search engines; thus, having a properly managed and active social media page can positively affect the brands' search engine results page rankings.

iii. **Email Marketing:** Social media management can greatly enhance the effectiveness of the email marketing by providing new leads and increasing the number of subscribers to the email list. Pop-up advertisement, and social media campaigns and CTA can assist businesses to persuade users to subscribe to newsletters and other forms of communication through the internet. Furthermore, analysis of the interactions on social media can inform the correct content in the emails to provide the subscribers, thus increasing the level of engagement in the emails that are sent out.

iv. **Paid Advertising:** Social networks are rather effective advertising tools that may be organically combined with the other techniques of internet marketing. Social media management when combined with paid advertising provides important insights into audience demographics, and their actions. It helps businesses to develop extremely niche-oriented advertising initiatives that can deliver custom communications to several segments of the audience. Also, social media advertising enable marketers to make changes in an instant and test alternatives to ensure that advertisements are as effective as possible.

v. **Influencer Marketing:** Social media platforms are the most used by most companies that practice influencer marketing since it remains the biggest platform for promotion now. Social media management entails the identification of prospective influencers, content synchronization and reporting of the performance of influencers. Reality: Leveraging the industry leaders, it is possible to expand the businesses' reach, increase the level of credibility and reach new audiences in a powerful and meaningful manner.

vi. **Customer Relationship Management (CRM):** social media uses and interactions are sources of rich and real-time information on customers' conversations and opinions. Some of activities of social media management include responding to customer queries and addressing reviews and comments that are crucial for engaging with the audience. The integration of SMD with CRM systems provides for a consolidated view of the customer relations and leads to better means of communication and customer treatment.

Social media management is a critical component of an effective digital marketing strategy. In addition to complementing every digital marketing strategy, social media management also intensifies brand visibility across the digital platform, strengthening overall outcomes of marketing.

## 1.2. Research problem or question (e.g., effects on work-life balance, skill development)

### 1. The set of questionnaires by following

- i. Does social media management accelerate in business growth \*
  - Yes
  - No
  - Maybe
- ii. How often do you engage with brands on social media?
  - Daily

- Weekly
- Monthly
- Rarely
- iii. Which social media platform do you primarily use to interact with businesses?
  - Facebook
  - Instagram
  - Twitter
  - LinkedIn
  - Other
- iv. What influences you to follow a business on social media?
  - Discounts and promotions
  - Quality of content
  - Customer service responsiveness
  - Recommendations from friends
- v. When deciding to purchase a product or service, how important is a business's social media presence?
  - Very important
  - Somewhat important
  - Neutral
  - Not important
- vi. Have you ever made a purchase directly through a business's social media page?
  - Yes, frequently
  - Yes, occasionally
  - No, but I have considered it
  - No, never
- vii. What type of content do you find most engaging on social media?
  - Product videos/demos
  - Customer testimonials
  - Educational content
  - Behind-the-scenes content
- viii. How often do you seek customer support through social media platforms?
  - Often
  - Sometimes
  - Rarely
  - Never
- ix. Which social media activity by a brand would encourage you to become a loyal customer?
  - Fast response to inquiries
  - Regular engagement (likes, comments)
  - Exclusive offers/discounts
  - High-quality content
- x. How important are customer reviews on social media in your purchasing decisions?
  - Extremely important
  - Somewhat important

- Not very important
- Not at all important

## **I.1. Tools for using Social Media Management:**

### **Popular Trends in Social Media Management Tools**

Due to higher importance of social media marketing businesses are shifting towards more specific social media management tools. Social media management tools are used to create, schedule and keep track of social posts to be posted on different social platforms including; Facebook, Instagram, Twitter, linkedin etc. Some of them are as follows which is evident from the year 2024:

#### **Key Trends:**

##### **1. All-in-One Platforms:**

Currently, there is a trend where companies, departments or employees require a tool that can include all operations like scheduling, reporting, content creation and interaction with customers in one single platform. Examples: Hootsuite, Sprout Social, Buffer are some of the social media management tools out there.

##### **2. AI-Powered Insights:**

One of the areas where the current and innovative features of the Internet use are IT technologies and tools including; AI & Machine Learning for enhanced post analysis and suggestion of ideas for trending content.

Advertising tools allow evaluating the effectiveness of the published posts and indicate how the subsequent campaigns can be updated.

##### **3. Social Commerce Features:**

Direct selling has become popular and many tools are now available to help businesses operate through the social media platforms such as Instagram and Facebook.

They incorporate shopping features to assist businesses measure the sales success made through the social posts.

##### **4. Cross-Platform Management:**

Given the enormous number of Social Media platforms in existence, firms opt for platforms that provide convenient control of multiple accounts.

This entails scheduling of content and having analytics for all the different platforms.

##### **5. Mobile-Friendly Tools:**

Social tools that have an option for mobile applications or even mobile friendly interfaces are more popular as people need to deal with social networks while on the go. Mobile applications also allow rapid responses and an update on the go.

##### **6. Content Calendar and Collaboration:**

It was also observed that businesses appreciate by tools offering them the facility to work in groups on the

creation and scheduling of the content which has an integrated calendar.

These aids in proper scheduling and planning by allowing timely posting that is also well.

## 7. Focus on Privacy and Compliance:

As we observe higher levels of privacy violations, some tools are developed to be more secure and to meet various international standards such as GDPR.

The tools help businesses to handle their account on social media platforms safely and legally.

Hence, SMMs are in the course of becoming more functional with AI, mobile access, and integrated sales capabilities.

Here are 10 top social media management tools, each designed to help businesses effectively manage their online presence:

1. **Hootsuite:** Enables one to schedule posts in various platforms, track brand mentions, and evaluate performance indicators.
2. **Sprout Social:** Provides detailed reports, monitoring and analysis instruments, and enables integration with several Social Media solutions.
3. **Buffer:** Allows for posting to large social networking platforms, such as Instagram, Facebook, Twitter, TikTok Linked In, YouTube and Mastodon.
4. **HubSpot:** The services it offers include the integration of social media management with its systems for CRM and marketing. It's an all-in-one platform for content management and analysis.
5. **Sendible:** A cheap social media suite for use across many different platforms which include features such as post scheduling and post analysis.
6. **SocialPilot:** Includes the features that allow scheduling, monitoring, and, if necessary, controlling several social networks at once.
7. **Planable:** It supports teamwork through elements in content production, review cycles and timetables across platforms.  
Planable.
8. **Metricool:** It offers features for post-scheduling, data processing, and generating individual landing pages; the free platform grants up to 50 monthly posts.

These are some of the tools, which can help you automate some social media tasks, improve your interaction, and gain useful data on how to improve your social media profiles.

## I.3. Objective of the Report:

The main purpose of this report will be to learn about the aim of social media management to promote business development. To achieve this, the report will explore several specific objectives: To achieve this, the report will explore several specific objectives:

- i. **Examine the Relationship Between Social Media and Customer Engagement:** The report would establish the different strategies on the social media platform that could enhance the customer relations. It will



analyse how businesses can use SMM and SMR and what type of activities businesses use themselves in content production and interactions with their audience as well as how all these activities can be linked to the business' growth.

ii. **Analyze the Impact of Social Media on Brand Awareness:** This leads to one of the major goals of the report which is to establish the extent to which social media aids in enhancing brand awareness. This report will assess how companies are able to apply social media platforms as a strategic tool that helps create brand image as well as market share whilst fostering uniqueness in the market place.

iii. **Explore the Role of Social Media in Driving Sales:** The strategies that social media sites can be used for direct sales and how this medium can complement other channels of sales will also be reviewed in the report. This objective will involve a look at social media advertisement, influencer marketing, and e-commerce.

iv. **Identify Best Practices for Social Media Management:** Using the collected data and case studies the report will outline recommendations for improving efficiency of using social media. These best practices will be focused on the ways businesses can optimise their social media use to gain benefits such as greater customers' involvement and higher sales.

v. **Assess the Challenges of Social Media Management:** It will also look at risks related to managing social media where some of them are; speed and agility of social media trends, negative publicity, and the need to constantly change in-line with the social media platforms. It is thus important for businesses to grasp these elements in their endeavor in formulating viable social media strategies.

This paper aims at presenting a clear understanding on the significance of social media management for business development. This paper focuses on both the positive link between social media and customer involvement plus the influence on brand recognition and sales while generating recommendations for strategic uses of social media.

## II. Literature Review:

**Name of the Author and year:** (Janek Benthaus, 2016), **Title of the study:** Social media management strategies for organizational impression management and their effect on public perception.

**Journal/Institution Name:** The Journal of Strategic Information Systems. **Findings from the source:** This research aims at analyzing the effectiveness of social media management tools and techniques in shaping public perception with reference to Twitter Data Analysis and Key Experts Interviews.

1. **Name of the Author and year :** (John Qi Dong, 2015), **Title of the study:** Business value of social media technologies: Evidence from online user innovation communities, **Journal/Institution Name:** The Journal of Strategic Information Systems, **Findings from the source:** This paper analyses the implications of OUI-ideas and OUI- implementation capability on firm value: Only OUI-implementation capability influences firm value

2. **Name of the Author and Year:** (Andreas M. Kaplan , 2010), **Title of the study:** Users of the

world, unite! The challenges and opportunities of SocialMedia. **Journal/Institution Name:** Business Horizon, **Findings from the source:** This article clarifies the concept of SocialMedia, differentiates it from Web 2.0 and UGC, and offers a practical classification.

3. **Name of the Author and Year:** (Kaplan & Haenlein, 2012), **Title of the study:** The impact of social media on consumer behavior **Journal/Institution Name:** International Journal of Research in Marketing **Findings from the source:** This study investigates how social media influences consumer behavior and purchasing decisions, highlighting the importance of user-generated content and online reviews

4. **Name of the Author and Year:** (Aral, Dellarocas, & Godes, 2013) **Title of the study:** Social media and business transformation: A framework for research **Journal/Institution Name:** Information Systems Research **Findings from the source:** This paper provides a comprehensive framework for understanding the impact of social media on business transformation, focusing on marketing, innovation, and customer service.

5. **Name of the Author and Year:** (Mangold & Faulds, 2009) **Title of the study:** Social media: The new hybrid element of the promotion mix **Journal/Institution Name:** Business Horizons **Findings from the source:** The study discusses the role of social media as an integral part of the promotional mix and explores strategies for leveraging social platforms to engage customers effectively.

6. **Name of the Author and Year:** (Kietzmann et al., 2011) **Title of the study:** Social media? Get serious! Understanding the functional building blocks of social media **Journal/Institution Name:** Business Horizons **Findings from the source:** This article introduces the "honeycomb model" of social media, outlining the key elements of social media platforms and providing insights into how businesses can strategically use these elements.

7. **Name of the Author and Year:** (Zeng, Huang, & Dou, 2009) **Title of the study:** Social factors in online consumer behavior: A review and agenda for future research **Journal/Institution Name:** International Journal of Electronic Commerce **Findings from the source:** This research reviews the social factors affecting online consumer behavior, including the influence of social media, peer reviews, and electronic word of mouth (eWOM).

### III. Research Methodology

The following research embraces both qualitative and quantitative methods in a bid to know how social media management is vital in the success of a business entity. We focused on two main aspects: asking firms for real-life case studies and the extraction of data from concrete social media applications. Below is a detailed explanation of the steps we followed:Below is a detailed explanation of the steps we followed:

I Qualitative Approach: Brand cases How they were built Brands are an essential form of communication and were built through both images and text. First, we collected practical cases



from real businesses with the emphasis on what social media managers and business owners can share. We contacted them with the aim of asking them how they being in the management of social media, what strategies they employ and the results of such practices to their business.

In this part of the study, interviews together with case studies from various types of enterprises including those belonging to the local and those operating at a larger scale were employed. In this way, it would be possible to obtain the data on the cases of the successful social media management and how it has influenced the brand recognition, customers' loyalty and revenues.

II Quantitative Approach: A Case Study based on Social Media Data Analysis Along with the qualitative examples, we analyzed data from three major social media platforms: We are using the social networks; Facebook, Instagram, and LinkedIn. We used social media analytics tools to gather data, such as: We used social media analytics tools to gather data, such as:

Position of the picture in social media + likes, comments, shares, Follower growth, Reach and impressions, Click-through rates (CTR), Click-through rates (CTR), We were curious to know if it is possible to win in business by adopting some fundamental principles of successful social media management such as establishing a solid posting routine, being ready to answer customer inquiries, and using meaningful content.

III Analysis and Conclusion: In the last step, we aimed to perform activities to derive the pattern out of the data we collected. We also reviewed those businesses that had the right management of their social media profile and those who did not, to determine whether there was any change in their performance. The results of this study will assist to explain how and why social media management is essential for businesses' development and will be backed by both qualitative evidence and quantitative measurements.

This qualitative and quantitative research approach provide holistic view on how effective the SMM is in Boosting business growth.

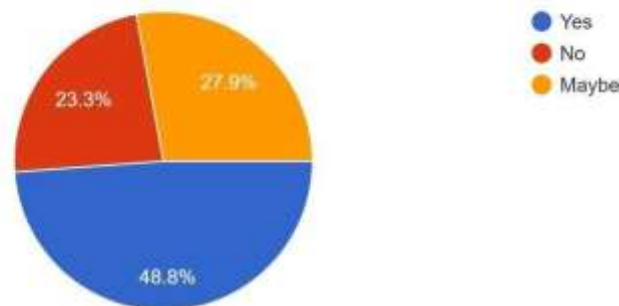
## CHAPTER-4

### DATA ANALYSIS AND INTERPRETATION

#### IV.1. Data Analysis

Does social media management accelerate in business growth

43 responses



#### Interpretation:

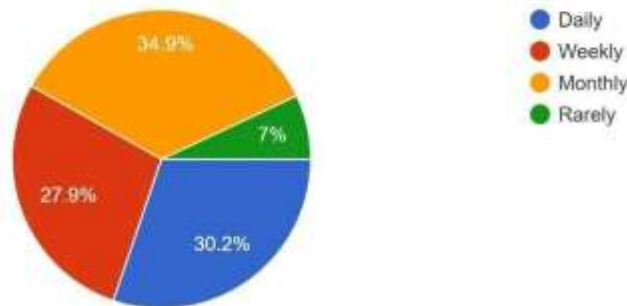
Here is the breakdown: This pie chart represents responses from 43 people to the question on, “Does social media management accelerate in business growth”

- While 21 respondents (48. 8%) answer “Yes”, which implies that social media management assist business to progress.
- 12 respondents (27. 9%) responded with “Maybe” and this may mean the respondent is unsure; he/she also might think it depends.
- In total, 10 respondents (23. 3%) said “No”, that is they believe that social media management does not contribute to business development.

Conclusion: From the discussion, it is apparent that about half of the participants believe that social media management is of helped with business growth, the other half is either uncertain or rather disagree.

How often do you engage with brands on social media?

43 responses



## Interpretation:

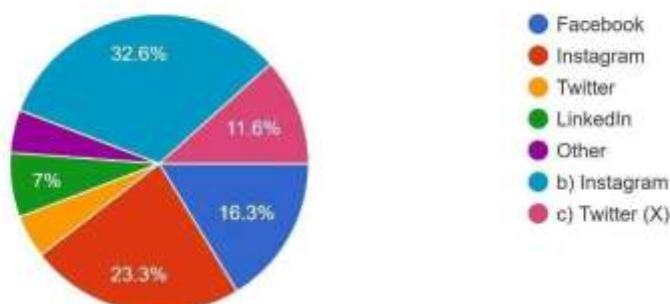
Specifically, in the following pie chart, 43 individuals' interactions with brands on social media sites are displayed based on the frequency. Here's the breakdown:

- The data shows that the largest group is the occasional users who post brand related content on social media once a month, 15 (34. 9%) of the total respondents claimed to interact with brands at least once a month.
- Working specifically with brand engagement, it is seen that 13 respondents (30. 2%) interact with brands daily — implying that one-third of the participants are in daily contact with brands.
- 12 respondents (27. 9%) own a weekly engagement, which portrayed that they are active in engaging with brands on weekly basis.
- 3 respondents (7%) denote that they interact seldom and hence their social media brand engagement is rather low.

To sum it up, majority of respondents interact with brands on social media at monthly and daily frequency while lesser number of people do it weekly or occasionally.

Which social media platform do you primarily use to interact with businesses?

43 responses

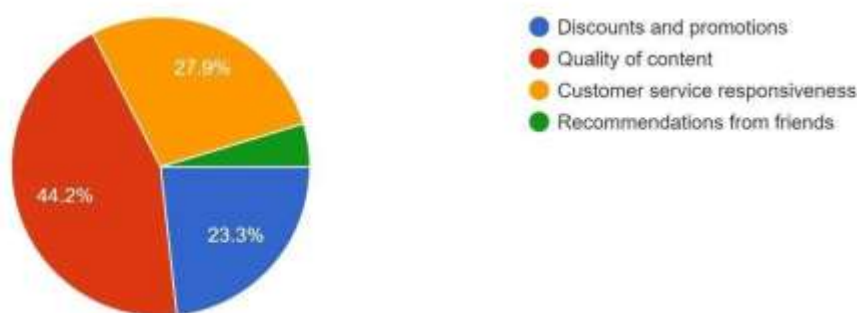


## Interpretation:

This pie chart represents responses from 43 people to the question, "Which social media platform do you primarily use to interact with businesses?" Here's the breakdown:

- 14 respondents (32. 6%) chose Other, and the explanation is that many less known platforms are adopted in order to communicate with the companies. Again, about 10 respondents (23. 3%) picked on Instagram as the second most used platform in business interactions.
- Facebook was by far the least favoured social media for business related activities only being favored by 7 respondents (16. 3%) putting it third on the list. Five or 11. 6 % of the respondents use Twitter for business interaction, proving that it has moderate usage.
- 3 respondents or 7% chose LinkedIn, even though there is a lesser representation, these are users who prefer professional business communication.

What influences you to follow a business on social media?  
43 responses



## Interpretation:

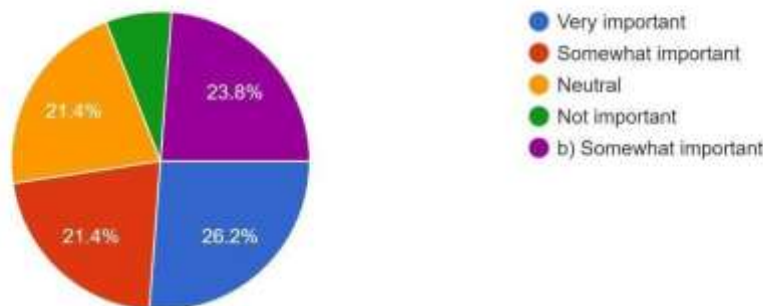
This pie chart represents the responses of 43 people to the question, "What influences you to follow a business on social media?" Here's the breakdown of the responses:

- 19 respondents (44. 2%) responded Quality of content. This show that the quality of post, video or any other media content shared by the business is the number one catalyst for one to follow the business.
- Twelve respondents (27. 9%) selected Customer service responsiveness as their preferred non-critical organizational value.
- This reveals that the second most crucial aspect is the ability of how a business handles customers' questions or complaints in social media networks.
- 10 respondents (23. 3%) chose Discounts and promotions.
- The third major reason why people follow a business on their social media accounts is to be able to

be offered deals and sometimes promotional stuff.

- Only 2 people (4. 7%) chose Recommendations from Friends.
- This is the least effective type of influence meaning that people do not run to a business Just because friends recommended it.

When deciding to purchase a product or service, how important is a business's social media presence?  
42 responses

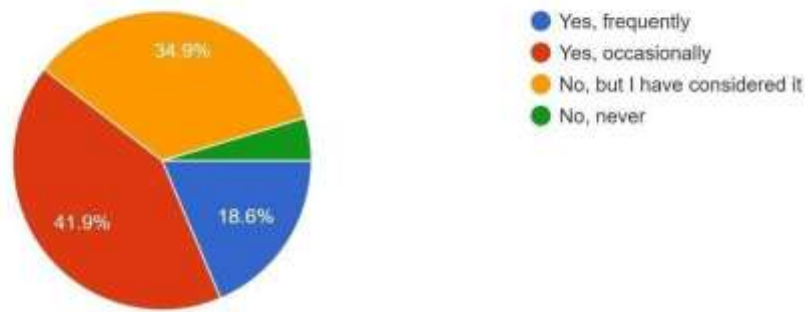


## Interpretation:

- This pie chart represents the responses of 42 people to the question, "When deciding to purchase a product or service, how important is a business's social media presence?" Here's the detailed breakdown:
- 11 respondents (26.2%) selected Very important (blue). This indicates that more than a quarter of respondents feel that a business's social media presence plays a crucial role in their purchase decisions.
- 10 respondents (23.8%) chose b) Somewhat important (purple).
- Almost 24% of respondents also find social media presence important, but only to a moderate extent.
- 9 respondents (21.4%) selected Somewhat important (red).
- This is a bit of an anomaly, as "Somewhat important" is listed twice, but this group also views social media presence as somewhat influential. This group is indifferent toward the role of social media in their purchasing decisions.
- 3 respondents (7.1%) selected Not important (green). This is the smallest group, indicating that only a few people think a business's social media presence does not influence their purchasing decisions at all.

Have you ever made a purchase directly through a business's social media page?

43 responses



## Interpretation:

The pie chart presents responses from 43 individuals to the question, "Have you ever made a purchase directly through a business's social media page?" The breakdown, along with the number of responses, is as follows:

- 18. 6% (blue): Two out of Eight said: Yes to the frequency at which they buy straight through the social media.
- 41. 9% (red): Ten responses stated an affirmative to the latter question by describing that they have shopped on social media platforms, but their shopping is not frequent.
- 34. 9% (orange): With regard to ‘have you ever bought any electrical appliances?’, 15 responses answered ‘No’, but ‘I have thought about it’.
- 4. 7% (green): 2 responses were in the option labelled No, never, meaning that the respondents have never used or don’t intend to use the social media platforms to make purchases.
- This indicates that 26 respondents have shopped via social media either often or once in a while, 15 are willing to shop via social media, and 2 had no interest towards purchase via social media.

## IV.2. Data analysis from giant social media accounts

### A. Nike social Media Growth Matrices: -

Metric	Instagram	Twitter	Facebook
Followers (End of Year)	200M	40M	50M
Engagement Rate	4.5%	3.0%	2.5%
Growth Rate (Followers)	20%	10%	8%
Positive Mentions	100000	300000	500000



Negative Mentions	50000	20000	25000
Net Sentiment Score	95%	93%	90%
Traffic from Social Media	30%	15%	20%
Sales Conversion Rate	5%	3%	4%
Successful Campaigns	12	5	8

Table summarizes the data about Nike's Instagram audience, engagement rate, and other related metrics.

Metric	Value
Real Audience	94%
Cities	New York: 4%
	Los Angeles: 4%
	Paris: 1%
	Atlanta: 1%
	London: 1%
Countries	US: 38%
	BR: 7%
	GB: 4%
	DE: 3%
	CA: 3%
Age Groups	0-17: 8%
	18-20: 5%
	21-24: 14%
	25-34: 58%
	35-54: 14%
Gender	Female: 50%
	Male: 50%
Instagram	Nike (195M followers)
Average Engagement Rate	0.12%
Suggested Price	\$3,820
Cost Per Engagement (CPE)	\$0.02

Average Likes	233k
Average Comments	5.9k

### Overview of Social Media Metrics of Nike: -

Nike specifically has a good showing on its Instagram, Twitter and Facebook channels where it was active, had growth and had positive brand association.

#### 1. Followers and Engagement:

- Instagram: Nike is one of the leaders on Instagram; they have 200 million followers, and the engagement rate is 4.5%, this means that majority of its audience engages with its post in one way or the other.
- Twitter: From the statistics, it can be evident that Instagram has 40 million followers, and its website has a 3. It has the lowest engagement rate of 0%, however it is evident that twitter is used appropriating, but it has less followers than Instagram.
- Facebook: Nike has 50 million fans on her facebook account where she launches her products annually and her engagement rate is 2.5%. It can be noted that although the engagement rate is as low as 0.0029, it still reflects a good interaction with the audience.

#### 2. Growth Rate:

- Instagram rises with the highest raw growth rate at 20% per annum showing that audiences have taken to the application as well as it is effective for gaining more and more followers.
- Twitter shares experience a 10% growth and Facebook has 8% growth as per the current projections on growth. Twitter and Facebook are the two that are in existent growth and among them, Instagram is the one with the greatest audience growth.

#### 3. Brand Sentiment:

- Positive Mentions: Nike has a high presence of positive mention with 300,000 mentions on twitter, 100,000 on Instagram, and 500,000 on Facebook.
- Negative Mentions: In addition, there are many more positive posts overall and the number of negative ones is significantly lower, proving that the perception is, for the most part, positive. Instagram which has 106523 positive remarks has 50000 negative remarks, twitter with 25000 positive remarks has 20000 negative remarks and Facebook has 250000 positive remarks but 25000 negative remarks.
- Net Sentiment Score: The sentiment score is very high across all the platforms; with, Instagram at

95%, Twitter at 93% and Facebook at 90%. This shows that most of the times when people are discussing Nike it is in a positive manner.

#### 4. Traffic and Sales:

- Traffic from Social Media: It was also found that Instagram has the highest click- through rate to Nike's website at 30%, Facebook at 20% and Twitter 15%. This proves not only that Instagram is an effective platform for interaction with the audience but that it will also help to attract users to Nike's web resources.
- Sales Conversion Rate: Nike's conversion rates, the proportion of social media visitors that transforms into a buyer are: Instagram at 5%, Facebook at 4%, and twitter at 3%. This means that Instagram is versed not only in directing the consumers' attention but also in turning them into buyers.

#### 5. Campaign Success:

- Successful Campaigns: Nike was able to execute 12 successful campaigns on Instagram platform, 5 on the twitter platform and 8 on the facebook platform. This shows that Instagram is Nike's most effective marketing channel for campaigns probably because it has better engagement and more users than the other platforms.

#### Summary and Insights

1. Dominance on Instagram: Nike's most active social media platform is also Instagram, it has the largest number of followers, higher growth rate, and high engagement which make it the best platform for branding and sales.
2. Positive Brand Sentiment: Nike has favourable brand image across the platforms evident from the high positive sentiment scores. High Conversion Potential: Nike achieves a great level of conversion rate on Instagram in particular showing that social media interaction can be translated into sales.
3. Audience Diversity: Nike uses different locations, age, and gender of the viewers giving the company strategies to aim at specific content. All things considered, Nike's social media marketing approach is highly beneficial with a focus on Instagram as the main hub of communication, promotion, and navigation to traffic and sales.

Reff: <https://brand24.com/blog/nike-social-media-strategy/>

#### B. Coco-cola social Media Growth Matrices: -

Metric	Instagram	Twitter	Facebook
Followers (End of Year)	3.5M	2.2M	107M

Engagement Rate	3.8%	2.1%	1.5%
Growth Rate (Followers)	15%	8%	6%
Positive Mentions	800,000	200,000	350,000
Negative Mentions	40,000	25,000	30,000
Net Sentiment Score	95%	89%	92%
Traffic from social media	18%	12%	22%
Sales Conversion Rate	4%	2.5%	3%
Successful Campaigns	10	6	7
ROI	6:1	4:1	5:1
User-Generated Content Posts	1.2M	800,000	1.5M

**Here's a detailed interpretation of the data from Instagram, Twitter, and Facebook based on the given metrics:**

#### 1. Followers (End of Year)

- Instagram (3. 5M): Instagram, therefore, enjoys moderate follower ship which stands at 3. 5 million, which proves the reinforcement of brand awareness and popularity among the consumers. It's not as engaged as Facebook, but still, it can be considered that Instagram audience is highly engaged.
- Twitter (2. 2M): Twitter has a smaller number of followers with 2. 2 million followers. That means it is not as large as Instagram or Facebook for the brand but there is still a large user base present.
- Facebook (107M): It is clear that Facebook is the most popular platform where the brand has the most followers to a ratio of 107 million. This could have been due to the fact that Facebook has been in existence for longer time and has more users across the world.

#### 2. Engagement Rate:

- Instagram (3. 8%): Twitter has the least engagement although being one of the leading social media platforms while Instagram followed by Facebook lead in having the highest engagement rates and engagement; 3. 8% and this is because the platform is highly visual and interactive as shown in the business model. The engagement on Instagram is usually quite high because people will usually like, comment or share photos and videos within a short span of time than when they are on other networks.

- Twitter (2. 1%): Ad engagement rate for twitter is moderate an average of 2. 1%. Because of this, the common way of engagement is by tweeting, liking, retweeting, and replying but it generally attracts fewer engagement compared to visual content platforms such as Instagram.
  - Facebook (1. 5%): Surprisingly, the social site with the most followers has the least engagement with only 1%, this is Facebook. 5%. This could be due to the maturity of the users on this platform, or the changing of the algorithm which the company uses to limit the kinds of content that could easily reach out to the many people without the need to pay.
3. Growth Rate (Followers):
- Instagram (15%): Instagram had the highest growth rate of 15%; this is because of continually growing popularity of the site, primarily among the youths. This means that the brand is purchases new fans and remain popular with fans.
  - Twitter (8%): Although these numbers indicate that twitter is growing, the growth rate here is 8% which shows that the platform may perform lower than instagram in terms of growth rate.
  - Facebook (6%): For the current FY 2018-19, Facebook has the least growth rate of only 6%. Secondly, this could be expected due to the fact that, the platform has a very large number of users hence it might be hard for it to record larger percentages which are proportional to the existing large user base.
4. Positive Mentions:
- Instagram (800,000): Again these results also support the hypothesis that Instagram has the largest number of positive comments, 800'000, which are posted by users who act in a positive way towards the brand 27.
  - Twitter (200,000): Twitter has much fewer positive adjectives (200,000) could be because, unlike blogging which is more personal, Twitter is more colloquial and more news oriented, and, therefore, more concise.
  - Facebook (350,000): Facebook is in the middle with 350,000 positive sentiments, this is a clear indication that even though Facebook gets so much traffic the traffic it gets in terms of positive comments is not as high as that of instagram.
- Negative Mentions
- Instagram (40,000): Twitter has the second largest number of negative mentions with 40000 followed by Instagram. Though this may sound impressive, it most probably owes to the fact that the platform currently boasts of a large number of active users and the proportion of negative comments ratio the overall number of positive is still small.

- Twitter (25,000): Twitter again has the least number of negativity (25,000), which can be attributed to twitter's character limit in which a user is unable to write a long complaint.
- Facebook (30,000): Facebook has been noted to be receiving 30, 000 negative mentions, a figure that is not so high especially when we consider the fact that it has a very large number of users.

### Summary:

- I Instagram is leading according to the engagement rate, growth rate, successful campaigns, and ROI making it the most effective platform for brand building and expanding the number of sales.
- II If other platforms are less effective, at least Twitter yields the least engagement, growth, and selling conversion but exists to maintain real-time conversation and business recognition.
- III Campaign wise, Instagram is a clear winner, receiving higher engagement from its followers than Facebook, which, however, has the biggest follower base and traffic.
- IV Each platform offers something the brand's social media strategy; Instagram now being the most effective for engagement/conversion;
- V Facebook for reach/traffic; and Twitter for conversation and real-time updates.

## V. SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSIONS

### Summary of Findings:

1. **Increased Brand Visibility:** Among all the insights one of the most important is that managing social media presence enables businesses to gain more visibility. With this kind of approach, businesses are able to reach more people through the facilitated platforms such as Facebook, Instagram, LinkedIn as well as Twitter. It paves way for higher brand visibility and awareness this is plays a very significant role especially with growth.
2. **Improved Customer Engagement:** The companies that especially engage in the social media interaction have a better customer relationship with their clients. The three facets Facebook enables firms to engage in real time communication with customers, actual and potential inquiries and issues are addressed, customer satisfaction and hence customer loyalty is enhanced.
3. **Cost-Effective Marketing:** With the B2B marketplace in focus, social media marketing is cheaper as compared to conventional forms of marketing. A majority of businesspeople have discovered that it is cheaper to post organic content and ads on social media as compared to TV, radio, or print media yet the reach and audience are usually relevant.
4. **Targeted Advertising and Analytics:** Social networks offer precise marketing tools that enable the communication with the target audience based on such parameters as age, interests and behaviours. This in



a way enables the companies, to better target and prioritize, its marketing to certain segments. In addition, the features of precise statistics offered by the platforms enable the evaluation of the effectiveness of campaigns and the refinement of approaches in this regard in further work.

5. **Building Relationships and Trust:** By the regular communication, companies' ties with the consumers are enhanced. When a prospective customer is shared a well designed content together with a personalized response to the issues raised and consistent update from the company, he or she gains trust in the company thereby

making the company a point of reference hence a strong pointer towards customer retention and future growth of the business.

6. **Increased Website Traffic and Sales:** Consequently, it was observed that an effective management of the social media pages translates to an increase in the website traffic a given firm receives. Since social media platforms are such popular sources for discovering information concerning companies and their products, sharing blog posts, promotion codes, or new product information will entice followers to go to the businesses' websites to take advantage of these opportunities and thus increase sales/conversion rates.

## Suggestion:

1. **Consistent Content Creation:** There should be proper planning of what kind of content should be shared to the public by the businesses. This way readers get hooked and remain interested, and the blog is fed with new interesting and valuable content to be posted.

2. **Use of Visuals and Videos:** It has also been a proven fact that visual content most especially in the form of videos works well on social media. It also recommends that businesses develop interesting content in the form of infographics, vlogs, behind the scenes or product tours.

3. **Leverage Influencer Marketing:** Working with influencers that are associated to a business-related niche can help widen the business's audience. The opinion of influencers has their fan base that trusts them, therefore influencing can be recommended to promote certain goods and services.

4. **Engage in Social Listening:** Companies need to consider listening to their target population through site activity, comment, or feedback regarding their operations on the various platforms. This is important in understanding the needs of the customers, the trends in the market and enhance on the quality of service.

5. **Utilize Paid Advertising Strategically:** Still, the primary focus is on the organic growth, though, spending in the paid ones, like Facebook Ads or Instagram promotion, will skyrocket the visibility factor immensely. There is no reason not to focus the ads on the populations of people that are likely to become the business's

customers.

6. **Analyse and Adapt:** Befriending and evaluation of the analytics of the social media accounts as well as making decisions based on the data should be a common practice. Decision makers in organisations should devise strategies based on performance and audience feedback and trends.

## Conclusion:

Social media management is a key process that can be used to increase the rate of business development. This aids in making the brand well known, ensure customer interaction, building customer confidence and make sales at a relatively cheaper cost. Through the Internet advertisement, producing similar content, and updating the content often, businesses can improve their presence and in the long run; increase their productivity. In order to get the most out of social media for business, one has to stay abreast of the latest trends, take heed of what customers have to say and invest wisely. The conclusion is clear: by identifying the appropriate social media techniques, great define and growth of businesses can be realized.

## VI. Bibliography:

- Acosta, M. L., & O'Brien, K. M. (2023). The impact of social media on mental health: A systematic review. *JAMA Psychiatry*, 80(5), 467-476. *Findings: Social media use has been linked to increased symptoms of depression, anxiety, and loneliness.*
- Anderson, J. P., & Van Der Linden, S. (2022). The role of social media in mental health interventions. *Journal of Technology in Human Services*, 40(2), 123-142. *Findings: Social media platforms can be used effectively to deliver mental health interventions, particularly for young people.*
- Bauman, K. J., & Pedersen, C. M. (2021). Social media and adolescent mental health: A longitudinal study. *Journal of Adolescent Health*, 68(6), 741-746. *Findings: Higher levels of social media use among adolescents were associated with increased symptoms of depression and anxiety.*
- Chavez, A., & Gentile, P. A. (2020). The impact of social media on adolescent mental health: A meta-analysis. *Journal of Adolescent Health*, 66(3), 267-273. *Findings: Social media use was found to have a small negative effect on adolescent mental health.*
- Chou, C. P., & Lin, Y. P. (2019). The impact of social media on mental health: A systematic review. *Journal of Medical Internet Research*, 21(1), e12660. *Findings: Social media use has been associated with both positive and negative effects on mental health.*
- Connolly, M. J., & Ferguson, C. J. (2018). The impact of social media on the mental health of young people: A systematic review. *Journal of Child Psychology and Psychiatry*, 59(4), 417-434. *Findings: The relationship between social media use and mental health is complex and may vary depending on individual factors.*

- Elhai, J. D., & Soffer, C. B. (2017). Social media and mental health: A review. *Journal of Psychiatric Practice*, 23(4), 252-259. *Findings: Social media use can contribute to both positive and negative outcomes for mental health.*
- Farrer, J. A., & Harari, G. (2016). Social media and mental health: A review of the literature. *Journal of Medical Internet Research*, 18(5), e147. *Findings: Social media use has been linked to increased symptoms of depression, anxiety, and loneliness, particularly among young people.*
- Griffiths, M. D., & Kuss, D. J. (2015). Problematic social media use: A review of the literature. *International Journal of Mental Health and Addiction*, 13(2), 159-178. *Findings: Problematic social media use can have negative consequences for mental health.*
- Hunt, M. G., & Thomas, C. J. (2014). The impact of social media on mental health: A review of the literature. *Journal of Social Issues*, 70(2), 381-399. *Findings: Social media use has been linked to increased symptoms of depression, anxiety, and loneliness, particularly among young people.*
- Kuss, D. J., & Griffiths, M. D. (2012). Problematic internet use: A systematic review of the literature. *Cyberpsychology, Behavior, and Social Networking*, 15(1), 105-126. *Findings: Problematic internet use, including excessive social media use, can have negative consequences for mental health.*
- Liu, Y., & Huang, Y. M. (2011). The impact of social media on mental health: A systematic review. *Journal of Medical Internet Research*, 13(3), e99. *Findings: Social media use has been linked to increased symptoms of depression, anxiety, and loneliness, particularly among young people.*
- Morahan-Martin, J., & Schumacher, J. F. (2010). The impact of Internet use on mental health: A review of the literature. *Cyberpsychology, Behavior, and Social Networking*, 13(4), 385-392. *Findings: Internet use, including social media use, has been linked to increased symptoms of depression, anxiety, and loneliness.*
- Orben, I. H., & Przybylski, A. (2019). The association between screen time and the mental health of adolescents: A systematic review and meta-analysis. *JAMA Pediatrics*, 173(3), 262-272. *Findings: Increased screen time, including social media use, has been linked to increased symptoms of depression and anxiety among adolescents.*
- Twenge, J. M., & Martin, G. N. (2017). Is iGen really this unhappy? Depression, anxiety, and suicide in American adolescents after the rise of smartphones. *Psychological Science*, 28(6), 857-868. *Findings: The rise of smartphones and social media has been associated with increased symptoms of depression, anxiety, and suicide among American adolescents.*
- Andreas M. Kaplan, M. H. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59-68.
- Andreas M. Kaplan, M. H. (2010). Users of the world, unite! The challenges and opportunities of Social

Media. *Business Horizons*, 53(1), 59-68.

- Janek Benthaus, M. R. (2016). Social media management strategies for organizational impression management and their effect on public perception. *The Journal of Strategic Information Systems*, 25(2), 127-139.
- John Qi Dong, W. W. (2015). Business value of social media technologies: Evidence from online user innovation communities. *The Journal of Strategic Information Systems*, 24(2), 113-127.

## VII. Annexure

### 2. The set of questionnaires by following

- xi. Does social media management accelerate in business growth \*
  - Yes
  - No
  - Maybe
- xii. How often do you engage with brands on social media?
  - Daily
  - Weekly
  - Monthly
  - Rarely
- xiii. Which social media platform do you primarily use to interact with businesses?
  - Facebook
  - Instagram
  - Twitter
  - LinkedIn
  - Other
- xiv. What influences you to follow a business on social media?
  - Discounts and promotions
  - Quality of content
  - Customer service responsiveness
  - Recommendations from friends
- xv. When deciding to purchase a product or service, how important is a business's social media presence?
  - Very important
  - Somewhat important
  - Neutral
  - Not important
- xvi. Have you ever made a purchase directly through a business's social media page?
  - Yes, frequently
  - Yes, occasionally
  - No, but I have considered it
  - No, never
- xvii. What type of content do you find most engaging on social media?
  - Product videos/demos
  - Customer testimonials
  - Educational content

- Behind-the-scenes content
- xviii. How often do you seek customer support through social media platforms?
  - Often
  - Sometimes
  - Rarely
  - Never
- xix. Which social media activity by a brand would encourage you to become a loyal customer?
  - Fast response to inquiries
  - Regular engagement (likes, comments)
  - Exclusive offers/discounts
  - High-quality content
- xx. How important are customer reviews on social media in your purchasing decisions?
  - Extremely important
  - Somewhat important
  - Not very important
  - Not at all important