

# Project Report

## "Social Media as a Tool of Marketing & Creating Brand Awareness"

Submitted to

**G.S. College of Commerce & Economics**

**Nagpur**

In partial fulfilment for the award of the degree of

**Bachelor of Business Administration**

Submitted by

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Under the Guidance of

**Dr. PRAGATI PANDEY**

**G.S. College Of Commerce & Economics, Nagpur**

Academic Year 2021 – 22



**G.S. College Of Commerce & Economics , Nagpur**



**Academic Year 2021 – 22**

**CERTIFICATE**

This is to certify that “**Pratiksha Chandrakant kale**” has submitted the project report titled “**Social Media as a tool of marketing & creating Brand awareness**”, towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

**DR. PRAGATI PANDEY**

**(Project Guide)**

**DR. SONALI GADEKAR**

**(Co-ordinator)**

**Place: NAGPUR**

**Date:**

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**G.S. College Of Commerce & Economics, Nagpur**



**Academic Year 2021 – 22**

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**DECLARATION**

I here-by declare that the project with title“**Social Media as a tool of marketing & creating Brand awareness**” has been completed by me in partial fulfilment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

**PRATI KSHA CHANDRAKANT KALE**

**Place: NAGPUR**

**Date:**



**G.S. College Of Commerce & Economics , Nagpur**

**Academic Year 2021 – 22**

**ACKNOWLEDGEMENT**

**With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. N. Y. KHANDAIT, Principal, G.S. College of Commerce & Economics, Nagpur.**

**I am extremely thankful to my Project Guide Prof. DR. PRAGATI PANDEY for his/her guideline throughout the project. I tender my sincere regards to Co-ordinator, DR. SONALI GADEKAR for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.**

**I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.**

**I would like to thank all those who helped me in making this project complete and successful.**

**PRATI KSHA CHANDRAKANT KALE**

**Place: NAGPUR**

**Date:**

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# **CHAPTER 1**

## **INTRODUCTION**

## 1. INTRODUCTION

This chapter introduces the subject of the study which is the social media and also outlines the motivation of the study including aims and objective of the study. This is also followed by definition of research problems and limitation of the research.

Social media is a phenomenon that has drawn a lot of attention both to companies and individuals interacting on the networking landscape. However, when it comes to giving a clear definition of what social media really is, the understanding of the term is very minimal.

Social media is an online media, where the users can easily participate, share, and create any content such as banner, posters, videos and advertisement. Many companies use these social media as a tool to promote their products and make customers aware with their brand. On the other hand, not all companies succeed to market their products and make their products are at their customers' awareness. The purpose of this research is to find the correlation between social media communication marketing with companys brand awareness in social media. The research method for this research is quantitative research. This method collects data with explanative research type which explains the relationship between two variables. The result of this research is to show that marketing communication in a company has an impact to company's brand awareness. In addition, this research wants to show that marketing via social media can give impact to company's revenue. The summary of this research is to get significant information about the effect of social media toward companys brand awareness through quantitative and explanative research method due to the rising of social media.

Social media gives a significant influence on a company's product brand awareness in the community. It is based on the results of the analysis using corellation bivariante where social media significantly affect any independent variables (Brand awareness of the products of a company in the public) with values. Social media gives a significant influence on the enhancement of the product attraction to the product marketing that circulates on social media. The social media can attract more customers since social media users are interested in the advertisement displayed.

The influence of social media has the enhancement of New Products Awareness. For companies that want to release a new product, they should market their products through social media, because it gives a significant influence on the public awareness of a product. It

means it has a significant relationship between social media and brand awareness of companies product Future studies could consider other variables associated with brand awareness of a product on social media, such as Increasing Company Product in Capital Markets or Increasing Corporate Weekly Sales.

Business competition through social media is getting tougher. It can be seen from the rising number of social media user. This development can be seen from the rise of social media user in a relatively short period of time. In 2002, the first social media named Friendster was created by British programmer named Jonathan Abrams. He managed to popularize this social media to Asia. But unfortunately, Friendster could not last long. In 2004, a social media named Facebook was created by Mark Zuckerberg and he managed to influence the world with an effect called The Facebook Effect, which has succeeded to make Friendster abandoned. After that, two years later, a new social media came up with the name of Twitter. Twitter was created by Jack Dorsey, a programmer from the United States. Twitter even rose up and replaced Facebook as the highest levels of the company's revenue in 2008. Not long after, in 2010, a social media emerged and became popular in 2013, it is Instagram that was created by Kevin Systrom, a programmer from Massachusetts. Instagram attracts the attention of many people including business people, even top artists such as Justin Bieber and Katy Perry's use Instagram to promote their new song. Then, a new social media Path recently emerged in 2011, which its shares are owned by Bakrie. Path is a new social media that was created by Dave Morin a programmer from San Francisco. Now Path is still in developmental stages. With the rapid development of social media, many companies see this as their chance to show their products to the public. So the company should have a superior marketing strategy to attract the attention of social media users, especially for corporate marketing communication division. The result of previous research shows that the role of marketing communications of a company in social media affects the awareness of social media users on a brand of a company. The result shows the adoption of an integrated marketing communications can build a corporate brand in the minds of consumers or customers. The process begins to build awareness of the company's products to customers and then it will give impact to customers' satisfaction and establish customers' loyalty to the company.

Although social media has been widely used by many companies as a facility to show their products to the users of social media, there are still many companies that do not succeed in



marketing their products in social media. The result shows that it is due to the information that is managed by companies is less attractive so that people do not respond. In this study, the role of social media as a new trend in marketing will be explored more deeply to raise customer awareness of a brand of a company. This research is expected to produce a maximum contribution, assuming the time of the income generated by the impact of social media on the brand awareness of the company's products is two months, from the date of May 27, 2014 until July 31, 2014. Based on the above background, the problem is then formulated to provide guidance and direction of this research. Do social media give a significant impact on the community's brand awareness of company's products? Is there any significant relationship between social media marketing communication of a company with brand awareness of a product in the community? The purpose of this study is to determine the effect of social media on the brand awareness of the company's products. Results of this study will provide recommendations for the management of the company or organization to increase its marketing strategy, especially on social media.

## **SUPPORTING THEORIES**

### **A. Social Media**

Social media is a collection of applications based on the basis of web 2.0 and it allows the user to fill its content. Social media will stop if there is not any user filling content. The characteristic of social media is the message that is conveyed not only for one person but also for many people. The message tends to be faster than the other media since the interaction with many users makes this media lively. Social media can be in the form of forums, micro blogging, social networking, social bookmarking, and wiki.

### **B. Marketing Communications**

Marketing communications is a means for a company to inform, persuade and remind consumers directly or indirectly about their products and brands. Marketing communications presents a "voice" of a company and its brand and a means of a company to create a dialogue and build relationships with consumers. Marketing communications is able to describe the manufacturer of the product and what the objectives of a company and a brand. Marketing communications enables a company to connect a brand with people, places, experiences, feelings, and other things. They contribute to the brand awareness of company's products by placing the brand in

people's memories. They create a brand image as well as encourage the sale and even affect shareholder value.

### **C. Advertising**

Advertising is all paid form of non personal presentation and promotion of ideas, goods, or services through a clear sponsorship.

### **D. Brand Awareness**

Brand awareness is the ability of a potential buyer to recognize and recall a brand as part of a particular product category. Brand awareness requires continuum ranging from feeling of uncertainty that a particular brand has been known before, so the consumer believes that the product is the only brand in a particular group. Brand awareness is divided into four stages, namely brand unaware, brand recognition, brand recall and top of mind. The lowest level of brand awareness is the brand recognition or it is also called as levels of aided recall. The next level is brand recall or unaided brand recall since the consumers do not need to be helped to remember the brand. The measurement of unaided brand recognition is more difficult than aided brand recognition. The aid in aided brand recognition can be a poster, video, advertisements, banners, or social media. The next level is a brand that is introduced for the first time in unaided brand recognition and it is called top of mind (conscious top of mind). Top of mind is the highest brand awareness that is on the top of other different brands that exist in the minds of consumers.

### **E. Online Media**

Online media, also called Digital Media, is a media that is presented online on the internet. Online media is divided into two definitions. Definition of online media in general is any kind or media format that can only be accessed via internet containing text, images, video, and sound. Online media can also be interpreted as a means of online communication. Therefore, e-mail, mailing lists, websites, blogs, whats'app and social media is in the category of online media. Definition of Online Media in particular is an online media in the context of mass communication. Media short of mass communication media in the scientific field of mass communication have certain characteristics, such as publicity and periodicity. Online media in particular is a medium that presents the work of journalism (news, articles, feature)

**CHAPTER 2**  
**COMPANY PROFILE**

## 2. COMPANY PROFILE

### Social Media Marketing for Businesses

Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. People discover, learn about, follow, and shop from brands on social media, so if you're not on platforms like Facebook, Instagram, and LinkedIn, you're missing out! Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales.

SOCIAL MEDIA MARKETING PLATFORMS			
PEOPLE	CONTENT	STRATEGIES	CONS
 <ul style="list-style-type: none"> <li>• 25-34</li> <li>• Boomers</li> </ul>	<ul style="list-style-type: none"> <li>• Photos &amp; links</li> <li>• Information</li> <li>• Live video</li> </ul>	<ul style="list-style-type: none"> <li>• Local mkting</li> <li>• Advertising</li> <li>• Relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Weak organic reach</li> </ul>
 <ul style="list-style-type: none"> <li>• 18-25</li> <li>• 26-35</li> </ul>	<ul style="list-style-type: none"> <li>• How-tos</li> <li>• Webinars</li> <li>• Explainers</li> </ul>	<ul style="list-style-type: none"> <li>• Organic</li> <li>• SEO</li> <li>• Advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Video is resource-heavy</li> </ul>
 <ul style="list-style-type: none"> <li>• 18-24, 25-34</li> <li>• Millennials</li> </ul>	<ul style="list-style-type: none"> <li>• Inspiration &amp; adventure</li> <li>• Questions/polls</li> </ul>	<ul style="list-style-type: none"> <li>• Ecommerce</li> <li>• Organic</li> <li>• Influencer</li> </ul>	<ul style="list-style-type: none"> <li>• High ad costs</li> </ul>
 <ul style="list-style-type: none"> <li>• 25-34, 35-49</li> <li>• Educated/wealthy</li> </ul>	<ul style="list-style-type: none"> <li>• News</li> <li>• Discussion</li> <li>• Humor</li> </ul>	<ul style="list-style-type: none"> <li>• Customer service</li> <li>• Ads for males</li> </ul>	<ul style="list-style-type: none"> <li>• Small ad audience</li> </ul>
 <ul style="list-style-type: none"> <li>• 46-55</li> <li>• Professionals</li> </ul>	<ul style="list-style-type: none"> <li>• Long-form content</li> <li>• Core values</li> </ul>	<ul style="list-style-type: none"> <li>• B2B</li> <li>• Organic</li> <li>• International</li> </ul>	<ul style="list-style-type: none"> <li>• Ad reporting &amp; custom audience</li> </ul>
 <ul style="list-style-type: none"> <li>• 10-19</li> <li>• Female (60%)</li> </ul>	<ul style="list-style-type: none"> <li>• Entertainment</li> <li>• Humor</li> <li>• Challenges</li> </ul>	<ul style="list-style-type: none"> <li>• Influencer marketing</li> <li>• Series content</li> </ul>	<ul style="list-style-type: none"> <li>• Relationship building</li> </ul>
 <ul style="list-style-type: none"> <li>• 13-17, 25-34</li> <li>• Teens</li> </ul>	<ul style="list-style-type: none"> <li>• Silly</li> <li>• Feel-good</li> <li>• Trends</li> </ul>	<ul style="list-style-type: none"> <li>• Video ads</li> <li>• Location-based mkting</li> <li>• App mkting</li> </ul>	<ul style="list-style-type: none"> <li>• Relationship building</li> </ul>



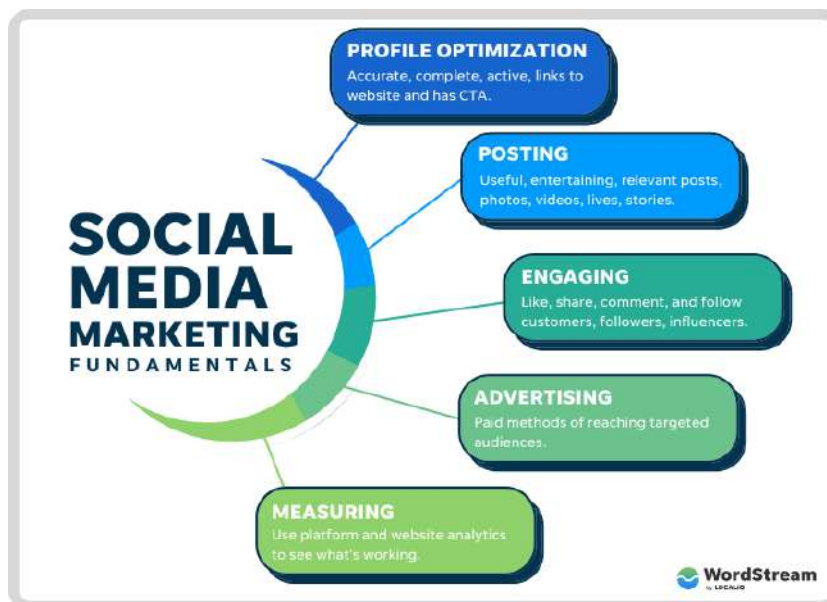
### Social Media Marketing

Social media marketing is a form of digital marketing that leverages the power of popular social media networks to achieve your marketing and branding goals. But it's not just about

creating business accounts and posting when you feel like it. Social media marketing requires an evolving strategy with measurable goals and includes:

- Maintaining and optimizing your profiles.
- Posting pictures, videos, stories, and live videos that represent your brand and attract a relevant audience.
- Responding to comments, shares, and likes and monitoring your reputation.
- Following and engaging with followers, customers, and influencers to build a community around your brand.

Social media marketing also includes paid social media advertising, where you can pay to have your business appear in front of large volumes of highly targeted users.



## Benefits Of Social Media Marketing

With such widespread usage and versatility, social media is one of the most effective free channels for marketing your business today. Here are some of the specific benefits of social media marketing:

- **Humanize your business:** Social media enables you to turn your business into an active participant in your market. Your profile, posts, and interactions with users form an approachable persona that your audience can familiarize and connect with, and come to trust.

- **Drive traffic:** Between the link in your profile, blog post links in your posts, and your ads, social media is a top channel for increasing traffic to your website where you can convert visitors into customers.
- **Generate leads and customers:** You can also generate leads and conversions directly on these platforms, through features like Instagram/Facebook shops, direct messaging, call to action buttons on profiles, and appointment booking capabilities.
- **Increase brand awareness:** The visual nature of social media platforms allows you to build your visual identity across vast audiences and improve brand awareness. And better brand awareness means better results with all your other campaigns.
- **Build relationships:** These platforms open up both direct and indirect lines of communication with your followers through which you can network, gather feedback, hold discussions, and connect directly with individuals.

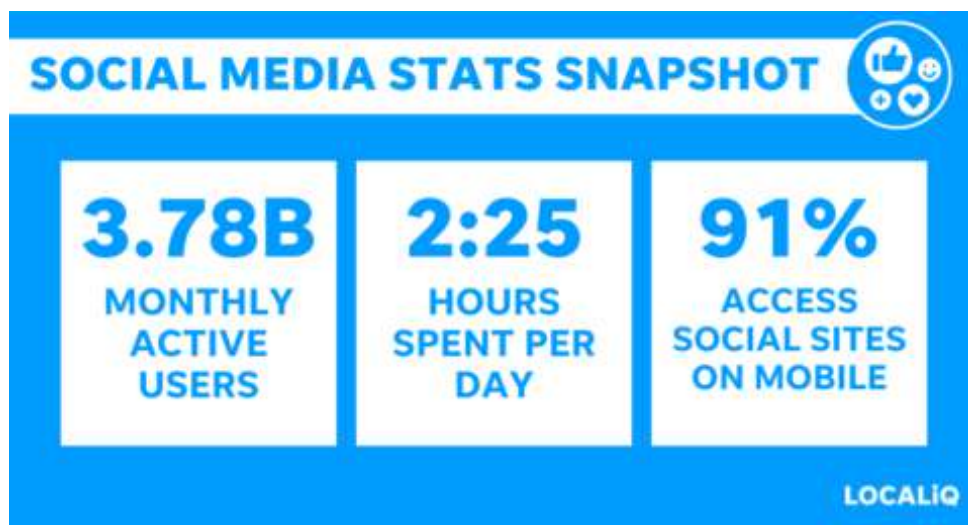


The bigger and more engaged your audience is on social media networks, the easier it will be for you to achieve your marketing goals.

### Social Media Marketing Statistics

With regard to the benefits above, don't just take our word for it. Let's take a look at some social media marketing statistics that prove its power:

- The average US adult spends 2.25 hours on social media every day.
- Over 70% of people who have a positive experience with a business on social media will recommend that business to their networks.
- Facebook users click on 12 Facebook ads on average every month.
- 81% of people use Instagram to research products and services.
- Nearly 80% of Twitter users feel more positive about a business when they get a response to their tweet.
- 4 out of 5 people on LinkedIn drive business decisions.
- 46% of TikTok users engage in the app without any other distractions.

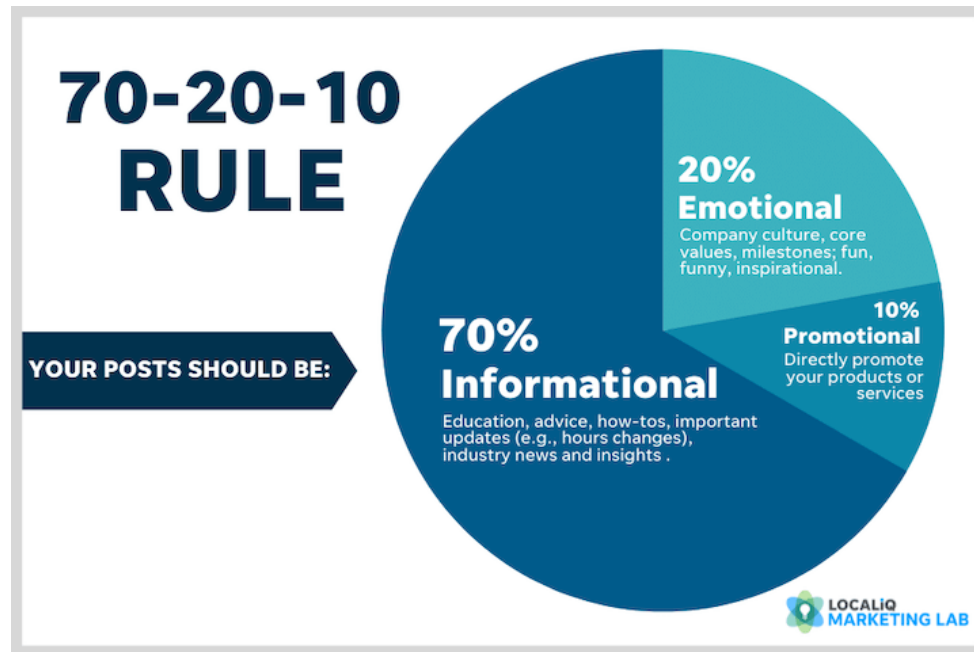


The essentials of a successful social media marketing strategy

A successful social media marketing strategy will look different for every business, but here are the things they will all have in common:

- **Knowledge of your audience:** What platforms they use, when they go on them and why, what content they like, who else they're following, and more.
- **Brand identity:** What is the message you want to convey to your audience? How do you want them to feel when viewing your content?
- **Content strategy:** While there is a level of spontaneity on social, you'll need a structured content strategy to be able to have a consistent voice and produce quality content regularly.
- **Analytics:** Quantifiable insights will inform your strategy, including who you're reaching, the right content to share, the best times to post, and more.

- **Regular activity:** Social media is a real-time platform. If you want to use it to grow your business, you need to post regularly, stay on top of engagements with your business, engage back, keep up with trends, and maintain accurate profiles.
- **Inbound approach:** Don't use social media to pitch your business. Focus on adding value through useful and interesting content and building up those around you. This, in turn, will organically promote your business and others will promote it for you.



### Creating Your Social Media Marketing Plan

Now that you know the essentials of a social media marketing strategy, it's time to put it into action. Your social media marketing plan is the roadmap to carrying out your strategy. It puts structure around your efforts so you can measure your success and make sure you're spending your resources wisely. Here's how to create your social media marketing plan:

1. **Choose your platforms:** Choose based on your target audience, platforms popular for your industry, as well as your bandwidth. Only take on the number of platforms you can actively keep up with. You can always start with one and then add on more slowly as you get the hang of them.
2. **Set goals and objectives:** These should be simple and task-like to start, like post once a day for a month, get your profiles set up, or do a competitive analysis. Once you get into a rhythm



and gather insights, you'll be able to set more specific and strategic goals like increase your following by X% or publish X [content types you've found your audience likes] per month.

3. **Report and adjust regularly:** Use each platform's analytics to identify which posts generate the most engagement, whether you're getting more followers, and to see your audience demographics. Harness and scale up what works and nix what doesn't.

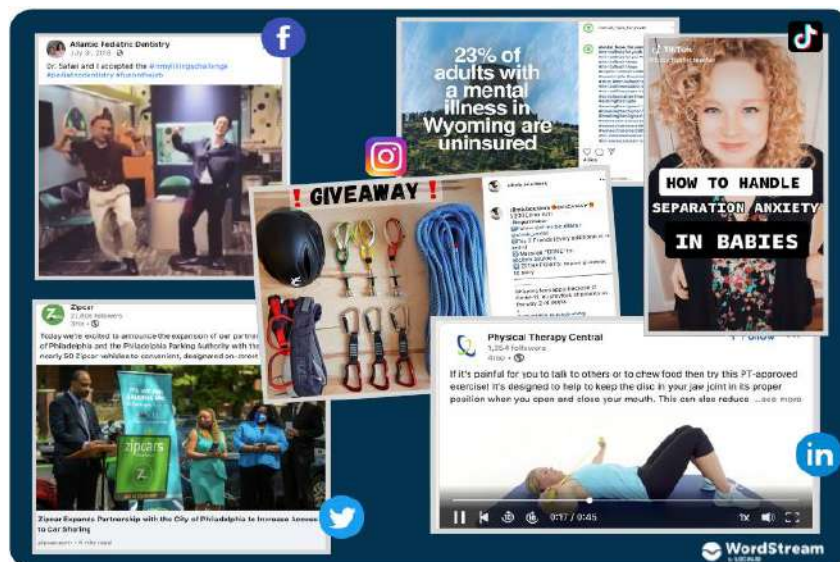
## Social Media Marketing Tips

Create diverse content

Consistent with other areas of online marketing, content reigns supreme when it comes to social media marketing. Make sure you post regularly and offer truly valuable information that your ideal customers will find helpful and interesting. This includes:

- How-tos, quick tips
- Local and industry news
- Data and insights
- Polls, questions, contests
- Updates and announcements

It also means making use of the variety of formats social media offers, including images, videos, stories, live streams, online stores, and more.



**For help with creating awesome social media content:**

- Check out our guides on Instagram Live, Facebook Live, and YouTube Live.
- Try out these 6 Epic Instagram Story Hacks You'll Wish You Knew Sooner.

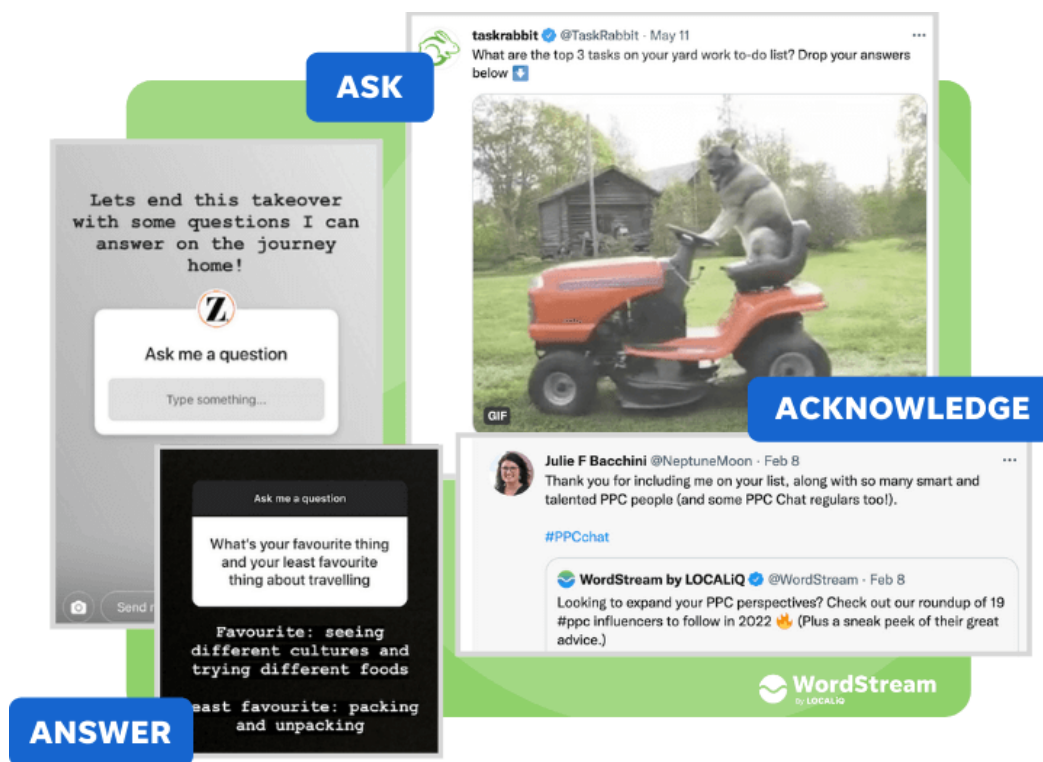
- Use templates! Like these Holiday & Christmas Social Media Post Templates.

### Stay consistent

Using social media for marketing enables your business to project your brand image across a variety of different social media platforms. While each platform has its own unique environment and voice, your business’s core identity, whether it’s friendly, fun, or trustworthy, should stay consistent.

### Don’t just post—participate

In other words, don’t just log in once a month to schedule out all your posts. Social media channels are communities. You need to pay attention to who’s engaging with your content and engage back—respond to comments, like, share and comment on their posts, run live streams, post polls and real-time questions to spark discussions, and repost others’ content.



### Use content creation tools

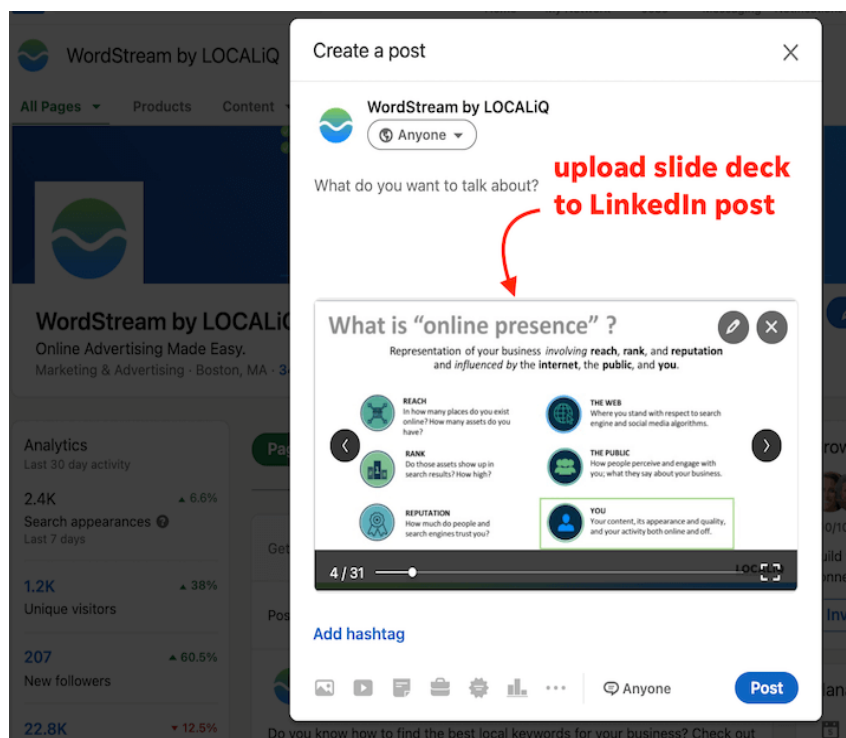
Don’t let anyone tell you that Instagram is the most visual social media platform. They all are! If you want to stand out in a person’s feed, you need to accompany your posts with

attractive visuals—photos, illustrations, text turned into art. Content creation tools like Canva have templates and features that allow you to quickly create visuals that look professional, have your logo on them, and are consistent with your brand.

## Repurpose, repost, recycle

Social media is a crowded place, so if you want to gain traction with your audience, you need to post great content regularly. The secret to doing this? The three Rs:

- **Repurpose:** Create a Facebook post from a customer review, splice up a blog post into a series of Tweets, distill a case study down into a customer spotlight on Instagram; turn a webinar deck into a carousel post on LinkedIn. The possibilities are endless.
- **Repost:** To be done in moderation, but a great way to fill gaps in your content calendar. Repost on Instagram and retweet user-generated and influencer content. You can also curate content from authoritative sources and share those links in your posts.
- **Recycle:** Post your TikTok videos and Instagram Reels to YouTube; re-share your top-performing blog posts every month to get in front of new followers; add your Facebook Live recordings to your YouTube channel.



## **Curate your own feed**

We're always looking for ways to show up in others' feeds, but we forget that there is value to be derived from our own. Follow your competitors so you can keep tabs on them, get ideas you can adapt to your own strategy, and identify gaps you can fill. Follow influencers to stay on top of trends and educate yourself. Follow brands that share your values or that have great content strategies for inspiration and outside the box ideas.

## **Measure success with analytics**

You can't determine the success of your social media marketing strategies without tracking data. Google Analytics can be used as a great social media marketing tool that will help you measure your most triumphant social media marketing techniques, as well as determine which strategies are better off abandoned. Attach tracking tags to your social media marketing campaigns so that you can properly monitor them. And be sure to use the analytics within each social platform for even more insight into which of your social content is performing best with your audience.


## **Advertise**

Among the many reasons to advertise on social media is that it is a highly cost-effective way to expand your reach. If you play your cards right, you can get your content and offers in front of a huge audience at a very low cost. Most social media platforms offer incredibly granular targeting capabilities, allowing you to focus your budget on exactly the types of people that are most likely to be interested in your business. Below are some tips and resources for getting started with paid social media marketing:

- Facebook ads
- Pinterest ads
- Instagram ads

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## The best social media marketing platforms for business

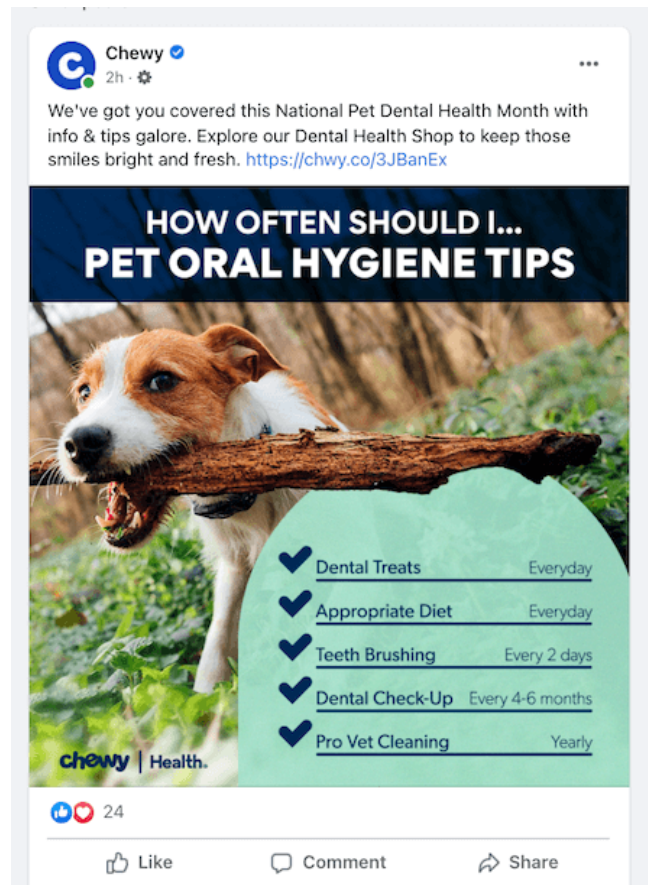
The best social media marketing platforms for business include Facebook, YouTube, Instagram, LinkedIn, Twitter, TikTok, and Snapchat. Different social media marketing sites require different approaches, so here's a brief overview on each one—its user base, main vibes, pros, cons, and content types.

### Facebook

Facebook is the largest social media platform globally as well as one of the biggest local business directories. People of a diverse range of age groups use it to communicate with friends and family, participate in groups and forums, find and visit businesses near them, and follow brands. Facebook is a great social media marketing platform to:

- Build relationships with current customers
- Announce hours changes, events, and milestones

- Hold discussions and live streams
- Market to baby boomers

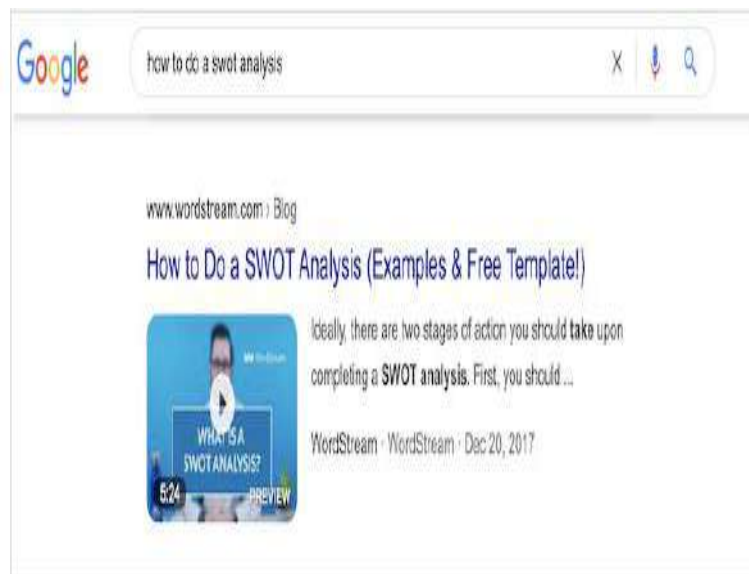


Organic reach on Facebook is limited, so if you're looking to generate leads or find new audiences, Facebook advertising is your best bet.

## YouTube

You may not think of YouTube as a social media marketing channel, but it fits the bill: you can post videos to your channel; share, comment on, and like other videos, and follow other accounts you like. Plus, you have a curated feed in your homepage with recommended videos. The key to social media marketing on YouTube is not to try to "go viral," but to add value. It's best for:

- Tutorials, how-tos, and explainer videos
- Shoppable YouTube live streams
- Advertising (video ads and display ads on the platform)
- SEO (video is dominating the "how to" SERP!)

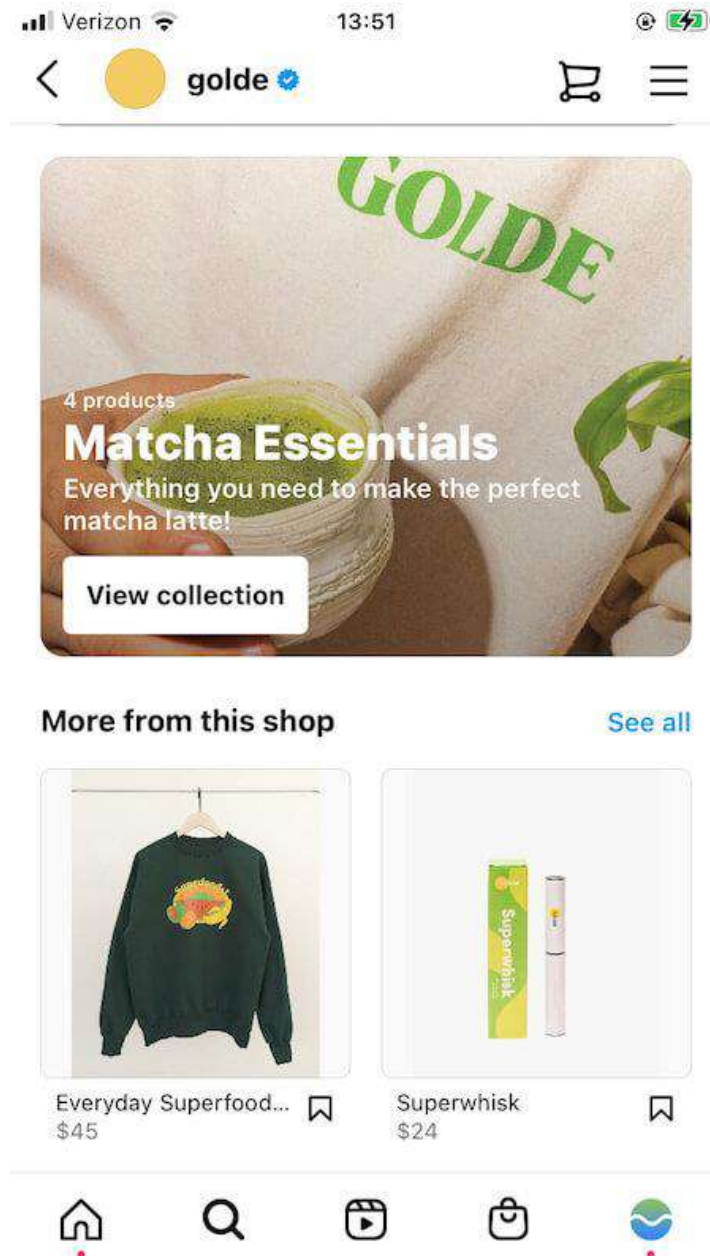


## Instagram

Though it came onto the scene years after LinkedIn and Twitter, Instagram quickly surpassed those platforms and reached one billion monthly active users in 2018. It's popular for its diverse content formats, including Feed posts, Stories, Lives, Reels, and IGTV. People use Instagram to follow influencers and brands they buy from and who support their personal values. Create your Instagram bio and then use it for:

- Social shopping
- Influencer marketing
- User-generated content
- Company culture

The cost of Instagram ads is generally higher than on Facebook, but the good news is that organic reach is also higher.



## LinkedIn

LinkedIn may be a professional network, but it's also an inspiring community that celebrates leadership, learning, and core values. So in addition to using it to network, find prospects, and share industry insights, it's also a great place to express your company culture and build your personal brand in parallel with your business brand. There are tons of LinkedIn company page features to take advantage of, so take care when building your page. LinkedIn is a great platform to:

- Attract top talent



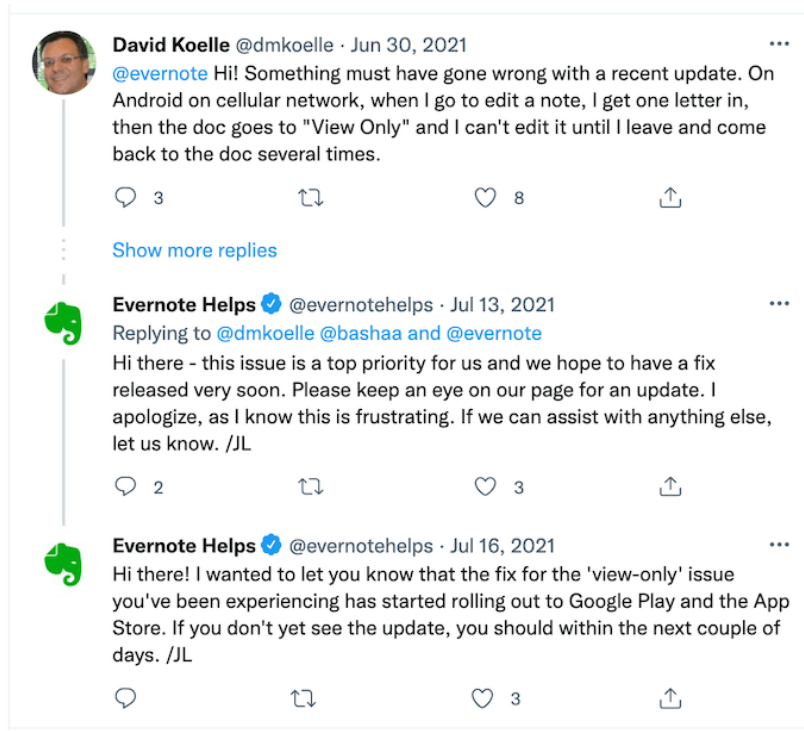
- Network with partners, peers, and customers
- Share company milestones and culture
- Post industry news and insights

Website	<a href="https://venturefizz.com">https://venturefizz.com</a>
Industry	Internet
Company size	2-10 employees 5 on LinkedIn
Headquarters	West Chester, PA
Type	Privately Held
Founded	2009
Specialties	Internet, jobs, Startups, careers, Boston, Boston Startup Jobs, Tech News, NYC Startup Jobs, Tech Jobs in NYC, Tech Jobs in Boston, startup jobs, jobs in tech, sales jobs, product management jobs, marketing jobs, software engineering jobs, customer sales jobs, talent acquisition & HR jobs, culture, DE&I, and Remote Jobs

## Twitter

Twitter is a beautifully tangled network of quick thoughts, useful tidbits, and energized discussions. You should be regularly active on every social media platform, but it's especially important here. Many people use Twitter to get news, follow brands, and get customer service. Be sure to retweet when a customer has something nice to say about you, and don't forget to answer people's questions when possible. For effective social media marketing on Twitter, you may want to:

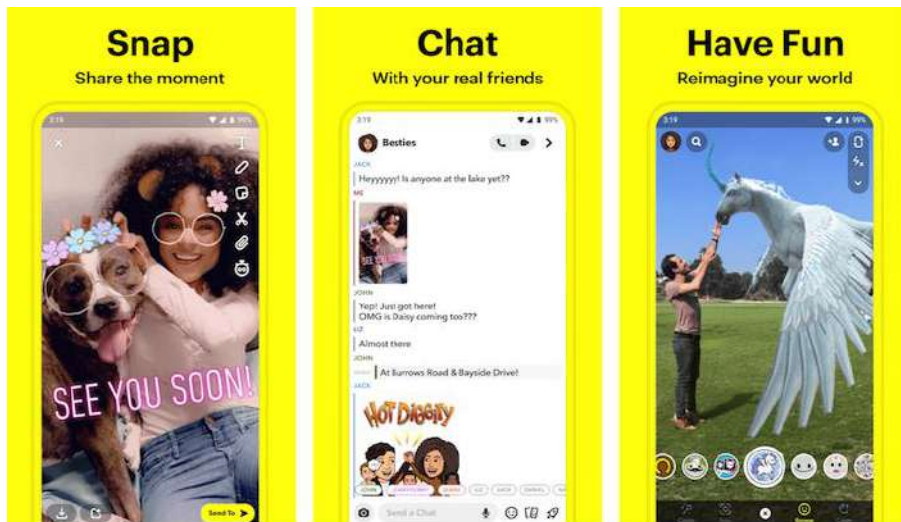
- Follow influencers to keep up with news and trends.
- Share a story through a series of Tweets in one thread.
- Make yourself available for customer service and FAQs.



## Snapchat

Snapchat isn't just for teens. Its largest age group (75%) ranges from 13-34 and with Snap Maps, geofilters, and its partnership with Gannett, it's more locally-focused than you might think. While you can't build relationships on the platform, you can build an audience through fun images and short videos. Use Snapchat for:

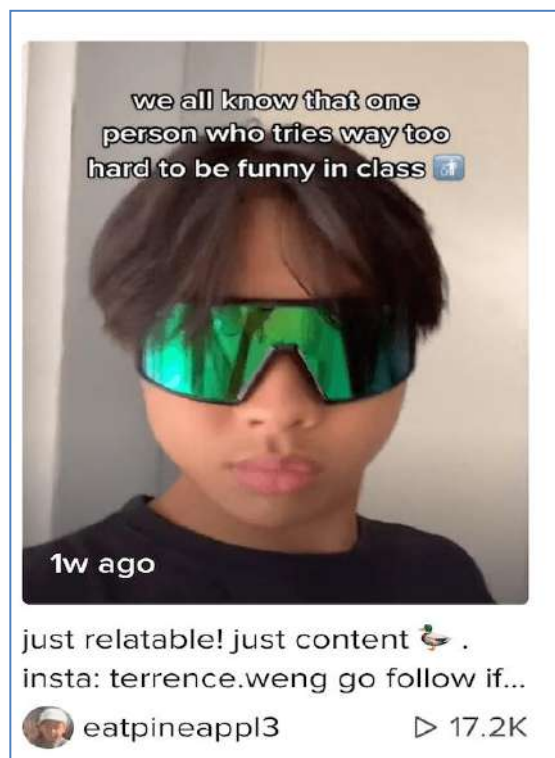
- Location-based marketing
- App marketing
- Feel-good content



## TikTok

TikTok is the fastest growing social media platform of all time, taking only five years to reach one billion monthly active users. While it's known for dancing, there are countless popular categories on the platform that continue to grow. Businesses are finding ways to use it as a marketing channel, but just remember, the primary reason people use TikTok is for entertainment, so make sure your videos align with that. Use TikTok to:

- Participate in trending challenges
- Post funny and inspiring videos
- Be relatable



## SOCIAL MEDIA MARKETING COURSES

You can find our round-up of the best social media marketing courses here, but these, of course, are our favorites. Use them to increase your social media presence through organic and paid methods.

## LOCALiQ SOCIAL MEDIA MARKETING LAB

LOCALiQ's Social Media Marketing Lab contains a wealth of information and ideas fit for any business, whether small or large, local or national, starting from scratch or looking to improve. The free course provides:

- A comparison of each platform's demographics, stats, and general atmosphere.
- What and how often to post on each platform.
- Profile requirements and optimization tips.
- Over 131 post ideas and examples.

### 3. Company culture post ideas

These posts are not so much self-serving as company-centric, but are geared toward brand building and personal connection with your audience.

- **Company history:** Founding stories, blasts from the past, fun facts.
- **Behind the scenes:** Share experiences from office or company-only events, day-to-day work, office pets, and more.
- **Employee spotlights:** Feature new hires, employee Q&As, award-winners, and anniversaries.
- **Personal takes/experiences:** Share thoughts related to news, industry topics, or your values.

Company culture social media posts

LOCALiQ MARKETING LAB

## **Social Ads 101 [PPC University]**

WordStream's PPC University is your go-to if you're looking to take advantage of paid social media marketing. Typical tutorials and platform help articles will get you started, but what about the more strategic aspects? PPC U courses are written by experts and influencers, with the goal of delivering tips, perspectives, and information you won't find anywhere else.

### **Social Ads 101 includes:**

- The benefits, metrics, and best practices of social media advertising.
- Crash courses on Facebook, Instagram, LinkedIn, YouTube, Snapchat, and TikTok ads.
- The tips and tricks of social selling on Facebook and Instagram.

## **Facebook Ads 101 [PPC University]**

Also a part of PPC U, this Facebook Ads 101 course takes a deeper dive into intermediate and advanced subtopics, including:

- Daily vs lifetime budgeting plus account optimization strategies.
- Facebook ad types, audience targeting options, and scheduling.
- Tips and resources to produce great Facebook ad copy and creative.
- How to use a full-funnel strategy to take down your competitors.

## **Social media marketing services**

As free and easy as each platform may be, a solid social media marketing strategy requires multiple platforms and often a mix of organic and paid methods. This can be resource-heavy, and while it's a good problem to have, the more you grow your audience using social media, the harder it will be to keep up. Social media marketing services come in all kinds of shapes and sizes to help businesses get the most out of social media. For example:

- **Social media management software:** Social media management platforms like HootSuite and Sprout Social use proprietary technology to help more experienced social media marketers streamline their processes and get advanced analytics.

- **Social media marketing agencies:** Some agencies specialize in social media marketing only, like Akvertise or even just paid social advertising only.
- **Digital marketing agencies:** Just as one platform doesn't do it for social media marketing, one channel doesn't do it for overall marketing. Digital marketing agencies can help you to incorporate social media marketing into your broader strategy that includes email, website, SEO, and more.
- **Hybrid services:** Some offer a mix of the above. For example, LOCALiQ's social advertising offerings use proprietary technology to manage your strategy and allow you to focus on social alone or as part of a broader plan.

Start prioritizing your social media marketing strategy

Using social media in marketing does more than improve site traffic and increase your reach. It turns your business into a personality that your audience can communicate and connect with on a deeper level.

Regardless of which platforms you use or how you use them, the most important thing to remember is that social media is not a platform to pitch your business. It's a community for you to express your personality, demonstrate your values, share useful information, and build up those around you. With people naturally following you and promoting your content, there will be no need for pitching. And with this approach, you'll achieve not just your business goals but all of the other intangibles that translate to gratification and fulfillment.

**CHAPTER 3**  
**LITERATURE REVIEW**

## LITERATURE REVIEW

It is vital for retailers and marketers to be aware of the factors that affect consumer attitudes and motives because consumers are increasingly creating content about brands, something previously controlled solely by companies (Heinonen 2011).

Chu (2011) examined the link between Facebook brand related group participation, advertising responses, and the psychological factors of self-disclosure and attitudes among members and nonmembers of Facebook groups. The study determined that users who are members of groups on Facebook are more likely to disclose their personal data than nonmembers are. Chu (2011) 10 explains group participation and engagement with online ads requires a higher level of personal information because users openly reveal their connections with Facebook groups and promote brands or products when they pass on ads to their friends. “Facebook groups provide channels that consumers deem useful when seeking self-status in a product category, as does passing on viral content about brands to their social contacts” (Chu 2011, 40).

According to Chi (2011) users perceive advertising differently depending on the social network, which suggests user motivations for online social networking may play a vital role in defining consumer’s responses to social media marketing. As mentioned previously in the explanation of Pookulangara and Koesler’s (2011) study, the technology acceptance model (TAM) was also used by Harris and Dennis (2011). Harris and Dennis (2011), however, used TAM as a loose framework that combined trust and the factors associated with TAM (i.e. perceived enjoyment, ease of use, and usefulness). The TAM determined that consumers, specifically students, hold a hierarchy of trust when using social media such as Facebook. Student’s trust ‘real’ friends, then Facebook friends, followed by expert blogs and independent review sites and lastly celebrities and e-retailer sites (Harris and Dennis 2011).

Chu (2011) also found that users who are Facebook group members maintain a more favorable attitude toward social media and advertising. Users who have more positive attitudes toward advertising are more likely to join a brand or a retailer’s Facebook group to receive promotional messages. Based on this result, Chu (2011) suggests that a link exists between consumers’ use of and engagement in group applications on a social media sites. The relationship between consumers’ use of and engagement with group applications



influences the rate and effectiveness of advertising on social media, particularly Facebook. Generally, as Chu (2011) notes, Facebook's college-aged users have the most favorable attitudes toward social media advertising and are the largest growing demographic, which suggests that social media sites are a potentially rich platform for online advertising campaigns, especially for companies with a younger target market.

Di Pietro and Pantano (2012) conducted further research using the TAM to discern that enjoyment is the major factor that influences consumers to use social networks as a platform for assisting in their buying decisions. They found that the fun provided by Facebook, as well as the opportunity it provides users to ask for suggestions in an easy and entertaining way, motivates individuals to pay more attention to the products promoted on Facebook. "Facebook promotes a consumer to consumer approach, exploited by consumers to share experiences and create a common knowledge on products and services; on the other, it provides managers a direct channel for communicating with clients through a business to consumer approach" ( Di Pietro and Pantano 2012, 20). Retailers can improve their Facebook page appeal by adding games, contests, and interactive applications, which can attract more users (Di Pietro and Pantano 2012).

However, retailers also need to be educated on consumer's attitudes when it comes to social media marketing. A deeper understanding of how consumers perceive social marketing will help ensure marketing strategies are effective. Consumer activities of consumption, participation, and production are not related to just one motivation according to Heinonen (2011), who concluded that consumer activities are a combination of a variety of motivations. The classic notion of individuals as mere consumers is outdated; consumers can now be seen as active producers of business value because user generated content is reducing the influence of traditional marketing tactics (Heinonen 2011). Awareness of consumer's motives is important because it provides a deeper understanding of what influences users to create content about a brand or store.

Taylor, Strutton, and Thompson (2012), found however, that social media users' message sharing behaviors are also attributed to the need for self-enhancement. When consumers perceive an online advertisement to be consistent with their identity, they are more likely to share the message with others because it is representative of who they are and what they like. Thus, "advertisers should consider the symbolic and self-expression properties of their online

ads and match them to targeted consumers' self-concepts" (Taylor, Strutton, and Thompson 2012, 13). In other words, the marketing of a company needs to share similar characteristics with its target market's interest. All of the findings from these studies show the significance of CGA and its impact on online marketing

Additionally, businesses are realizing the need to create their own brand presences on social media not only to control some of its brand marketing, but also to stay informed and keep track of the consumer-generated content surrounding their brand. Mangold and Faulds (2009) state that although companies cannot directly control consumer to consumer messages, they do have the ability to influence the conversations consumers partake in surrounding their brand. Mangold and Faulds (2009) correspondingly state that consumer's capacity to communicate with one another restricts the amount of control companies have over the content and distribution of data. Social currency gained through UGC can and should be managed by companies. Firms must carefully lessen risks involved as their brands become an essential part of the larger communities found within social networks (Jones et al. as cited in Zinnbauer and Honer 2011). 17 Viral advertising is a way in which brands are becoming a vital part of social media. As more and more consumers look to Facebook groups as trusted sources of information and opinions, new opportunities arise to build consumer-brand relationships and viral advertising platforms (Chu 2011).

**CHAPTER 4**  
**RESEARCH METHODOLOGY**

## **RESEARCH METHODOLOGY**

**Research methodology** is a way to systematically solve the problem it may be understood as a science of studying how research is done scientifically. Research is defined as “a scientific and systematic search for pertinent information on a specific topic”.

Research plays vital role in human as well as organizational life. Research is the need of today's era as in each and every sphere of life research helps us in getting & understanding the problems with their appropriate solutions. Research is nothing but search for real and original knowledge, no doubt that research might be for personal, societal, organizational and for many more purposes.

### **Research Design**

A research design is the specification of methods and procedure for acquiring the information needed. It is over – all operation patterns or framework of the project that stipulates what information is to be collected from which source by what procedure, it is also refers to the blue print of the research process.

### **Different types of research design**

There are four main types of Quantitative research: **Descriptive, Correlational, Causal-Comparative/Quasi-Experimental, and Experimental Research**. Attempts to establish cause- effect relationships among the variables. These types of design are very similar to true experiments, but with some key differences.

My research is **Experimental Research** with sample of respondent who are interviewed for data collection and analysis.

### **TOOLS FOR DATA COLLECTION**

Data collection is the important aspect for any research. The goal of any research is to collect relevant, reliable and valid data. Data are the basis for all scientific research. Collecting good quality data plays vitalrole in supplying objective information for the

problems under study so that some analytical understanding of the problems and hence better solutions can be obtained. Making decisions on the basis of poor quality data is always risky and may lead to disastrous results, as the situation may be distorted and hence all subsequent analyses and decision making will rest on a shaky ground.

The main purpose of any data collection method is to enhance the decision-making ability of a decision maker & to obtain information to keep on record, to make decisions about important issues, or to pass information on to others.

While deciding about the method of data collection to be used for the study, the researcher should keep in mind two types of data i.e. primary data and secondary data as follows

**Primary Data:** However primary data is also collected by observation discussing with company officials. This primary data is used to fill in the gaps while preparing this report and to know the latest procedures adopted by the company. This has helped to draw inferences and conclusions.

**Secondary Data:** This study is based on Secondary data. The major source of data for this project was collected through questionnaire method conducted with consumers of social media in Nagpur district, marketing of company and analyze the awareness of brand of company is done here with the evaluation of the available material.

For the present study, the secondary data has been collected by researcher from following sources- Internet, Website, annual reports and questionnaire method.

### **Sampling plan**

The act or process, or technique of selecting a representative part of population for the purpose of determining parameters or characteristics of the whole population

### **SAMPLING SIZE**

Sample size measures the number of individual samples measured or observations used in a survey or experiment.

The sample size of study is collected from 100 customers.

## **Objectives of the Study**

- To aware the people about the use of social media as a marketing tool.
- To connect people with different social media.
- To strive excellence in use of social media for brand awareness.
- To analyse the different types of social media.
- To develop habit of use of different social media.

## **Hypothesis**

H1:- The satisfaction level of consumers of using social media as a marketing tool is high.

H2:- The satisfaction level of consumers about the functions provided by social media is good.

H3:- The networking status of consumers through social media is inadequate.

H1:- The habituation level of consumers of social media in brand awareness of company is proper.



**CHAPTER 5**  
**LIMITATIONS**

## **Limitations**

- The factor of competitiveness in social media.
- The study is restricted to Nagpur region only.
- The number of People is also fixed.

## **PROBLEM OF THE STUDY**

- It is easy to become addicted, and research shows that students who spend too much time on social media can suffer from poor sleep, eye fatigue, negative body image, depression, anxiety, cyberbullying, and more
- Increased usage. The more time spent on social media can lead to cyberbullying, social anxiety, depression, and exposure to content that is not age appropriate.
- Social Media is addicting.
- Fear of Missing Out.
- Self-image issues.

**CHAPTER 6**  
**DATA ANALYSIS &**  
**INTERPRETATION**

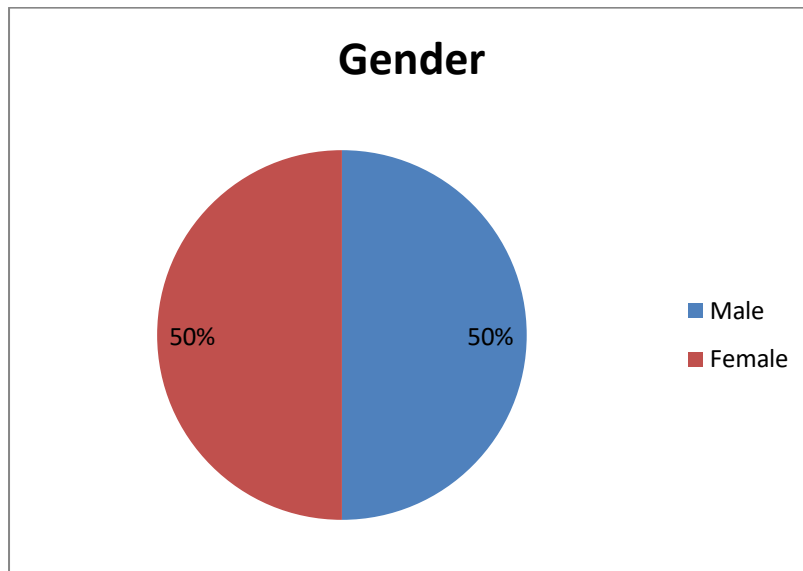
## Data Analysis and Interpretation

### Questionnaire

For evaluation of research we conduct a questionnaire process with 100 of people in Nagpur Market area.

#### 1. Gender

Gender	Response
Male	50
Female	50
Total	100

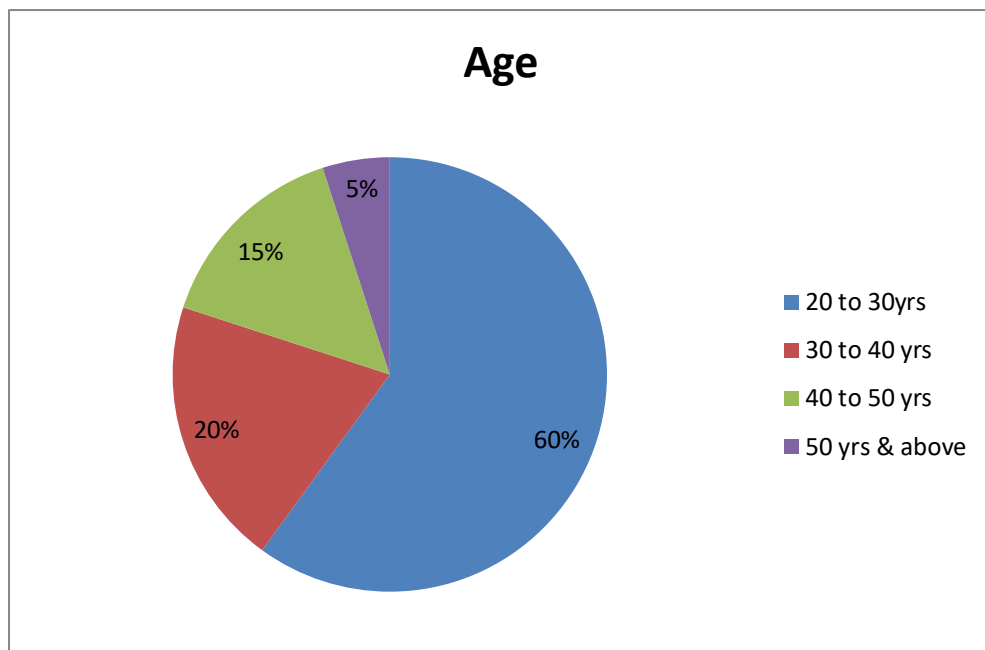


#### Interpretation:

According to this we can say that 50% consumers of social media are male and 50% is female. Both of the consumers go with use of social media as marketing tool.

## 2. Age

Age	Response
20 to 30 yrs	60
30 to 40 yrs	20
40 to 50 yrs	15
50 yrs & above	5
Total	100

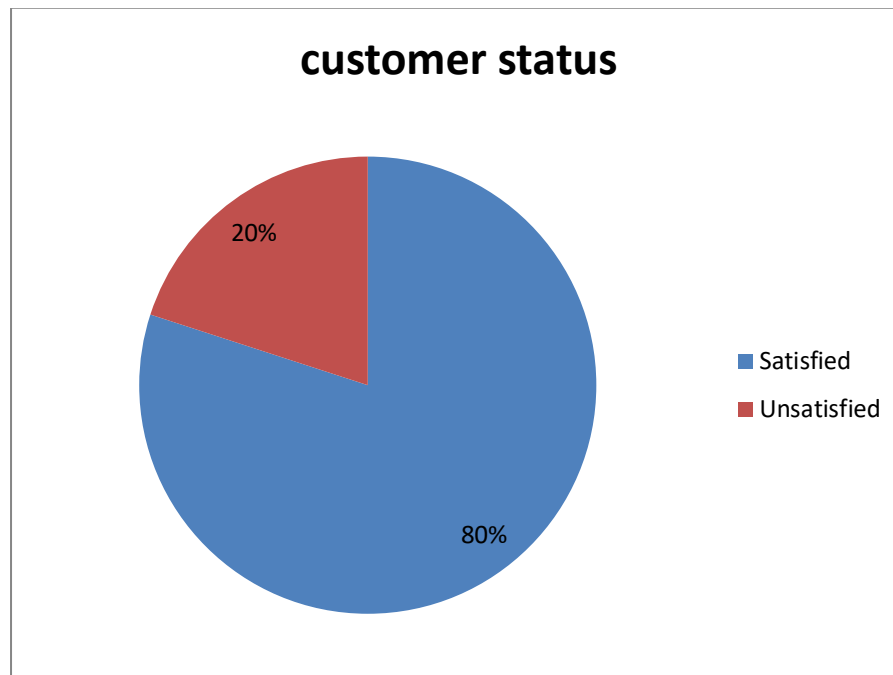


### INTERPRETATIONS:

From the above graph we can say that 60% of consumers are from 20-30yrs age group, 20% are from 30-40yrs age group, 15% are from 40-50 yrs and only 5% are from 50yrs and above. Young consumers are most and middle aged is medium.

### 3. Customer Status with social media

<b>Customer status</b>	<b>Response</b>
Satisfied	80
Unsatisfied	20
Total	100

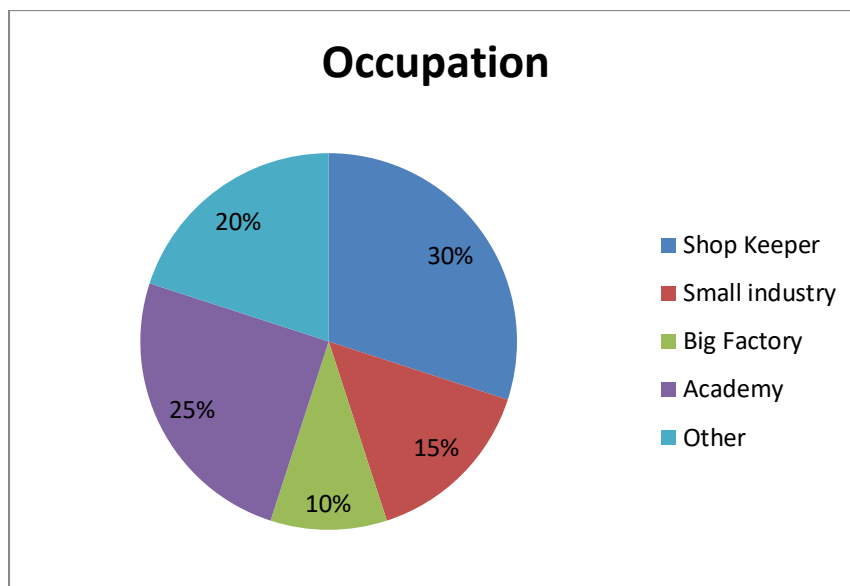


#### INTERPRETATIONS:

From the above interpretation we can say that 80% customers are satisfied with the marketing tool like social media and 20% are not satisfied.

#### 4. Occupation

<b>Occupation</b>	<b>Response</b>
Shop keeper	30
Small Industry	15
Big Factory	10
Academy	25
Other	20
<b>Total</b>	<b>100</b>



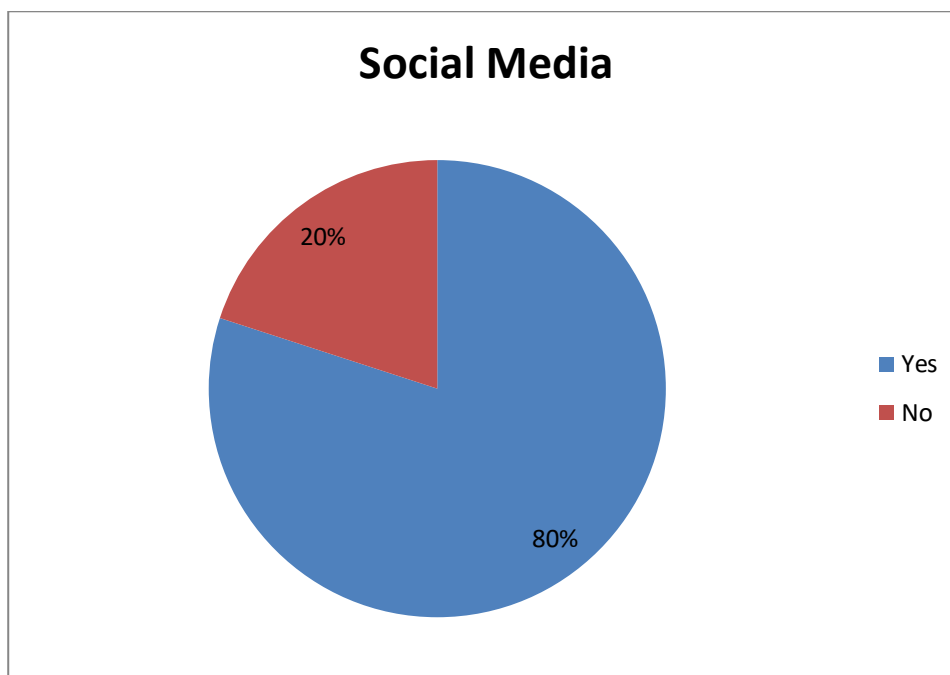
#### INTERPRETATION

Above graphical representation shows that occupation of 30% people is shopkeeper, 15% have small industry, 10% have big factory, 25% have Academy and 20% are others.



5. Do you know about social media?

<b>Social Media</b>	<b>Response</b>
Yes	80
No	20
Total	100

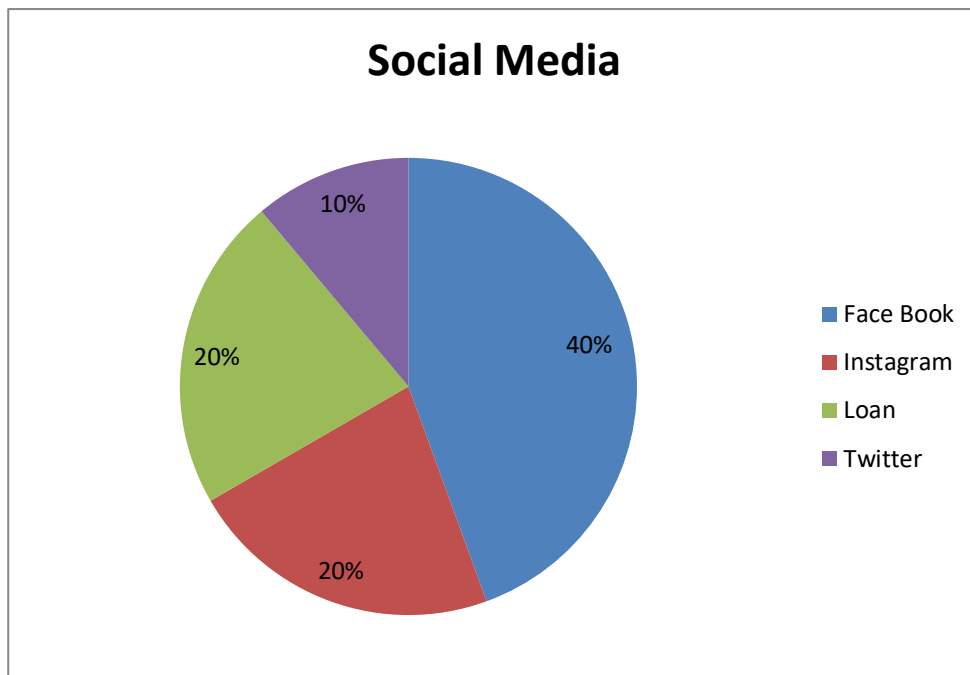


**INTERPRETATIONS:**

Above results shows that 80% consumers know what is social media 20% do not know because of lack of knowledge, availability and old age.

6. Which Social Media do like to use?

<b>Social Media</b>	<b>Response</b>
Face Book	40
Instagram	10
Twitter	10
Snap chat	40
Total	100

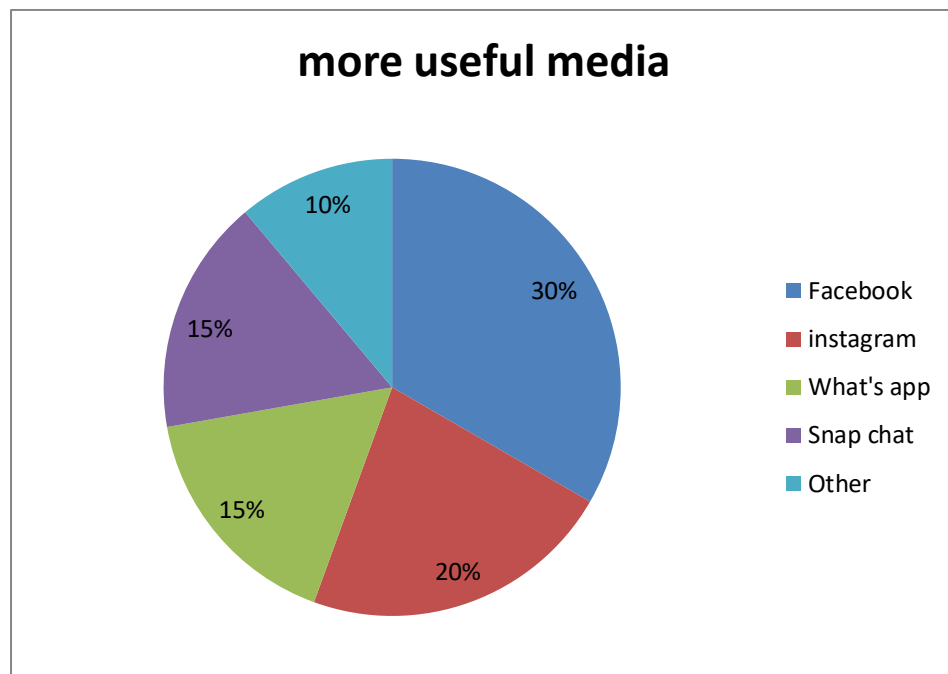


#### INTERPRETATION

Above graph shows that 40% - 40% of consumers prefer Face book and snap chat, 10% - 10% prefer instagram and twitter.

7. Which social media is more useful for marketing and brand awareness?

<b>Banks</b>	<b>Response</b>
FaceBook	30
Instagram	20
What's app	15
Snap chat	15
Other	10
Total	100

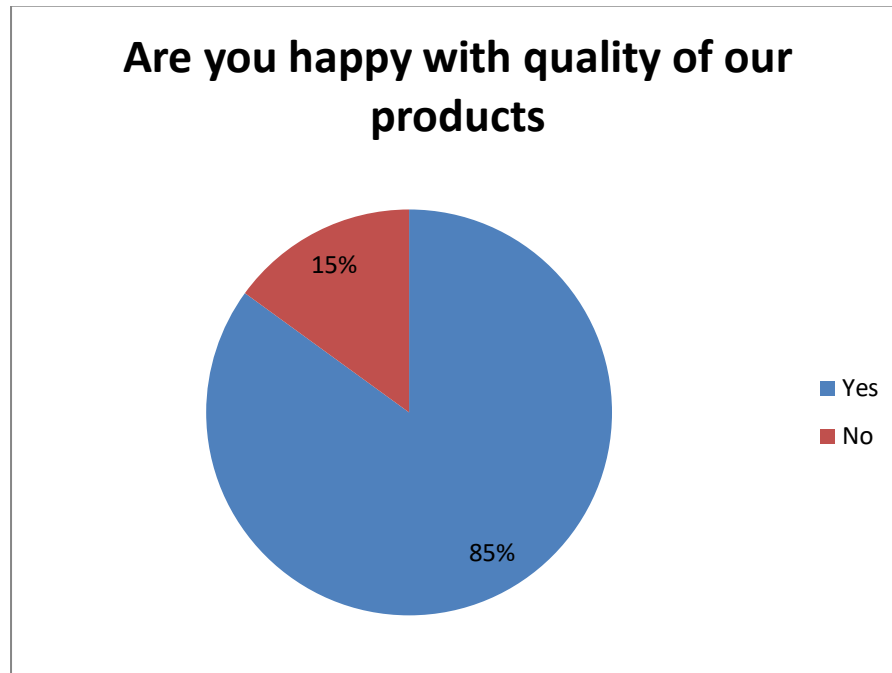


#### INTERPRETATIONS

The above interpretation shows that 30% public prefer Face, 20% prefer Instagram whereas 15% prefer What's app group, 15% snap chat and 10% use other media for marketing.

8. Are you happy with the results of marketing with social media?

<b>Good Quality</b>	<b>Response</b>
Yes	85
No	15
Total	100

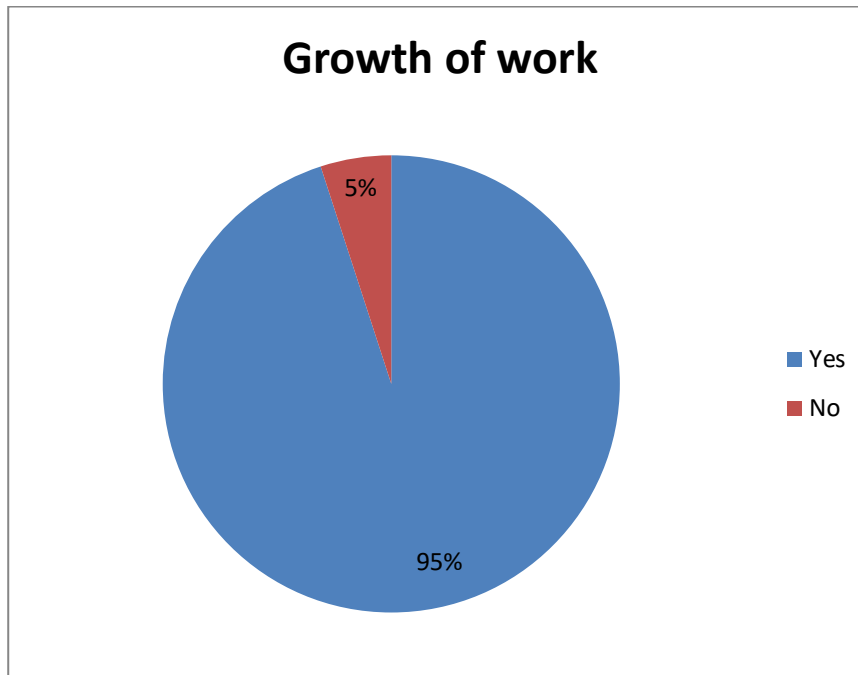


#### INTERPRETATION

The above graph shows that 85% consumers are satisfied with the marketing of our products with social media and only 15% are not satisfied.

9. Have you seen the growth of your work after marketing with social media?

<b>Growth of work</b>	<b>Response</b>
Yes	95
No	5
Total	100

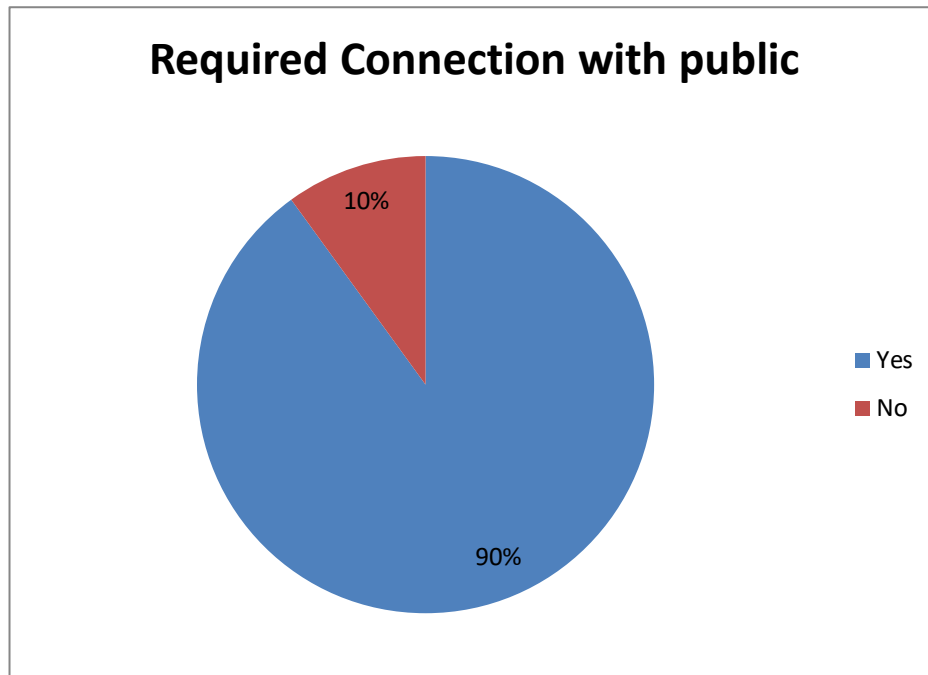


#### INTERPRETATION

The above interpretation shows that 95% of consumers are satisfied with the results of marketing with social media and only 5% are unsatisfied.

10. Are you got required connection with public on social media?

<b>Required connection with public</b>	<b>Response</b>
Yes	90
No	10
Total	100

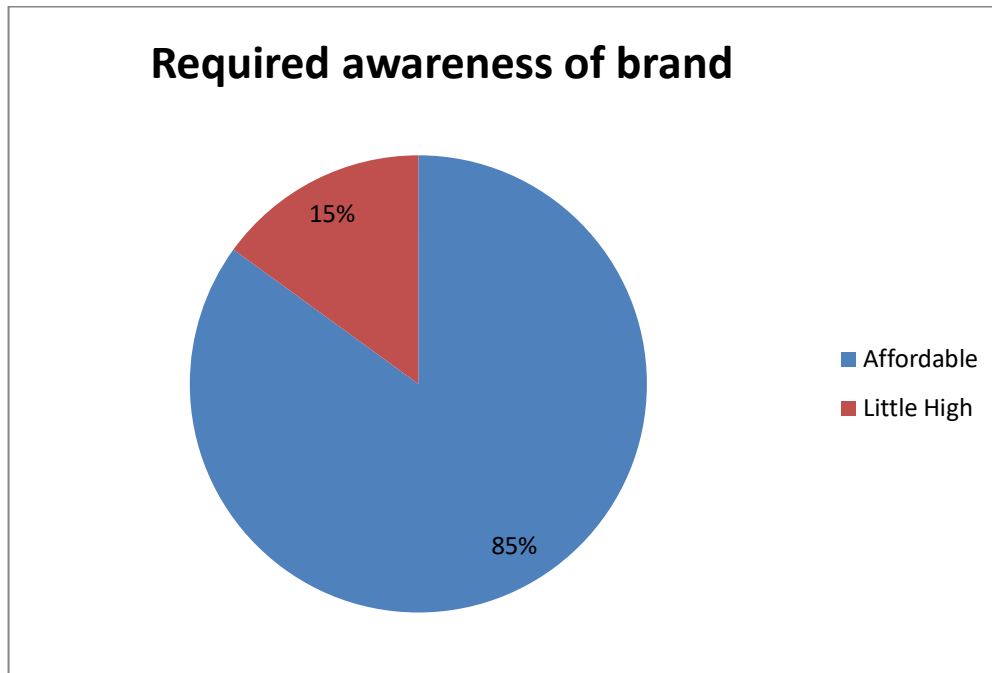


#### INTERPRETATION

The above graph says that 90% consumers got required connections with public on social media and only 10% not.

11. Have you got required awareness of your brand on social media?

<b>Required awareness</b>	<b>Response</b>
Yes	85
No	15
Total	100



#### INTERPRETATION

Above information says that 85% got required awareness of your brand on social media and only 15% are not.

# **CHAPTER 6**

## **FINDINGS**



## FINDINGS

This project is about Social media as a tool of marketing and creating brand awareness in Nagpur city area which holds moderate number of consumers. This report reveals that how Social media achieves its objectives and different characteristics of the values adopted for marketing and creating brand awareness.

1. This report shows 50-50% male & female both prefer to go with use of social media as marketing tool.
2. This report reveals in order to know the age group of social media user and it results highest users are between 20-30 yrs age group and middle high is between age group 30 to 40yrs.
3. 80% of total consumers satisfied with the use of social media and 20% have some confusion in using social media. From any occupation people use social media to enhance their work and ability.
4. 80% of public known about the social media very well.
5. All type of working people like shopkeeper, industrial, academia and also others engaged with their social media sites.
6. Face book is most common social media site worldwide. Instagram, what's app, snap chat also very famous and likely sites from users.
7. Maximum number of consumers is satisfied with the results of marketing with social media.
8. 90% users got required connection with public on social media.
9. 85% users got required awareness of your brand on social media.

In this report we find that young to middle age consumers easily manage with use of social media whereas many are totally illiterate cannot understand the techniques some are getting training.

**CHAPTER 7**  
**CONCLUSION AND SUGGESTION**

## **Conclusions**

The power of social media is extraordinary, from its function as an incredibly important identifier to its ability to communicate with the people all over the world. People use Social media as a tool of marketing and creating brand awareness reflect their vital values, evolving lifestyles and contact with outsiders. Whether this he can contact with various types of consumers in various location by roaming and calling. Social media mainly provides services to all type of big and small working persons. It made needed people easy to connect with social media for proper growth of work field because it gives 100% profit to our country than any media source. So Social media is powerful tool for people to create brand awareness and marketing.

## **Suggestions**

There are still efforts are needed to make people aware about proper knowledge and use of social media.

Social media can provide after sale services to their consumers.

Public should be more careful and more interested about the use of social media as marketing tool.

Companies should increase or introduce the range of their products in respect of varieties so that a great awareness will be created around the consumers of their products.

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## **BIBLIOGRAPHY**

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## **ANNEXURE**

## ANNEXURE

### PERSONEL DETAILS

Name:-

Address:-

Mobile No. –

Sex:-            Male \_\_\_\_\_            Female \_\_\_\_\_

Email Id-

Q.1) What is your profession?

- Private Employee
- Business
- Famer
- Other

Q.2) What age group you belong to?

- 18 to 25
- 25 to 40
- 40 to 50
- 50 & above

Q.3) Do you know about social media?

- Yes
- No

Q.4) Are you the user of social media?

- Yes
- No

Q.5) Which Social Media do like to use?

- Face Book
- Instagram
- Twitter
- Snap Chat

Q.6) Which social media is more useful for marketing and brand awareness?

- Face Book
- Instagram
- Twitter
- What's app
- Snap Chat

Q.7) Are you happy with the results of marketing with social media?

- Yes
- No

Q.8) Have you seen the growth of your work after marketing with social media?

- Yes
- No

Q.9) Are you got required connection with public on social media?

- Yes
- No

Q.10) Have you got required awareness of your brand on social media?

- Yes
- No