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ANALYSIS OF THE PRODUCTIVENESS OF SOCIAL MEDIA IN EVENTS INDUSTRY IN INDIA

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ABSTRACT

Social media has become an integral part of our lives, revolutionizing the way we communicate, share information, and connect with others. Beyond personal interactions, it has also transformed the way events are promoted and organized. In this paper, we will explore the significant role, effectiveness & productiveness of social media in event promotion and discuss how it has expanded horizons and engaged audiences in every sense.

INTRODUCTION

The role of social media in event promotion cannot be overstated. It has revolutionized the way events are marketed, expanding horizons and engaging audiences like never before. Through social media platforms, event organizers can build awareness, target specific demographics, provide real-time updates, collaborate with influencers, and maintain post-event engagement. The power of social media lies in its ability to connect people, foster a sense of community, and create a buzz around events. As social media continues to evolve, event promotion will undoubtedly leverage its potential to reach new heights, making events more vibrant, accessible, and memorable than ever before.

As social media platforms evolve to reward authentic social interactions, social media engagement has become a vital part of any marketing strategy.

Without engagement, social media is just media.

People don't use social networks for a one-way experience. They're seeking connections — with people and with brands.

What started out as a way for people to hang out with their friends online has turned into a place where brands can engage in meaningful conversations and turn those conversations into followers and customers. And social media engagement has a major impact on small businesses, affecting everything from brand awareness to customer loyalty.

Social media engagement is a measure of how people are interacting with your social media accounts and content. The term can cover a broad range of actions across all social platforms. For example, engagement might include: Likes and Favorites, Comments, DMs, Replies, Shares and Retweets, Saves, Clicks, Mentions

Engagement is a great way to measure whether the content you're creating is actually resonating with your audience

SCOPE OF THE STUDY

The study is limited to a local area and specified to the application of social media to event marketing. The study does not cover other activities of human resource such as recruitment, selection, and other human resource policies. The data was collected by administering questionnaires to selected respondents and the respondents were selected randomly.

RESEARCH OBJECTIVES

The main objective of this study is to reveal and understand reasons behind the demand in the usage of social media in communicating. In this new age, the importance of the internet has tremendously risen above any means of communicating with the world.

Creativity has played a vital role in the vast development of methods and means of making the internet more enjoyable and relaxing and so far the social media have been the most successful innovation in the world of internet.

This research will focus more on how effective the social media can be in planning, marketing, producing, selling and most importantly advertising an event via e-marketing. The research will be generalized in various modes due to the different tools used by the users of social media for their everyday activities.

This research will be revealing the reasons why the social media has erupted into becoming a global trend. The internal objective of this research will be aimed at how people can benefit from the ever growing demand of the social media and how they can use the social media as a marketing tool to promote events. Generally online marketers will benefit from this research by studying the trend that comes with social Medias as well. Also how customers or social media users can be convinced to pay for an event by the methods he/she get approached by the online marketer via social media. Rounding up the goals and objectives of this research, ultimate goal of the research is to generate result that helps in planning and implementing e-marketing strategies into the social media and hopefully develops into a successful tool in the social media trend.

The effectiveness of accurate social media in online marketing is a key problem most management should put into their social media plan. There are 3 key research questions to this topic and which are: Is the social media information being collected converted to effective data? Does your social media marketing drive revenues? Do the social media marketing goals integrated with the overall business objectives?

This research will be concentrating on new market development strategy in social media the highlighted research problem will consist of various stages which would be the internal problems that the marketer's face with current

market plans and external problem which would be how to cope with the existing and ever growing trend of the social media.

Nearly 40% of event planners state that social media exposure is a key metric of event success, according to EventMB. And 58% of marketers use social media to promote before, during, and after the event.

Why is social media so integral to event success? For one, event attendees expect to get updated via social media, and they rely on businesses to relay important information via their channels. Social media also allows potential attendees to interact in a live environment to ask questions, gain feedback, and engage. Organizations use social media to connect and convert their followers and drive exposure for their events.

The caveat is that social media campaigns require time, strategy, and a good dose of creativity, and it's challenging to create strategies that drive noticeable results.



Social Media Engagement

Why is engagement so crucial? In short, because social media platforms say so.

Organic reach has dropped on almost every social media platform in recent years. However, accounts with higher social media engagement are the least affected. In fact, Facebook uses “meaningful engagement” as an important signal that a post should be prioritized.

In other words, social media posts with more active and thoughtful interactions will get more reach. As Facebook explains:

“Interacting with people is associated with a greater sense of well-being. On the other hand, just scrolling through your Facebook feed, passively reading or watching without interacting with others, tends to make people feel worse.”

The Event customers expects to be engaged, as well, particularly when it comes to providing support. Social media is the number one choice for customer care — every month, people and businesses exchange 8 billion Facebook messages. Customers rely on not only responds but a quick one indeed. According to research commissioned by Twitter in 2022, 71% of their users expect brands to respond within an hour.

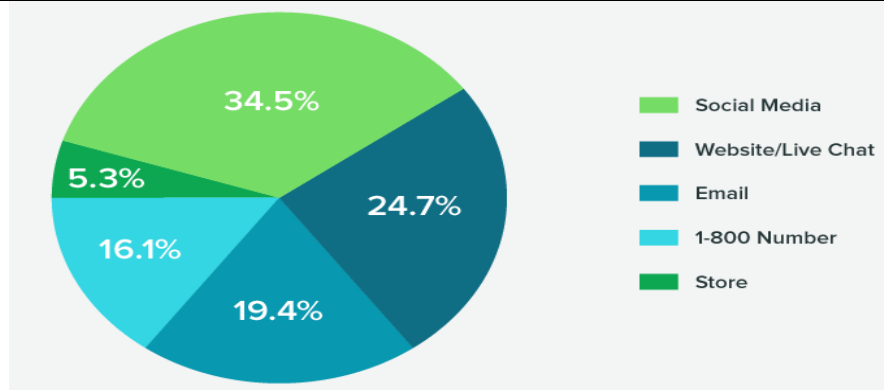


Table signifies People's top choice for customer care issues.

People love seeing (and sharing) positive interactions between brands and real people. Answering a complaint on social media can increase customer advocacy by as much as 25%.

It may be a bit intimidating to respond publicly, but if you provide great service, your customers will love you for it. An average of 66% of people between the ages of 18-54 view brands more favorably if they respond to customer service requests on social media. Plus, every public back-and-forth counts as further engagement, which feeds back into your overall reach.

Lastly, engagement builds relationships. We use social media to learn from our customers and community about how we can improve their experience.

Some of the most common questions event managers ask about social media are:

Where do you start with event marketing on social media?

What tactics are worth spending time on?

What type of social media content has been successful for event planners?

Event marketing on social media

It all starts with a strategy

Social media marketing doesn't start with graphics, posting, and schedules. Successful campaigns always start with strategy.

Social media strategy involves market and customer research, which results in customer segments or personas that will become potential targets for your event promotions.

How do you choose segments or personas? The answer lies in your event goals. If your goal is to introduce a new product to existing customers, your event targets might be your most loyal customers or those who have been connected to your brand for a longer period.

Once you dial down into your personas or segments, get more granular on their social media habits:

What social media sites do they frequent?

What type of social content do they interact with?

What kind of content format do they prefer (image, video, text)?

Find this data from your market research, and use it to determine which social networks will become part of your strategy.

The platforms you use to market your event will also define your tactics. For example, Instagram is the best place to post stunning visuals. Influencer marketing geared toward fashion, beauty, and fitness are prominent on Instagram, but LinkedIn caters more toward B2B organizations. If you want to run advertising, choose the platforms that allow ads that connect with your audience. Are you using hashtags? Event-focused hashtags perform well on Instagram and Twitter but not as well on Facebook.

Below are characteristics of social media platforms to help you decide which ones make sense to leverage for your marketing campaigns and include in your strategy.

Webex Events (formerly Socio)

Social Media Platforms: Characteristics and User Demographics

<h3>Facebook </h3> <hr/> <p>Known for: A large audience of people with a wide range of demographics and interests.</p> <p>User demographic: Consumers and businesses.</p> <p>Platform tips: Get exposed to a large audience with precise targeting via advertisements. You can also create an event page and share it with your community.</p> <p>Post formats: Images, video, text</p> <p>Hashtags: Yes, but not widely used</p> <p>Recommended image & video size: (Feed): 1200 x 628 pixels (Stories): 1080 x 1920 pixels (Video): 1280 x 720 pixels</p>	<h3>Instagram </h3> <hr/> <p>Known for: Striking visuals and compelling imagery</p> <p>User demographic: Consumers and businesses.</p> <p>Platform tips: The key is to create compelling imagery that provides value and captures attention.</p> <p>Post formats: Images, video, text</p> <p>Hashtags: Yes</p> <p>Recommended image & video size: (Feed): 1080 x 1080 pixels (Stories): 1080 x 1920 pixels</p>
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Twitter

Known for:
Quick and short conversations. Get your content shared and trending by connecting with influencers and using different formats (tweet chats, cards, and storms).

User demographic:
Consumers and businesses.

Platform tips:
Event marketing is plentiful on Twitter. Create branded event hashtags and compel attendees to share images and videos of their experiences.

Post formats: Images, video, text

Hashtags: Yes

Recommended image & video size:
1200 x 675 pixels

LinkedIn

Known for:
Business networking.

User demographic:
B2B companies, working professionals.

Platform tips:
LinkedIn's users are working professionals seeking mutual connections and relationships. If your event audience includes business professionals, consider LinkedIn for your marketing campaigns.

Post formats: Images, video, text

Hashtags: Yes

Recommended image & video size:
1104 x 736 pixels

Pinterest

Known for:
Fashion, home goods, fitness, and beauty niches. Though some B2B companies find success on Pinterest, the platform caters to ecommerce and retail.

User demographic:
Consumers and businesses.

Platform tips:
If your event audience is on Pinterest, create event-focused boards with pins that show pre-event teaser content to encourage registration. You can also run Pinterest competitions for free tickets.

Post formats: Images, video

Hashtags: Yes

Recommended image & video size:
1000 x 1500 pixels

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Pre-event tactics

1. Influencer marketing

Twenty-eight percent of marketing professionals choose to use influencer marketing as part of their event strategy.

Influencers are experts, industry leaders, or personalities who enjoy influence in their niche. They typically have a community of followers who rely on them for recommendations, guidance, or leadership.

Partnering with industry influencers to promote your event can expose your brand to a larger audience. Influencers might also be your event presenters and keynote speakers.

2. Paid social promotions

Fifty percent of event planners use paid social media ads for their events. Why? Because advertising allows marketers to get laser-targeted with their ad campaigns and target only the people interested in attending their event.


Ads allow you to target your segment's demographics, interests, and preferences to deliver the right ad with the right messaging to the right people.

Organic content posting (non-ads) is also beneficial, but social media platforms might limit their exposure. Ads can bypass the algorithms and get your promotions in front of the right people—and a lot more of them.

Remarketing campaigns target people who interacted with your social profiles, which means they already showed an interest in your brand.

Retargeting ads target people who saw or interacted with your social profile or website. For example, maybe you noticed that a segment of people checked out your event registration page but never registered. Send them retargeting ads with a special discount or offer to entice them to finish the registration process to increase ticket sales. Retargeting is highly effective because it targets people who already showed an interest in your brand, so they're no longer cold traffic.

What content do you post ads for? Anything noteworthy:

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- Discounts
 - Notable speakers
 - Earlybird deadlines
 - Session topics
 - Event swag
 - Video highlights (behind-the-scenes planning, event teasers)

3. Using the right tools (pre, during, and post-event)

Event marketing on social media can be tedious and overwhelming, especially if you manage more than one social platform.

How do you eliminate tedious manual work, get more productive, and ensure you're tracking your success? Use the right software tools.

Use tools before, during, and after the event to streamline your social media posting and track attendee activity and metrics.

Scheduling tools

Social media tools allow you to schedule, post, and comment on your social content from all profiles within the same interface. They essentially bring all your social media campaigns together under one roof to make social media tasks more streamlined and efficient.

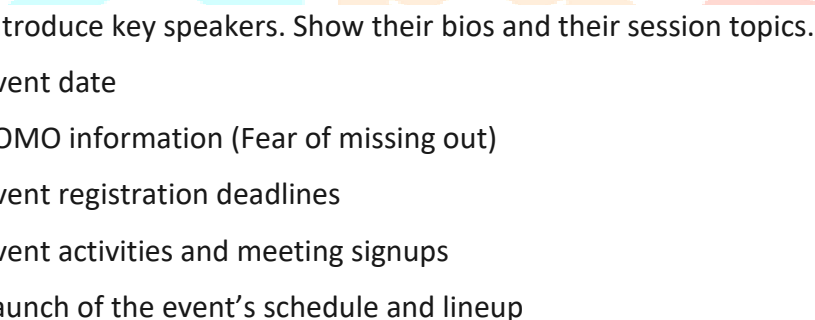
Event tracking is not just limited to social media management tools. Collecting data throughout the process with metrics tracking is essential to proving ROI and personalizing your attendees' experiences. Track your attendees from [event registration](#) to post-event survey with a tool like Webex Events.

Track your attendees' and sponsors' activities and successes throughout the event experience with sophisticated metrics. Get a top-level and a more granular view (attendee activity, views, networking) of how your event performs.

4. Announcements, reminders, and deadlines

Structure your social media campaigns around deadlines, announcements, and reminders. Use your profiles to make key announcements and remind attendees of key dates.

Some ideas for announcements:

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- Introduce key speakers. Show their bios and their session topics.
 - Event date
 - FOMO information (Fear of missing out)
 - Event registration deadlines
 - Event activities and meeting signups
 - Launch of the event's schedule and lineup

5. Giveaways and contests

Launching a giveaway close to your event date can drum up some new followers and event exposure. Social media is ideal for promoting event giveaways as followers can easily share and interact with posts.

A couple of weeks before its WebexOne event, Webex partnered with McLaren in a contest that rewarded one lucky winner with the opportunity to design the United States Grand Prix flag flown by the drivers in Austin. Webex also partnered with McLaren to enter all registrants into a giveaway that rewarded one winner a virtual meet and greet with McLaren racing F1 drivers.

Mid-event tactics

6. Leverage hashtags

Hashtags are a simple but often missed opportunity to connect your social content across the web and get some data on social analytics, depending on how often people use the hashtags.

For its Dream force 2021 event, Salesforce promoted the hashtag #df21, which attendees also used to share images of the event in real time.

Webex tweeted during the event to provide updates and information on new products. Webex used a branded hashtag (#WebexOne), plus two others (#collaboration, #HybridWork) to help searchers find related content.

7. Product demos and videos

If your event goal is to introduce a new product, publish short product demos or introductory videos that display your product's use and benefits during the event. Don't forget to include your hashtags and a CTA link for users to learn more about the new offering.

During the WebexOne event, Cisco announced Webex Events (hey, that's us!) as the newest addition to Webex's events solutions. [Webex posted a video](#) on Twitter explaining how Webex Events benefits its current tech stack and provides more benefits to its community.

8. Live event videos and images

In addition to product introductions, live stream during the event and post it on your social media profiles. Post images of the event's happenings, highlight reels, behind-the-scenes peeks and clips, interactive polls (which speaker did you like best?), notable speaker quotes, attendees wearing event swag, etc. Interview attendees on Instagram stories and post them across your profiles. Tag speakers and attendees who are in the videos and images.

On day two of the Dreamforce event, Salesforce posted a highlight reel of Day one on Instagram using its event hashtag and directing people to join them for Day 2.

Post-event tactics

9. Repackage and repurpose your content

The event is over, and you've got dozens of social media posts, graphics, and videos. Should you relegate them to an archived folder, never to be seen again?

Don't waste money and throw away your event content. If you repackage and repurpose it, you likely have six or more months of content to reuse.

- Creation of an on-demand version of the event for digital viewers who did not attend or want to watch replays.
- Chop up of session videos into smaller educational snippets for social posting all year long.
- Repurpose of popular sessions into blog posts or podcasts and integrate them into your editorial calendar for the next six months after the event
- Using it as teaser content for the next event

- Reworking the content into a web series or short mini-course and using it to generate leads

10. Engage attendees and build community

Just because the event is over doesn't mean the community and engagement have to stop.

Engagement can continue after the event and generating leads and brand awareness for months—provided we have the right platform and campaigns to keep attendees connected.

Event platforms like Webex Events keep attendees engaged in tight-knit communities that live on long after the event. Your custom-branded community can provide year-round engagement with exclusive content, networking, topic-based discussions, virtual events and roundtables, and more. Create membership levels to personalize content and messaging as well.

A well-executed social media event marketing strategy engages consumers, tracks metrics, and delivers results.

1. Building Awareness

One of the primary advantages of social media in event promotion is its ability to reach a vast audience instantaneously. Platforms like Facebook, Twitter, and Instagram allow event organizers to create dedicated pages, groups, and hashtags to spread the word about upcoming events. By posting engaging content, including event details, photos, and videos, organizers can build awareness and generate excitement among potential attendees. Sharing posts with friends, followers, and influential individuals amplifies the reach and increases the likelihood of attendance.

2. Targeted Marketing

Social media provides powerful tools to target specific demographics, interests, and geographical locations. Event organizers can leverage these tools to reach their desired audience more effectively. By analyzing user data, social media platforms allow event promoters to tailor their marketing campaigns to reach individuals who are more likely to be interested in the event. This targeted approach ensures that promotional efforts are focused on the right audience, maximizing the chances of success.

3. Real-Time Updates and Engagement

During an event, social media becomes a vital channel for real-time updates and engagement. Attendees can share their experiences, photos, and videos using event-specific hashtags, creating a buzz and generating user-generated content. This content, when shared by event organizers, acts as social proof, attracting more attendees and increasing the event's visibility. Additionally, event organizers can use social media to address any queries or concerns attendees may have, fostering a sense of community and responsiveness.

4. Influencer Collaboration

Social media influencers have a significant impact on their followers' opinions and decisions. Collaborating with influencers relevant to the event's theme or target audience can greatly boost event promotion. Influencers can share their excitement about attending the event, create engaging content, and encourage their followers to participate. This partnership not only expands the event's reach but also enhances credibility and trust among potential attendees.

5. Post-Event Engagement and Feedback

Social media continues to play a crucial role even after the event concludes. Attendees can share their experiences, express gratitude, and provide feedback on social media platforms. Event organizers can monitor and respond to these interactions, showing appreciation for attendees' participation and addressing any concerns. Additionally, post-event content, such as event highlights, interviews, and testimonials, can be shared on social media to extend the event's lifespan, generate excitement for future events, and engage with attendees for future interactions.



RESEARCH METHOD

The research is conducted through data collections from primary and secondary sources.

Qualitative methods has been implemented during the research process. The primary data is obtained through qualitative questions. The qualitative approach is important in this kind of research to enable researchers to gather mass information from respondents. It is empirical forms of research questionnaire which consists of structured and open-ended questions with different sections that respondents need to fill out.

Interviews has also been conducted as a tool to generate results for the research process. The main reason why this method is used in this research it's because of the advantages of variables feedbacks that I could easily generate results with, since this questionnaires are all based on open ended questions, Qualitative method is most preferable because it enables the interviewees express their thoughts and advices on the topic.

Other options were put into consideration like Quantitative method of research, but with the opportunity to have an expanded result covering all aspect without limitation I decided to use the Qualitative.

The secondary method implemented was information extraction via internet social websites, and also questionnaire to be filled by conference organizers and attendees, books as well will be used, also magazines and newsletters

Sampling

The survey was conducted amongst the common audience who use social media tools for one or the other reasons. The answers of the survey were focusing on event's audience point of view and perceptions regarding attending and engaging in events.

The questionnaires were anonymous and there was no reference to the age or sex of the responders. The aim was to get an overview of the perception of the audience and event fraternity. The main reasons why i chose these samples for the research is basically because of their experience working in the real online marketing and dedicating some time in marketing their various events from all fields of life. Among the samples are Sales

persons, marketers, financiers, Human resource department and a host of other post involved in an online driven event organizing company.

I believe their varsity and feedbacks as colleagues and friends and their support will go a long way in contributing to the originality of this research.

Data collection/Questionnaire analysis

The logic behind these questionnaires is to simplify the methods in which the results will be generated, because social media is such a broad evolution and topic, i decided to research on how effective it will be to online marketers in event marketing.

The emergence of social media is highly celebrated among its users but when companies make use of it do they generate funds from it or is it rather a tool to ease of work stress which might be reducing the workload on employees.

Effectively knowing how to use the right media at the right time is another key issues management need to exercise in their social media campaign routine. Summarizing the reasons behind the questions formulated in the research the general perception on how they can collectively achieve goals when marketing with the social media via its online articles, post and blogs.

Result

Majority of the feedbacks were positive as most of them acknowledged the importance of the social media not just for engagement but as well as an important tool in getting to reach more and more customers. The social media is also regarded as a cost saving tool which can be achieved by the quality of your profile or otherwise you look weird trying to save money for communication when having a nonprofessional profile. LinkedIn was also mentioned as the most important tool when producing a conference and there have been success stories since its emergence as most high level working people spend most time there rather than other networks like Facebook, Twitter and YouTube.

Many sales agents find the social media as a relevant tool not just in event marketing but also in all industries. Marketing implementation would not be as efficient and effective if the use of social media is ignored. The Social media is also regarded as a podium to reach out to target audience and even though sales staffs are not directly involved in marketing their affiliation around marketing enables them to understand the essence of the social media.

According to the replies I receive from the questionnaire about the perception about the emergence of social media, it clearly states that even though they are not among the key players in event producing nor marketing they still believe the social media sudden creation plays a vital role beyond just marketing but also helps to bring ideas together and spreads out information as quick as possible.

When encountered with their perception about the emergence of the social media in event market, all the responds were highly positive, which was not surprising and expected because the social media has galvanized and made marketing easy as possible for marketers to carry out their activities, the speed of communication via this medium has also been influential and that I believe is the key factor for its expansion so drastically.

General conclusion of the emergence of social media

The sudden creation of the social media has really played a key role in terms of market planning and getting business connections. The roles this medium play currently supersede all minor factors like departments, countries, personalities etc. The emergence of the social media which is now known to be the most innovating tool from the internet has really made event marketing much faster and east, regardless of the department or positions it's been used. Individuals from all work of life have really benefited from this tool so from my general

point of view according to the feedbacks received from the distributed questionnaire the emergence of social media as a relevant tool in implementing marketing strategies has really been profitable time management and flexible.

Conclusion

Concluding this research about how effective social media can be in event marketing, I will gladly state out that after my research on books, marketing websites and forums, blogs and results de-rived from the questionnaire. The social media is by far the most suitable online tool that can make a company's product or brand successful online. This research was focused solemnly on event marketing through social media. According to Dave Evans (2010, 54) Social business is the application of social technologies as a formal component of business processes revolves on how customers or partners connects to your business. So connecting his ideas into event or conference marketing I believe the social business world gives opportunity for social networking to play a vital in connection major customers to companies and also building a strong relationship even though both parties might be distance from themselves. Also concluding from the results I got from the questionnaires, most users of the social media networks really had pleasant words about its advantages and they see it as the fastest way to get results. Networks like LinkedIn, Twitter and YouTube ranks high in deriving results and also getting customers understand what companies are trying to sell or advertise. So reflecting back on how effective social media can be in event marketing (Paul Gillin 2009, 17) social media being a cheap method to get ads across is an advantage that should be taken upon before its gets inflated and also another important thing to look at and take quick and bold advantage on and summing up in a nutshell social media is really key and effective in today's businesses, online marketing, event marketing, sales, and several aspect of business to business marketing online, so I will recommend according to this research that most management should put this into priority and strategize on how to effectively take full advantage of its enormous opportunities.

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