



# A Study on Contemporary Social Media Techniques to Enhance Customer Engagement

*Dr Krati Sharma, Associate Professor,  
Aditya Institute of Management Studies & Research, Borivali, Mumbai*

*Dr Pinkey Bhardwaj, Assistant Professor,  
Aditya School of Business Management, Borivali, Mumbai*

*Dr Neeta Bhatt, Associate Professor,  
Aditya School of Business Management, Borivali, Mumbai*

*Dr Ruchi Anand, Assistant Professor,  
Aditya School of Business Management, Borivali, Mumbai*

## **Abstract:**

Social media is a vital part and critical aspect of communication, and businesses have taken advantage of it to enhance their client base and drive sales. However, merely having a social media existence does not guarantee customer engagement. This research paper aims to identify effective social media techniques that businesses can use to increase customer engagement. The study utilizes a literature review approach, analyzing relevant literature and case studies to identify the most effective techniques. The findings recommend that companies prioritize creating high-quality and relevant content, building and nurturing relationships with their followers, utilizing various social media platforms to reach a broader audience, and utilizing the information in analytics to find out their performance and adjust their performance strategies accordingly. Implementing these techniques will help businesses increase customer engagement and improve their overall social media performance.

**Keywords:** social media, customer engagement, analytics, campaigns.

## **1. Introduction:**

In today's era of the digital age, social media has been a crucial part of our lives. It has been accountable for changing the way organizations engage customers and has coined new aspects of customer engagement. It gives organizations a unique platform to link with the future as well as existing customers and build long-lasting relationships.

This study cores on contemporary social media techniques that companies can implement to increase engagement with customers as it is a critical attribute in determining the victory of any business. It encompasses forming a

strong association and rapport with customers, understanding their needs and providing them with an experience in a more personal and interactive way.

The study dwells on various such platforms and the techniques that organizations can apply to engage with customers. It explores how organizations can leverage social media for communicating with customers. It also analyses the role of social media personalities in enhancing consumer engagement and explores possible ways that organizations can use to pool resources with them. However, simply having a social media existence is not enough. Organizations need to adopt efficient techniques to strengthen customer engagement on social media.

This research paper aims to identify effective social media techniques that organizations can use to increase buyer engagement. The study will utilize a literature review approach, analyzing relevant literature and case studies to identify the most effective techniques.

## 2. Literature Reviews:

It covers several articles and books that discuss the impact of social media on businesses and marketing. Ryan and Jones (2009) and Naylor and Kleiser (2003) focus on the effectiveness of email marketing campaigns and SEO, respectively. Ryan and Jones found that personalization and relevance were crucial factors in improving the effectiveness of these campaigns. Kaplan and Haenlein (2010) and Mangold and Faulds (2009) discuss the potential benefits and challenges of social media marketing for businesses, while Li and Bernoff (2008) and Tuten and Solomon (2014) provide overviews of the impact of social media on businesses and marketing, including social media strategy and measuring ROI. Kaplan emphasized that social media offers businesses unique opportunities to engage with their customers and build relationships, but also poses challenges in terms of measuring ROI and managing online reputation. Barger and Labrecque (2013) investigate the factors that drive consumer engagement in social media, while Boyd and Ellison (2007) explore the potential of social network sites for social media marketing. Roopchand and Muladi (2012) discuss the benefits and drawbacks of social media marketing and the various types of social media platforms. Hennig-Thurau et al. (2013) suggest a "pinball marketing" approach to social media marketing and explore that social media has changed the way businesses generate value for their customers. They suggest that businesses should adopt a "pinball marketing" approach, which involves engaging with customers in a dynamic, interactive way, and Malthouse et al. (2013) introduce the concept of social CRM and provide a framework for managing customer relationships in the social media era. Hollebeek et al. (2014) review existing research on customer engagement on social media and propose a research agenda and proposes a research agenda for future studies in the field.

Tajvidi and Miri (2015) investigate the impact of social media on consumer behaviour, while Chen et al. (2016) examines the impact of social media marketing on online consumer behaviour, and how it has changed the way consumers make purchasing decisions. It also discusses the different types of social media platforms and their impact on consumer behaviour.

Khorram-Manesh and Saberi (2018) provide an overview of the literature on social media customer engagement, including definitions, types of engagement, and factors that influence engagement while Ashman and Masterson (2018) propose a conceptual framework for social media and customer engagement. Overall, these works provide valuable insights into the impact of social media on businesses and marketing and offer practical advice for businesses looking to engage with their customers through social media.

### 3. Case Studies:

#### 3.1 Case study- Nike's "Dream Crazier" Campaign:

Nike is a global sportswear and apparel brand that has successfully used social media to engage with customers and promote their brand values. Their "Dream Crazier" campaign, launched in 2019, is a great example of contemporary social media techniques.

The objective of Nike's "Dream Crazier" campaign was to promote gender equality in sports and inspire female athletes to break through societal barriers and achieve their dreams.

Nike's "Dream Crazier" campaign focused on storytelling and empowering female athletes. The campaign featured a video ad that showcased female athletes breaking barriers and achieving greatness, with narration by tennis star Serena Williams.

Nike's "Dream Crazier" campaign is a great example of contemporary social media techniques that can be used to promote brand values and engage with customers. The campaign's success highlights the importance of using social media to connect with customers and promote values that resonate with them.

#### 3.2 Case study-Airbnb's Social Media Techniques

Airbnb, an online marketplace for lodging and experiences, has been using various social media techniques to connect with its audience and promote its services. Here are some of the techniques they have used:

- **User-generated content:** Airbnb has encouraged its users to share photos and videos of their stays and experiences on social media using the hashtag #Airbnb. Airbnb then reposts some of this user-generated content on its own social media accounts, which not only showcases its services but also engages its customers and creates a sense of community.
- **Influencer marketing:** Airbnb has partnered with various influencers and celebrities to endorse its services and promote them on social media. For example, Airbnb has worked with actress Gwyneth Paltrow and Olympic gold medalist Shaun White to promote its services on social media. This has helped Airbnb to reach a wider audience and increase its brand awareness.

- **Social media advertising:** Airbnb has used social media advertising to target specific audiences and promote its services. For example, Airbnb created a Facebook ad campaign targeting people who were interested in travelling to Japan, promoting its range of unique accommodations and experiences in Japan.
- **Interactive content:** Airbnb has created various interactive campaigns on social media to engage its audience. For example, Airbnb created an interactive Instagram game called "Choose Your Own Adventure" that allowed users to select different travel destinations and experiences, ultimately leading them to a specific Airbnb listing. This campaign not only engaged its audience but also promoted its services by showcasing its unique accommodations and experiences.

### 3.3 Case study-Starbucks Social Media Techniques:

Starbucks is a global coffeehouse chain that has been utilizing social media techniques to engage with customers and promote its brand. Starbucks is utilizing social media effectively to increase customer engagement. Starbucks focuses on creating content that is visually appealing and consistent with its brand message. They also use social media to engage with customers on a personal level, responding to their comments and messages promptly. Starbucks also utilizes various social media platforms to reach a broader audience and uses social media analytics to track its performance and adjust its strategies accordingly. Some of the contemporary social media techniques that Starbucks uses:

- **Social Media Listening:** Starbucks utilizes social media listening tools to monitor customer feedback and sentiment. This allows them to respond to customer complaints and address concerns in a timely manner. They also use this data to gather insights into customer preferences, which they use to improve their products and services.
- **Influencer Marketing:** Starbucks partners with influencers to promote its products on social media. For example, in 2020, Starbucks collaborated with TikTok star Charli D'Amelio to promote their new drink, the Charli. The campaign generated a lot of buzz on social media, resulting in increased sales for the company.
- **User-Generated Content:** Starbucks encourages customers to share their experiences on social media by using hashtags such as #Starbucks or #StarbucksRewards. They also feature user-generated content on their social media channels, which helps to create a sense of community among Starbucks fans.
- **Gamification:** Starbucks uses gamification techniques to engage customers and promote loyalty. For example, the Starbucks Rewards program offers customers points for every purchase, which can be redeemed for free drinks and food. They also have seasonal promotions, such as their popular "Starbucks for Life" game, which encourages customers to make frequent purchases in order to win prizes.

- **Cause Marketing:** Starbucks has a strong commitment to social responsibility, and they use their social media channels to promote their efforts in this area. For example, they partner with organizations like the National Park Foundation and provide information about sustainability initiatives on their social media channels.

### 3.4 Case Study: Wendy's "Social Media Roasting" Campaign

Wendy's is a fast-food chain that used social media techniques to increase customer engagement and differentiate itself from its competitors. In 2017, Wendy's launched its "Social Media Roasting" campaign, which involved responding to customers' tweets with humorous and witty comebacks.

The objective of Wendy's social media campaign was to increase brand awareness, engage with customers, and differentiate itself from its competitors.

Wendy's social media strategy involved using Twitter to engage with its customers in a humorous and unique way. They encouraged customers to tweet at them with their food-related questions and comments and then responded with humorous and witty comebacks.

Wendy's also used social media to promote its products, with the company tweeting pictures and descriptions of its latest menu items. This helped to increase customer engagement and drive sales.

Wendy's social media campaign was highly successful, with the company gaining a strong online presence and increased brand awareness.

### 3.5 Case Study: Coca-Cola's Social Media Techniques

Coca-Cola, one of the world's leading beverage companies, has been using various social media techniques to connect with its audience and promote its products. Here are some of the techniques they have used:

- **Emotional storytelling:** Coca-Cola has been using emotional storytelling in its social media campaigns to connect with its audience. For example, in the "Share a Coke" campaign, Coca-Cola personalized its bottles with people's names and encouraged customers to share their stories on social media using the hashtag #ShareACoke. This campaign not only engaged its audience but also created a sense of community around the Coca-Cola brand.

- **User-generated content:** Coca-Cola has encouraged its customers to share their photos and videos of them enjoying Coca-Cola products on social media using specific hashtags such as #TasteTheFeeling and #ShareACoke. Coca-Cola then reposts some of this user-generated content on its own social media accounts, which not only showcases its products but also engages its customers and creates a sense of community.

- **Interactive content:** Coca-Cola has created various interactive campaigns on social media to engage its audience. For example, in the "Happiness Flag" campaign, Coca-Cola asked its customers to submit photos of themselves with a Coca-Cola bottle, which were then compiled into a digital flag that was shared on social media.

This campaign not only engaged its audience but also promoted its products by showcasing its iconic Coca-Cola bottles.

- **Social media advertising:** Coca-Cola has used social media advertising to promote its products to specific target audiences. For example, Coca-Cola created a Facebook ad campaign targeting young adults who were interested in music festivals, promoting its range of beverages that are perfect for outdoor events.

#### 4. Findings & Inferences:

The research paper studied five Case Studies wherein each one is emphasizing and focusing on one or more importance of the use of Contemporary Social Media Techniques.

Nike's case study highlights the use of concepts like Story Telling for connecting with customers in order to engage and promote them. Also, it used the example of strong female athletes to emphasize the value to break barriers for achieving success. This process can reach or resonate with the customer's value system and thus it worked positively.

In the second case study, Airbnb's social media techniques have helped the brand connect with its audience and promote its services in order to increase its brand awareness. By using a combination of user-generated content, influencer marketing, social media advertising, and interactive content, Airbnb has been able to create a strong social media presence and engage its customers effectively and efficiently.

The case study of Starbucks talks about utilizing a range of contemporary social media techniques to engage with customers and promote its brand. By analyzing customer feedback, partnering with influencers, featuring user-generated content, using gamification techniques, and promoting social responsibility, Starbucks has built a strong online community and enhanced its reputation as a socially responsible brand.

The use of humorous and witty comebacks helped to differentiate Wendy's from its competitors and create a unique brand personality. This led to an increase in customer engagement and a boost in brand loyalty. The Wendy's Fast Food case study depicts altogether a different contemporary approach to social media marketing.

The case study of Coca-Cola emphasizes how social media techniques have helped the brand connect with its audience, promote its products, and increase its brand awareness. By using emotional storytelling, user-generated content, interactive content, and social media advertising, Coca-Cola has been able to create a strong social media presence and engage its customers effectively.

From the above findings, we can infer that for designing the social media marketing plan, we should keep the following points into consideration:

- **Develop a social media strategy:** Before starting any social media campaign, it is important to develop a social media strategy. This strategy should include goals, objectives, target audience, and content plan. A social media strategy will help businesses to stay focused and achieve their goals.
- **Use high-quality images and videos:** Visual content is more engaging than text-based content. Businesses should use high-quality images and videos to attract the attention of their target audience. Images and videos should be relevant to the content being shared and should be visually appealing.
- **Respond to customer queries and comments:** social media provides businesses with an opportunity to engage with their customers directly. Businesses should respond to customer queries and comments promptly. This will show that the business values its customers and is committed to providing excellent customer service.
- **Use hashtags:** Hashtags can be used to increase the reach of social media posts. Businesses should use relevant hashtags to make it easier for customers to find their content.
- **Run contests and giveaways:** Contests and giveaways are a great way to increase customer engagement. Businesses can run contests and giveaways on social media platforms to encourage customers to engage with their brand.
- **Share user-generated content:** User-generated content is content that is created by customers. Sharing user-generated content is a great way to show that the business values its customers and is committed to building a community.
- **Use social media analytics:** Social media analytics can provide businesses with valuable insights into the performance of their social media campaigns. Businesses can use this data to optimize their social media strategy and improve customer engagement.

## 5. Conclusion:

In conclusion, social media marketing is a crucial aspect of any business's overall marketing strategy. Social media platforms have become an integral part of our daily lives, and businesses that can effectively leverage these platforms will have a significant advantage in reaching and engaging with their target audience.

However, social media marketing is a constantly evolving field, and businesses must stay up to date with the latest trends and technologies to remain competitive. Personalization, integration with other technologies, video content, social commerce, and influencer marketing are all likely to be key areas of focus in the future of social media marketing.

Ultimately, businesses that can create compelling, engaging, and relevant content on social media and effectively communicate with their audience are more likely to succeed in today's digital landscape. By prioritizing social media marketing and staying ahead of the curve, businesses can build stronger relationships with their stakeholders, and customers, drive brand awareness, and ultimately grow their bottom line.

Social media has become an inevitable aspect of modern-day communication, and businesses need to adopt effective techniques to increase customer engagement. This research paper has identified effective social media techniques that businesses can use to increase customer engagement. Businesses should use effective social media techniques to increase customer engagement and build a strong online presence. These techniques include developing a social media strategy, using high-quality images and videos, responding to customer queries and comments, using hashtags, running contests and giveaways, sharing user-generated content, and using social media analytics. By using these techniques, businesses can create a strong online presence and build lasting relationships with their customers. Social media platforms may seek to cater to specific interests and passions, creating more targeted communities that offer deeper engagement and connections.

Social media has become an important tool for businesses to enhance customer engagement and build a strong online presence. Businesses must use contemporary social media techniques such as UGC, social media analytics, and real-time engagement to effectively engage with their customers. Additionally, businesses must address the challenges and ethical considerations associated with using social media to ensure that they are following ethical practices and protecting customer privacy. By keeping up with the latest trends and developments in social media, businesses can remain competitive and effectively engage with their customers.

Concerns over privacy and security on social media will likely increase, and platforms will need to continue adapting to address these concerns. This may involve increased transparency around data collection and usage, as well as stronger security measures to protect user data.

Augmented reality (AR) is becoming more prevalent on social media, allowing users to interact with digital objects in real time. AR is expected to play a larger role in social media marketing, allowing businesses to create more engaging and immersive experiences for their customers.

Social media platforms have grown rapidly over the past decade and have become an essential tool for communication, entertainment, and commerce. They have revolutionized the way people interact with each other, connect with brands, and consume information.

Social media is likely to continue to be a significant part of our lives in the future, playing a role in how we communicate, connect, and consume information. As such, it is important for individuals and businesses to stay informed about social media trends and best practices to make the most of this powerful tool.

Social media platforms are continually innovating and evolving, adding new features, and improving the user experience. This innovation ensures that social media remains relevant and engaging for users, further cementing its place in our daily lives.

Social media's omnipresence, convenience, business value, and continuous innovation make it highly unlikely that social media will disappear anytime soon. Instead, social media will continue to evolve and play an increasingly important role in our daily lives and in the business world.

Social media is here to stay.

### References:

- Agarwal, A. (2021). *The Ultimate Guide to Social Media Marketing*. Educreation Publishing.
- Arora, H. (2021). *Social Media Marketing Handbook: A Step-by-Step Guide to Promote Your Business*. Notion Press.
- Bernof, J. (2009), New research: B2B buyers have very high social participation, <http://forrester.typepad.com/groundswell/2009/02/new-research-b2.html>
- Bhatia Puneet Singh (June 2019). *Fundamentals of Digital Marketing (2<sup>nd</sup> Edition)*, Pearson Education
- Bowden, J. L. H. (2009), "The process of customer engagement: a conceptual framework," in *Journal of marketing theory and practice*, Vol.17 No.1, pp. 63-74.
- Chapman T, (2008), "Social network marketing, engagement marketing brand,"
- Chauhan, A. (2021). *Social Media Marketing 101: A Comprehensive Guide for Beginners*. Notion Press.
- De Vries, L., Gensler, S. and LeeFlang, P.S.H. (2012), "Popularity of brand posts on brand fan pages: an investigation of the effects of social media marketing," *Journal of interactive marketing*, Vol.26, No.2,pp.8391.
- Evans, D. (2020). *Social Media Marketing: The Next Generation of Business Engagement*. John Wiley & Sons.
- Gupta Seema(November 2017). *Digital Marketing (1<sup>st</sup> Edition)*, McGraw Hill Education
- Hollebeek, L.D. (2013), "The customer engagement/value interface: an exploratory investigation," *Australasian Marketing Journal*.
- Kasavana, M.L., Nusair, K., and Teodosic, K.(2010), Online social networking: Redefining the human web, *Journal of Hospitality and Tourism Technology*, Vol.1 No.1, pp.68-82.
- Li, C., & Bernoff, J. (2020). *Groundswell: Winning in a World Transformed by Social Technologies*. Harvard Business Review Press.
- Qualman, E. (2021). *Socialnomics: How social media Transforms the Way We Live and Do Business*. John Wiley & Sons.
- Safko, L. (2020). *The social media Bible: Tactics, Tools, and Strategies for Business Success*. John Wiley & Sons.

- Smith, R. (2020). Social Media Marketing: A Comprehensive Guide for Beginners. Independently published.
- Sharma, N. (2021). Social Media Marketing: A Practitioner's Guide. Pearson Education India.
- Singh, S. (2020). Social Media Marketing: A to Z Guide for Beginners. Independently published.
- Mammadli, G. The Role Of Brand Trust in The Impact Of Social Media Influencers On Purchase Intention2021.Avaliableonline: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3834011](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3834011) (accessed on 14 December 2022).
- <https://www.forbes.com/sites/square/2020/12/04/5-ways-to-engage-consumers-on-social-media/?sh=50537d32b3f4>
- <https://www.socialmediadissect.com/brand-feature/dissecting-wendys-social-media-strategy>
- <https://bettermarketing.pub/how-wendys-revolutionized-corporate-social-media-accounts-6d4aec739f37>
- <https://blogs.lse.ac.uk/gender/2019/05/28/nikes-dream-crazier-a-new-brand-of-self-objectification/>
- <https://www.nbrii.com/blog/the-customer-experience-starbucks/>
- <https://d3.harvard.edu/platform-digit/submission/starbucks-driving-customer-engagement-via-digital-innovation/>

