



# USING SOCIAL MEDIA MARKETING TO ATTRACT CUSTOMERS TO BRANDS OF SMALL COMPANIES

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**Abstract:** This study aims to explore the influence on social media marketing for the revenue growth of online small enterprises, given the importance of social media and the dearth of knowledge in this field. We offer a research model that examines the effects of social media advertising methods (i.e., message material and format) on the consumer participation, brand awareness, and online small business sales performance. This model is based on the theories of media richness, uses, and gratifications. It is anticipated that brand recognition and customer engagement will moderate the relationships between messaging tactics and the success of online small company sales. To validate our model, we will collect data from various social media platform in India. This study is expected to contribute to research and practice on social media marketing to attract customers to brands of small companies.

**Index Terms - Social media marketing, attract customers, brands, small companies**

## I. INTRODUCTION

Social media platforms have emerged as a means for merchants to reach a broader audience with their marketing initiatives in today's technologically advanced world. "Connection between companies and their customers, providing an individual platform and incentive for user centred communication and social interaction" is how social media marketing is defined. Social media's advent has significantly altered the tools and methods for consumer communication; as a result, businesses need to understand how to utilize social media in a way that is compatible with their business plan. This is particularly valid for businesses looking to acquire a competitive edge.

5.35 billion people used the internet in the year January 2024, making up 66.2 percent of all the world's population.

5.04 billion people, representing 62.3 percent of all the global population, used social media out of this total. Social media marketing is the process of creating content for different social networking sites with the goals of promoting your products and/or services, establishing connections among your target market, and driving more visitors to your website. With the constant introduction of new platforms and capabilities, the field in social media marketing is always changing. Tools for social media analysis in marketing are used to monitor results, examine patterns, and reduce online risk. HubSpot, Sprout Social, and Hootsuite are examples of frequently used tools.

## II. CONCEPTUAL BACKGROUND

The objective of this study is to examine the effect of social media marketing to attract customers using brands of small companies. Particularly, we intend to explain the effect of social media marketing how they attract customer engagement, brand awareness, and online small companies' sales performance. For this purpose, we employ social media richness theory to explain the effect of brand awareness on small companies.

## III. LITERATURE REVIEW

The main purpose of this study is how social media marketing is used to attract customers to brands of small companies. Even social media plays a very crucial role in any industry. In recent times, social media has become an important tool for small companies to market their products and services. Social media marketing provides small companies with a low-cost way to reach large followership and engage with their guests. Social media has completely changed the way companies and customers communicate, improving decision-making, behaviour analysis, and client retention. In this

study we collect responses from the primary data resources. Companies may reach a wider audience and gain deeper consumer insights with social media marketing at a far lower cost than with traditional advertising. Examined the relationship between advertising responses, group membership connected to Facebook brands, and the psychological aspects of attitudes and self-disclosure among Facebook group members and non-members. According to the study, Facebook group members are more prone than non-members to divulge personal information.

### 3.1 Impact of social media marketing to attract brands of small companies

Social media networks provide small businesses an easy and affordable approach to raise awareness of their brands. Small businesses may increase brand recognition and reach a wider audience by using smart content production and targeted advertising. Through direct engagement with the audience they are targeting through social media marketing, small businesses may develop lasting relationships and increase brand loyalty. Small companies may foster a feeling of belonging and confidence among their followers by actively engaging in conversations, answering comments, and producing insightful material. For small businesses, social media networks are invaluable resources for generating leads and conversion. Small businesses may draw in new clients and help them move through the sales process by putting into practice efficient lead generation techniques like providing gated content, holding webinars, or launching focused advertising campaigns.

Social media marketing provides small businesses with an affordable alternative to standard advertising channels for promoting their brands and goods. Small companies may improve their marketing campaigns in order to maximize return on investment and reach their target demographic by taking advantage of alternatives for budget control and precision targeting. Social media platforms offer small businesses insightful information on the interests, activities, and preferences of their target market. Small companies may better understand their audience and adjust their marketing tactics by tracking engagement numbers, doing surveys, and examining audience comments. With the right use of social media marketing, small businesses may obtain a competitive edge in their sector. Small businesses may set themselves apart from rivals by continuously producing insightful content, interacting with consumers, and anticipating market trends.

To sum up, social media marketing plays a big role in drawing in small business brands because it makes brands more visible, encourages interaction and relationship-building, generates leads and conversions, offers affordable advertising options, provides useful market insights, fosters competitive advantage, establishes credibility and trust, and creates potential for virality and amplifying.

### 3.2. Getting started with social media marketing

As a small company or startup, there are more innovative and smart approaches to online marketing that you may use. Snapchat is a good place to start. In addition to having a shorter learning curve than its competitors, it offers you a good opportunity to interact one-on-one with its over 5.04 billion daily active users.

The total number various daily active users (DAU) on social media platforms may differ owing to a number of variables, including shifts in user habits, new features, or variations in popularity. This was noted in the previous update in January 2022. But as of that moment, these are the roughly regular active subscriber counts for a few popular social media platforms:

Facebook: More than 1.8 billion people use it every day. Instagram: More than 500 million people use it every day. More than 187 million people use Twitter every day.

Snapchat: More than 265 million people use it every day. LinkedIn: More than 303 million people use it every day.

### 3.3. Core pillars of social media marketing

- Advertising- Categorize every social media post as organic or sponsored. Posting organic content is free. On the other side, corporations can use networks to advertise postings to a broader audience as well as target specific audiences through paid content, sometimes known as social media advertising. Sponsored social media advertising can significantly boost the visibility of your company, even though organic reach is still vital.
- Analytics- In social media marketing, data is king. Monitoring and evaluating crucial performance metrics, including as participation, reach, clicks, conversions, and ROI, are part of this pillar. To optimize your strategy, you need to depend on insights derived from data.
- Strategy- Your plan for social media marketing will include goals, target markets, key channels, and content tailored to certain social media sites. It chooses what information you will track as well as the why, where, and what your company will communicate.
- Publishing- The process of producing and making social media material available to users is called publishing. You'll choose the publishing and planning tools you need to support your strategy, as well as how often and when to post.
- Engagement and Community building- Building and maintaining an audience around the company is essential. This pillar comprises building relationships, responding to messages and comments, and actively engaging with your target audience. A strong online community may increase brand advocacy and loyalty.

### 3.4 Brand

"Name, term, sign, symbol, design, or an amalgamation of all of these that identify the marker or supplier of the product or services" is what Kotler & Keller define as a brand. This definition states that a name, sign, or symbol is used to distinguish a company product or service from those offered by rivals since it also incorporates intangible elements that contribute to an organization's reputation in the marketplace. Additionally, a brand is distinct from a service or product since these are used or consumed to satisfy needs or desires, and products and services may involve anything that a firm provides to the public. They can also vary based on demand, time, and market trend.

## IV. OBJECTIVE OF THE STUDY

The main purpose of the study is the main goal of social marketing is to uplift and encourage social behaviour with the ultimate goal of bettering the overall status and circumstances of a neighbourhood or location.

- Increasing brand awareness
- Engaging with the audience
- Driving website traffic

- Generating leads
- Promoting products or services
- Building brand authority
- Gathering customer insights

#### **4.1 There are some objectives of my research paper**

- Uses of social media to attract customers to brands of small companies.
- Do social media impact customer buying decisions?
- To find out how many per cent of people prefer social media marketing.
- To reach out to the customer's problem that they have been faced from social media.
- Online and offline which platforms generate more customers to brands of small companies.
- To know youth behaviour towards social media marketing.

### **V. SCOPE OF THE STUDY**

- To understand customer behaviour and factors affecting the brands of small companies.
- Instagram, YouTube, Facebook, Twitter, Snapchat etc.
- This research is related to the many features of social media marketing to attract customers.

#### **5.1 Scope of attracting customers to brands of small companies**

- Identification of Your Target Audience  
Recognize the characteristics, inclinations, and actions of your intended audience. This information aids incustomizing marketing campaigns.
- Differentiation and branding Clearly state what makes your business unique from the competition and your brand identity. Create a value proposition that is distinct and appealing to your intended audience take into account that a very good portfoliofocuses on proper tax planning, and no longer tax avoidance.
- Online Presence  
Create a powerful online presence by using an expert website, frequent updates on your social media accounts,and interesting content. Employ search engine optimization (SEO) strategies to raise your profile in internet searches.
- Content marketing  
Is the process of producing informative, entertaining, or problem-solving material to your target audience. In graphics, movies, blog entries, and more can be included in this.
- Social media marketing  
Interact with your target market on the sites and apps where they spend the most time. To increase your reach,share interesting information, reply to messages and comments right away, and take advantage of paid advertising alternatives.
- Customer relationship management (CRM)  
Personalized communication, loyalty plans, and top-notch customer support are used to establish and preserveconnections with customers. Content consumers are more inclined to recommend a brand and make repeat purchases.

### **VI. RESEARCH METHODOLOGY**

This project's primary goal is to find the tactics that facilitate using social media to communicate with customers. Theresearch focuses on how small companies' brands are able to draw in clients using social media marketing. The bulk of scholarly work on social media approach to companies focuses mostly on large firms' strategies. However, the drawback of this type of writing is that small companies may not find success with the same tactics. The research looksat a small company that has gained recognition for its effective use of social media. The study offers a collection of methods that a small company use for its social media strategy, as well as an examination of these methods and insightsthat might be useful to other companies.

## 6.1 Research Design

The study is based on an Explorative and Causal research design.

## 6.2 Sampling Method

The sampling technique used was probability convenience sampling.

## 6.3 Methodology

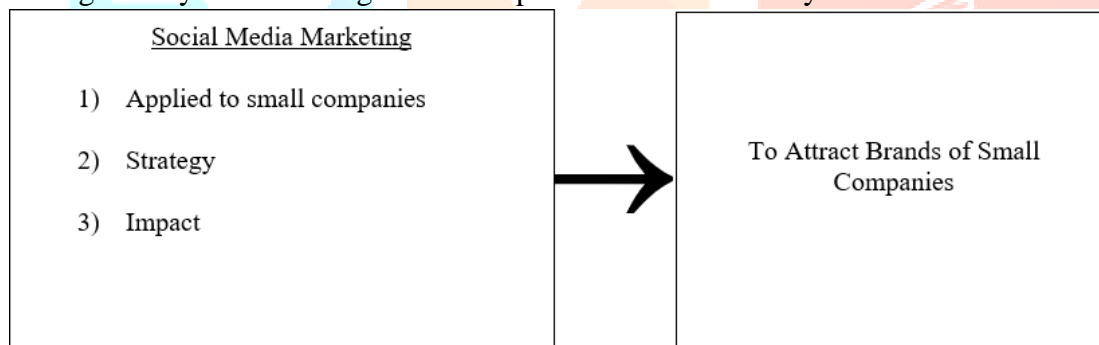
In this study, Explorative research design has been adopted by random sampling techniques with a sample size of 100.

## 6.4 Method of Data collection

The data collected for the study includes primary data to attain the objectives of the study. Primary data has been collected by questionnaire.

## 6.5 Research Framework

The small company is the dependent variable in the study's suggested model, which conceptualizes the link between social media marketing & small companies. While social media marketing is the independent variable, some of its components are as follows: Strategy and Impact as they relate to small companies. Adding value for the company's customers is what it is all about. One benefit that small companies frequently enjoy is getting to know their customers better on an interpersonal basis. Higher levels of loyalty and satisfaction with customers are the outcomes of these interactions. Small companies can also respond swiftly to the requirements of their customers. Nonetheless, research indicates that small companies tend to focus on the short term, making long-term market planning improbable small companies' owners and managers may start building relationships with customers early on thanks to social media marketing.



## VII. ANALYSIS OF DATA COLLECTION

### 1. Age

Age	Frequency	Cumulative frequency	Percent
15-19	0	0	2.25
20-24	35	35	66.07
25-29	7	42	25



30- Above	1	43	6.14
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The highest responses collect from the age of between 20-24 and the percent is 66.07 it means social media more impact to the younger.

## VIII. FINDINGS

- The most popular social media platform for marketing purposes is Instagram.
- Social media marketing can be beneficial to a business's success.
- There is a moderate level of social media participation.
- One of the main objectives of social media marketing is brand awareness.
- People use social media marketing for more than two hours every day.
- The majority of individuals would rather post images on social media.
- Social media is unique to each company.
- To reach a larger audience, social media marketing is more advantageous than traditional marketing.
- Because of social media marketing, the sector has the potential to expand globally.
- The challenge that social media faces is privacy.

## IX. CONCLUSION

In conclusion, using social media marketing to draw attention to small business brands necessitates a deliberate and specialized strategy. You may successfully draw in and pique the interest of potential customers by concentrating on adding value, establishing connections, and attending to the particular requirements of small enterprises.

You may prove your knowledge and highlight the value you provide with informative material, success stories, and lively discussions. Providing complimentary audits or consultations, making special offers, and holding webinar or workshops are all useful strategies to build relationships with small company owners and increase your reputation.

To reach the correct audience and maximize visibility, it's crucial to use influencer partnerships, optimize social media accounts, and use targeted advertising. Furthermore, continuing development is ensured by consistently evaluating and refining your strategy in light of important indicators.

## X. REFERENCE

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