



A STUDY ON THE EFFECTIVENESS OF SOCIAL MEDIA E-ADVERTISEMENT WITH REFERENCE TO EVENT PROMOTERS

1st Author Ms. Sangeetha P, 2nd Author Mr. Syed Ahamed V A A

2nd year MBA Student, Associate Professor

School of commerce

Rathinam College of Arts and Science, Eachanari, Coimbatore, Tamil Nadu - 641021

Abstract: The purpose of this study is to investigate effectiveness of social media e-advertisement with reference to event promoters. To analyse the effectiveness of different social media tools in reaching and engaging target audiences is an essential aspect in realizing in the marketing industry. This study aims to determine effective social media tools to advertise with reference to event promoters. This study sheds light on the efficacy of various social media tools for event promoters, enhancing their understanding of effective advertising strategies. The primary data were collected through structured questionnaire from 100 respondents by using convenient sampling method. The primary data was interpreted by using simple percentage analysis. By leveraging these insights, event promoters can boost attendee satisfaction and foster positive behavioural intentions, fostering long-term relationships with their audience. Ultimately, employing the right social media platforms optimally can significantly impact the success and longevity of events.

Index Terms - Event Promotion, effectiveness, social media, Strategies, Advertisement, Event promoters, Social Media Platform, Coimbatore District

I. INTRODUCTION

In today's digitally connected world, social media has evolved as an effective tool for marketing and promotion. Event promoters, in particular, have recognised the enormous power of social media platforms to reach their target audience, generate buzz, and increase attendance at their events. With an ever-increasing number of social media platforms and the changing nature of digital communication, event producers must understand which social media techniques are most efficient for promoting their events. This study seeks to evaluate the most effective social media methods used by event promoters for advertising objectives. In today's digital age, social media platforms are critical conduits for promoting events, reaching a large audience, and increasing engagement. Event promoters are continually seeking novel and impactful strategies to maximise their reach and ensure the success of their events. Understanding which social media tools yield the best results can greatly inform promotional efforts and enhance the effectiveness of advertising campaigns.

II. REVIEW OF LITERATURE

Ayman Abdo Harb, Deborah Fowler, Hyo Jung (Julie), et al. (2018) investigated the use of social media for event marketing in the United States. This study used a quantitative research method, with an online survey administered via Qualtrics and based on the TPB. The study's populations consisted of Facebook, Twitter, and Instagram event page followers. A convenience sample. The findings showed that event attendees were impacted by their subjective norms and perceived behavioural control. These factors had a major impact on

event fans' behavioural intentions, which resulted in their actual behaviour. Mazdan Ali Amaran, Sabirah Sulaiman, Alexander Chelum et al. (2023) investigated the efficiency of social networking platforms for event promotion in Kuching, Sarwal. This study included 200 surveys administered to event attendees using simple random sampling approaches. The descriptive study's findings show that social networking site channels are the factors that can influence how well an event is promoted.

III. SCOPE OF THE STUDY

The study is limited to local areas and specifies the application of social media to event marketing. The data was collected by a questionnaire given to selected respondents, and the respondents were selected randomly. The study especially deals with the effective social media tools to advertise, with special reference to event promoters.

IV. OBJECTIVE OF THE STUDY

- To identify the most commonly used social media platforms by event promoters.
- To analyse the effectiveness of different social media tools in reaching and engaging target audiences.
- To examine the role of content types, such as text, images, and videos, in social media advertising for events.
- To assess the impact of social media advertising on event attendance and overall success.

V. RESEARCH METHODOLOGY

Research methodology refers to the systematic process of planning, executing, and analyzing research studies to address specific research questions or objectives. It serves as the blueprint or framework guiding researchers through each step of their investigation. A well-designed research methodology ensures the reliability, validity, and generalizability of research findings.

Area of the Study: Surveys and interviews will be conducted with event promoters to gather insights into their social media advertising strategies.

Data Collection Method: The primary data was collected by a structured questionnaire that included 25 questions and was divided into 5 factors. A sample size of 105 respondents, including event promoters and students, was taken as the sample size for this research. Secondary data was collected using browsers, the internet, and other means.

Sampling techniques: The research sampling used for this study is convenient sampling.

Sample Size: For the study, a sample size of 100 respondents, including event promoters and students, was taken as the sample size for this research.

Statistical Tools Used: In this study, the researcher used simple percentage analysis because the percentage is acceptable once it's necessary to understand what number of participants gave a selected answer.

VI. LIMITATION OF THE STUDY

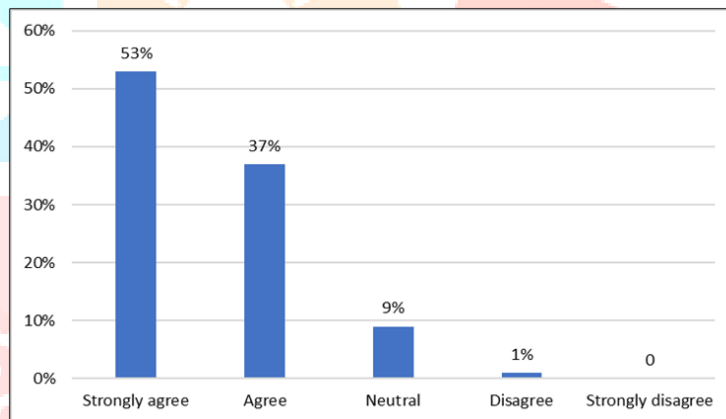
- A limited sample size may not capture diverse perspectives from various event promoters.
- Afraid of respondents providing the exact information.
- Difficulty in obtaining accurate metrics on social media engagement
- Difficulty in ensuring sample representativeness across diverse social media platforms.

VII. DATA ANALYSIS AND INTERPRETATION

Instagram is a useful tool for creating buzz about events.

Attributes	No. of respondents	Percentage
Strongly agree	53	53%
Agree	37	37%
Neutral	9	9%
Disagree	1	1%
Strongly disagree	0	0
Total	100	100%

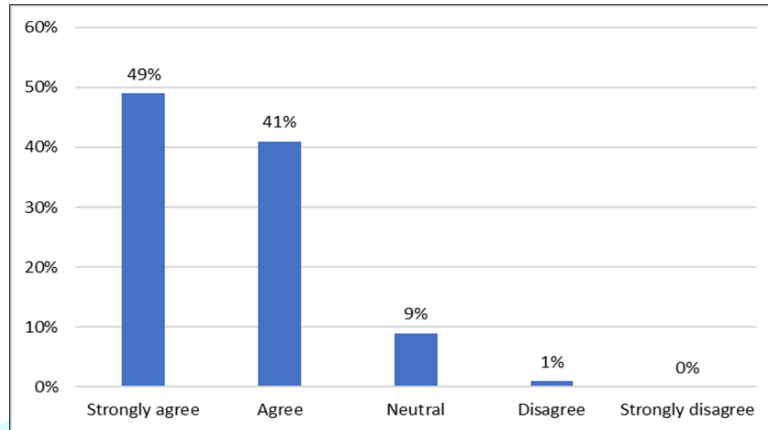
Interpretation: The above table indicates out of 100 respondents, fifty-three percentage of people have chosen strongly agree, thirty-seven percentage of people have chosen agree, nine percentage of people have chosen neutral, one percentage of people have chosen disagree and none of them have chosen strongly disagree.



High-quality visual content (images, videos) increases engagement on social media for event promotion.

Attributes	No. of respondents	Percentage
Strongly agree	49	49%
Agree	41	41%
Neutral	9	9%
Disagree	1	1%
Strongly disagree	0	0%
Total	100	100%

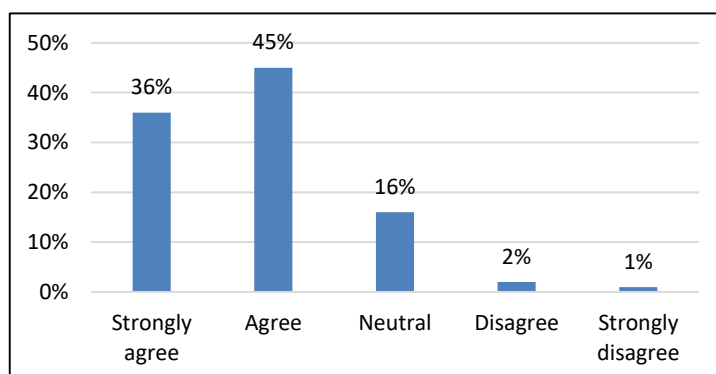
Interpretation: The above table indicates out of 100 respondents, forty-nine percentage of people have chosen strongly agree, forty-one percentage of people have chosen agree, nine percentage of people have chosen neutral, only one percentage of people have chosen disagree and none of them have chosen strongly disagree.



Analyzing audience demographics and behaviors helps in refining event promotion strategies.

Attributes	No. of respondents	Percentage
Strongly agree	38	38%
Agree	46	46%
Neutral	13	13%
Disagree	3	3%
Strongly disagree	0	0%
Total	100	100%

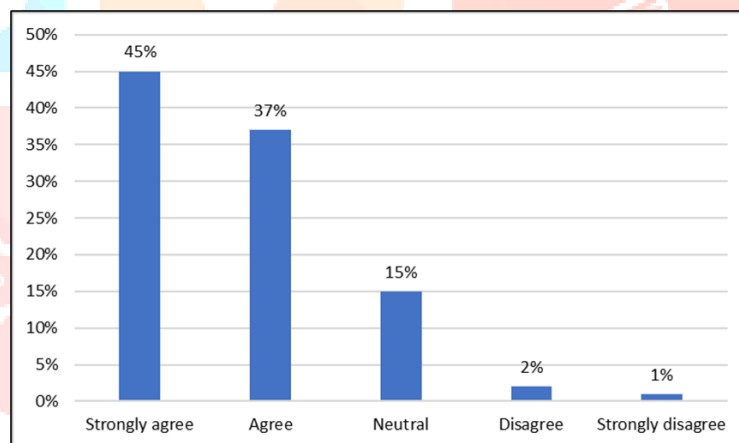
Interpretation: The above table indicates out of 100 respondents, thirty-eight percentage of people have chosen strongly agree, forty-six percentage of people have chosen agree, thirteen percentage of people have chosen neutral, three percentage of people have chosen disagree and none of them have chosen strongly disagree.



Collaborating with influencers or relevant partners on social media positively affects event promotion.

Attributes	No. of respondents	Percentage
Strongly agree	45	45%
Agree	37	37%
Neutral	15	15%
Disagree	2	2%
Strongly disagree	1	1%
Total	100	100%

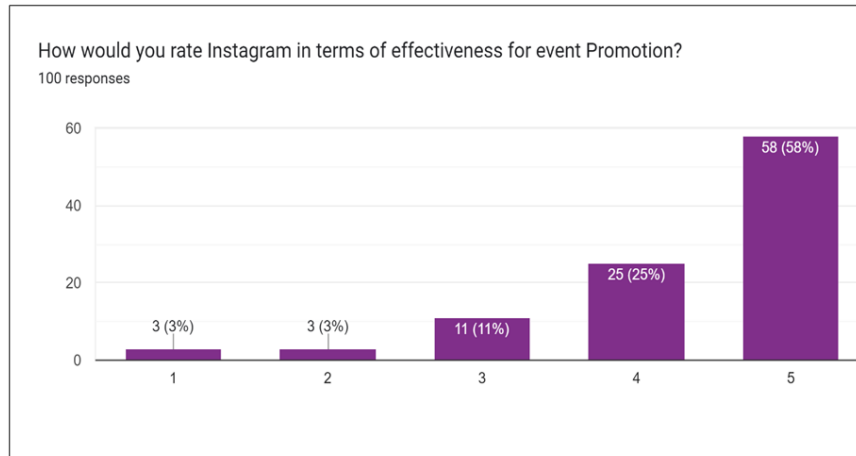
Interpretation: The above table indicates out of 100 respondents, forty-five percentage of people have chosen strongly agree, thirty-seven percentage of people have chosen agree, fifteen percentage of people have chosen neutral, two percentage of people have chosen disagree and only one percentage of people have chosen strongly disagree.



How would you rate Instagram in terms of effectiveness for event Promotion?

Attributes	No. of respondents	Percentage
Excellent (5)	58	58%
Good (4)	25	25%
Average (3)	11	11%
Fair (2)	3	3%
Poor (1)	3	3%
Total	100	100%

Interpretation: The above table indicates out of 100 respondents, fifty-eight percentage of people have chosen Excellent, twenty-five percentage of people have chosen good, eleven percentage of people have chosen average, three percentage of people have chosen fair and poor.



VIII. FINDINGS

- 53% of respondents strongly agreed that Instagram is a useful tool for creating buzz about events, and a minority of respondents disagreed that Instagram is not a useful tool for creating buzz about events.
- 49% of respondents Strongly agreed that high-quality visual content (images, videos) increases engagement on social media for event promotion, and a minority of respondents disagreed that high-quality visual content (images, videos) does not increase engagement on social media for event promotion.
- 46% of respondents agreed that analysing audience demographics and behaviour helps in refining event promotion strategies, and a minority of respondents disagreed that analyzing audience demographics and behaviour does not help in refining event promotion strategies.
- 45% of respondents strongly agreed that tracking and analyzing advertising performance metrics is essential for optimizing event promotion strategies, and a minority of respondents disagreed that tracking and analyzing advertising performance metrics is essential for optimizing event promotion strategies.
- 58% of respondents rated Instagram excellent in terms of effectiveness for event promotion, and a minority of respondents rated Instagram poor in terms of effectiveness for event promotion.

IX. SUGGESTION

- Create buzz for your events on Instagram by prioritizing visually stunning posts and stories, while also collaborating with influencers to amplify excitement and anticipation among your audience.
- Maximize event promotion on Facebook by tailoring strategies to its capabilities and maintaining consistent posting schedules to enhance visibility. Engage with followers actively to foster meaningful interactions and improve overall effectiveness.
- Harness Twitter's real-time nature and hashtag functionality to reach a wider audience for your event promotions, while utilizing Twitter Analytics to refine strategies based on audience demographics. Consider allocating budget to Twitter ads to further enhance visibility and engagement, leveraging its value in event promotion.
- Invest in compelling video content on YouTube to showcase event highlights and attract potential attendees, while utilizing YouTube Analytics to track advertising performance and optimize strategies for maximum impact. Leverage social media analytics tools to measure ROI effectively, gaining insights into viewer behavior and engagement across platforms.

- Prioritize LinkedIn for promoting professional events and leverage its robust targeting options to reach relevant professionals interested in your gatherings. Utilize LinkedIn's analytics tools to understand audience demographics and behavior, refining strategies to maximize engagement and attendance.

X. CONCLUSION

The study's goal is to determine the effectiveness of e-advertising with respect to event promoters. The findings reveal that Instagram has emerged as a highly effective social media channel for event promotion. Overall, these findings help event organisers optimise their social media strategies and efficiently reach their target audience while responding to changing user preferences and platform dynamics. To summarise, successful event promotion on social media requires a multidimensional approach that includes platform-specific techniques, compelling content production, data-driven analysis, collaborative partnerships, and targeted advertising. By harnessing these insights and following suggested techniques, event promoters can increase their event's reach, engagement, and, ultimately, success.

XI. REFERENCES

- Smith J & Johnson A (2019), "The Impact of Social Media Marketing on Event Promotion: A Case Study of Music Festivals", *Journal of Marketing Research*, Volume 25, Issue 3, pp 45-62.
- Brown. C & White L (2018), "Leveraging Social Media for Event Promotion: Strategies and Best Practices", *International Journal of Event Management Research*, Volume 12, Issue 2, pp 87-102.
- Jones R & Lee S (2017), "Exploring the Role of Social Media Platforms in Event Promotion: A Comparative Analysis", *Journal of Communication Studies*, Volume 40, Issue 4, pp 521-536.
- Garcia M & Patel K (2016), "The Effectiveness of Facebook Advertising for Event Promoters A Case Study", *Journal of Advertising Research*, Volume 55, Issue 1, pp 78-92.
- Nguyen H & Smith T (2015), "Utilizing Twitter for Event Promotion: A Study of Engagement and Effectiveness", *Journal of Public Relations Research*, Volume 3, Issue 3, pp 321-336.
- Wang L & Kim D (2014), "Social Media Marketing Strategies for Event Promotion: A Content Analysis Approach", *Journal of Internet Commerce*, Volume 18, Issue 2, pp 145-160.

