

1. Introduction

No matter which stage of the past or where history has been addressed, one element that has always remained important everywhere is the key use of online social technology. A Huge part of this being how the identity of online companies seem, how accessible online services are; how electronic presence should look, but also how clients within enterprise make use of online platforms to support a buyer's journey to measure the return of investment

The human aspect of face-to-face communication is often one of the most noticed physical characteristics, and often represents a huge part of an entire company's identity. It is also part of how marketing companies wish to build partnerships and relationships with other business production within the social enterprise environment. This ensures customers are supported both online and offline. The creation partnered with the establishment of social media has supplied businesses, clients along with individuals selected opportunities to expand key methods further.

ROI is traditionally known to measure business performance, to gain an understanding of how much effort it takes to assess companies' overall performance.

2. Project Aim

The aim of this project is:

“To investigate how social media marketing tools help to track the buyer's journey and affect the ROI of a specific company.”

The project aim has been broken down into appropriate objectives which describes the overall structure of the represented aim being presented:

3. Project Objectives

The objectives of this project is to:

- Study and assess how Social Media marketing tools are utilized to track buyer's journey.
- Examine and review the effectiveness of each available method.
- Design a methodology to review the effectiveness of marketing tools and the ROI.
- Evaluate project findings and identify key outcomes.

4. Research

The objectives of this project is to:

1. Study and assess how Social Media marketing tools are utilized to track buyer's journey.
2. Examine and review the effectiveness of each available method.
3. Design a methodology to review the effectiveness of marketing tools and the ROI.
4. Evaluate project findings and identify key outcomes using a survey and focus group.

5. Evaluating a Buyers Journey and ROI

When it comes to purchasing a product or service often, customers will commence a journey. The journey starts from the moment a particular problem is uncovered to where particular purchases are made to rectify a solution to a problem. The buyer's journey is the process consumers go through to consider and evaluate a range of services further. This can assist while making decisions to purchase a new product or service. The biggest prospect of the buyer's journey is for clients to being able to construct trust with companies.

A buyer's journey can run on and offline through various stages. These run between the bonding between both suppliers and customers. The stages are Awareness, Consideration and Decision, These points can work towards mearng Return of Investment across a company.

The ROI of a social media action is calculated by dividing the net income by the cost of action while multiplying by 100. It can also sometimes be possible for ROI to appear as negative, in this case further amendments must be made to campaigns.

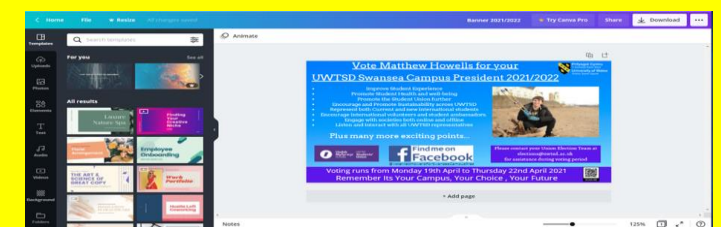


$$ROI = \frac{\text{Current Value of Investment} - \text{Cost of Investment}}{\text{Cost of Investment}}$$

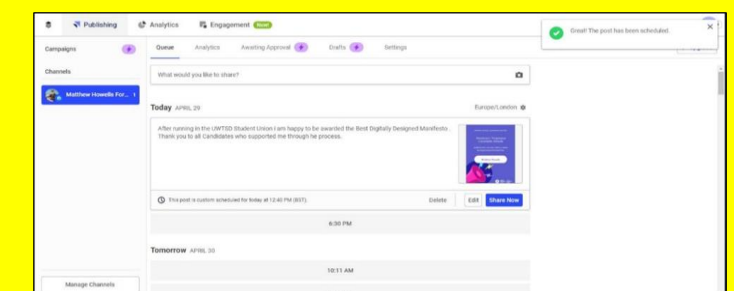
6. Testing

Conducting experiments can improve and measure user's engagement between marketing tools. All this can be done to ensure all published content remains productive. To review the general functionality of each application, numerous analysis will must carry out. A survey based upon the use of social media and certain opportunities can be carried out to collect information from individuals using marketing tools.

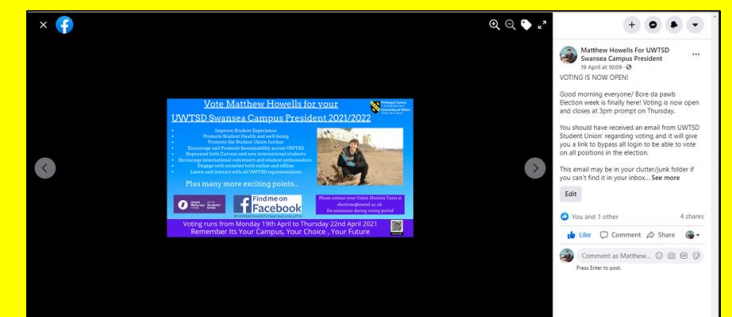
All tests will be based on analytics and choice of platform. The first element of this section analyses content posted through a Facebook page, whilst the second will review the tool 'Canva' All content shall be published to Facebook using a social media marketing tool known as buffer. By testing technology tools further technology skills are being enhanced further while attempting to achieve set objectives.



Creating content using Canva



Uploading content using Buffer



Published Content On Facebook

7. Conclusion

The overall project was a fantastic achievement. This conclusion is sustained by results from marketing tool testing and the further analysis

The overall aim and objectives set for the project were all successfully achieved. All platforms that were evaluated worked correctly, while a full investigation into Social Media Marketing tools and measurement of ROI Was achieved.

Certain recommendations for future improvements to this project can include, follow up interviews, Further survey response rates, using public and full professional company involvement.

