

An evaluation of social media marketing and production of best practice guide

Abstract

The purpose of this project is to evaluate the use of social media marketing and develop a best practice guide based on organisations operating in the Swansea area.

Introduction

The use of social media has risen rapidly in recent years, 21% in the last 6 years in fact. Therefore the purpose of this project is to explore social media marketing and its usage in Swansea.

The project begins with a literature review, follows with the research methodology then presents the findings chapter, which is split into two sections these are: Primary research findings and implementing both primary and secondary research findings in the case study. Finally the project ends with a conclusion and recommendations for future research.

Aims & Objectives

The overall aim of the project is:

Evaluation of social media marketing and production of best guide.

The objective are to:

1. Conduct secondary research to evaluate social media marketing.
2. Conduct primary research - survey and interview businesses in Swansea.
3. Evaluate primary and secondary research to produce a best practice guide

Methodology

The purpose of this chapter is to review the methods that were employed to answer the research objectives.

Research Design - Phenomenology

Research Approach - Inductive

Research Design - Case study approach

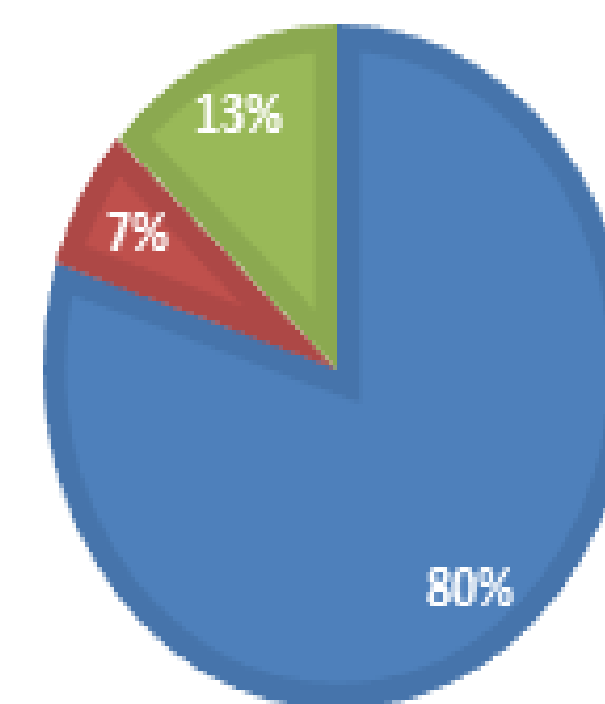
Surveys were handed out and interviews conducted to ascertain social media usage for marketing for small organisations in Swansea. The results were then implemented in the case study's social media accounts chosen for the project



Results of Primary Research

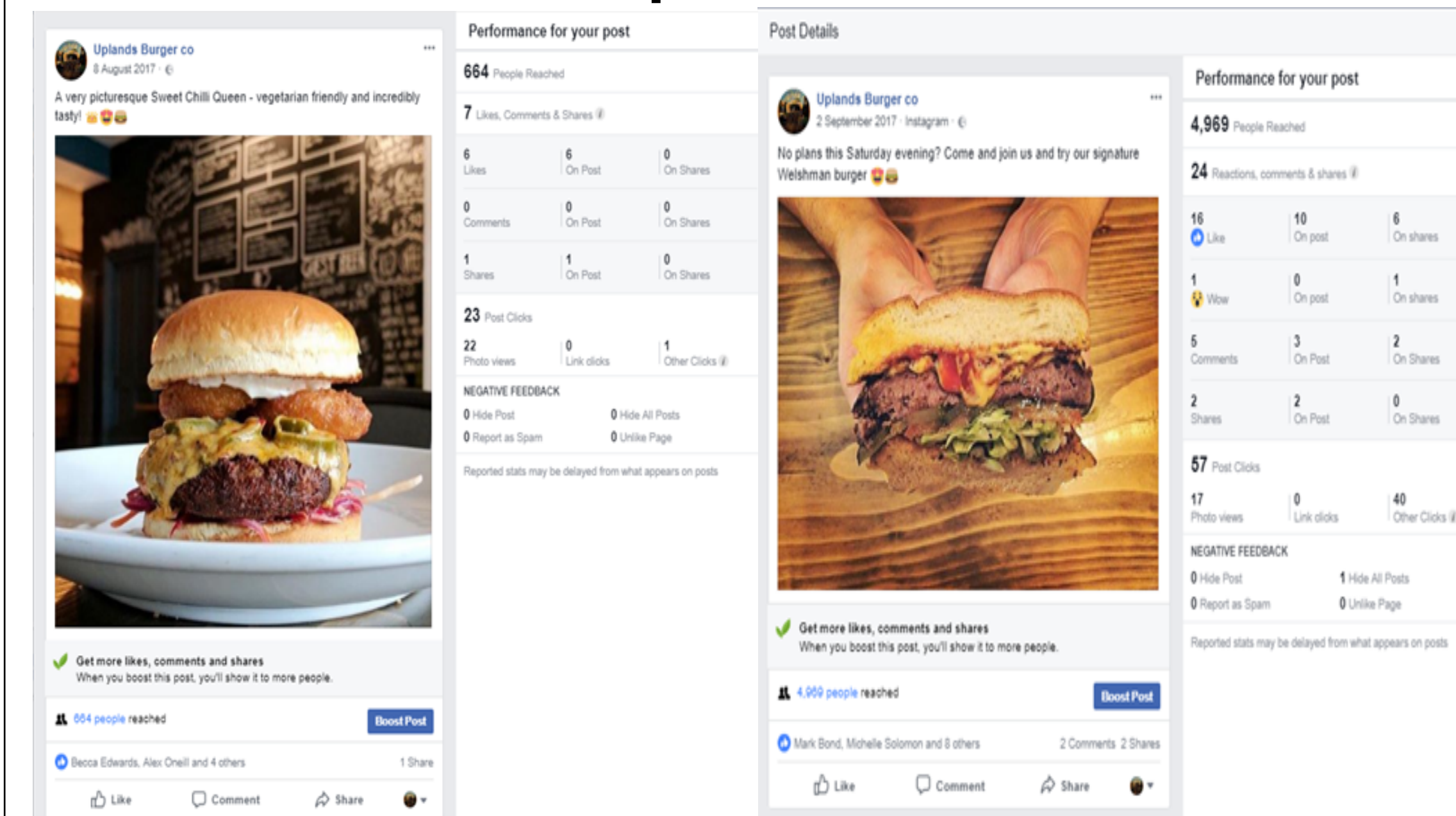
DOES YOUR ORGANISATION UTILISE SOCIAL MEDIA?

■ Yes ■ No ■ Maybe



The above pie chart shows results from question one of the survey handed out. Clearly shows the majority businesses in Swansea use social media for marketing.

Results of Implementation



Above is results from the practical implementation.

The picture on the left was posted according to the primary and secondary research findings, whilst the picture on the right was posted on the same day at the same time to compare the reach and engagement. The picture posted in line with the research findings performed much better than the other post.

Recommendations

Recommendations for future research could be:

1. Further the scope of the project, expanding the reach out of Swansea or changing the sampling method.
2. Surveying case study customers to ascertain whether it was a social media post which resulted in them using the case study or something else, to test the effectiveness of their social media marketing.