Lauren Dissertation

by Lauren Paige Collins

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Investigation and Evaluation of Website Technology and Social Media Marketing for Start-up Businesses

By

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Project submitted as part of the requirements for the award of BSc (Hons) Business Information Technology

Thursday 21st April 2016

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Abstract

Due to the rapid growth of technology in the past few years, it was of interest to evaluate how it works and especially how it affects businesses as it is now so heavily involved. As a result of this, this study will be focusing on the primary aim which is the investigation and evaluation into the effectiveness of website technology and social media on start-up businesses.

Website technology and social media is two of the most popular methods to use with in business and as a result of this thorough research has been conducted for investigation along with data received from primary research. To achieve this, the main methods that were used was a survey and a case study analysis which also contained interview. By conducting these methods, the main objectives were also met to gain an overall justification into the effectiveness of website technology and social media.

A detailed analysis was able to be conducted based on the data collected from both the survey and the interview. Along with the research discovered from the chosen case study. This allowed for discovering that both methods can have a massive effect on a business in very similar ways. The results revealed that these methods are used for advertising, the sharing of important information with clients and to increase sales/services. Although both website technology and social media are both more than capable to provide these services, the results show that social media has the edge and is more popular with businesses who participated in the survey.

After concluding this study, it is recommended that further research should be conducted in to the area of study. This would then allow for contacting a wider range of business and additional interviews to take place with established businesses who have used both methods and are aware of both the advantages and disadvantages.

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1.0 Introduction

For this project, Start-up businesses are going to be the main focus and evaluating how website technology helps organisations to push forward and expand. Along with technology, social media has expanded massively over the years and has helped organisations to progress massively. Because of this, another main focus point for this assignment is going to be focusing on how social media has aided start-up businesses and why it makes some organisations so successful.
After having many different organisations start-up within the family, this has always been of interest. This experience has also allowed for realisation and how difficult it can be to start-up an organisation without having the right help required.

In today's industry, technology is one of the main opportunities to help a business start-up and is also one of the most effective methods that an organisation could use to help their business to grow. This option opens a variety of different doors to help make a business become successful and popular. Start-up businesses using website technology and social media marketing can do so much to help a business start and grow from nothing into a global company.

The main aim of this study is to discover the effectiveness of Website Technology and Social Media on Start-up Businesses. Focusing on how using Social Networks and Website Technologies can benefit a company in so many different ways when they are starting up and why they choose to use these particular options. What makes them so effective? To answer this, throughout this project the topics Start- up Businesses, Website Technology and Social Media are going to be the main points of interest and will be investigated and evaluated throughout.

To meet this aim, a number of objectives were set in place. These objectives consist of research in to the areas of interest and which platforms in social media and website technology are most popular within the field. A survey was also produced to contact businesses that have recently started up. This was done to analyse and evaluate how they became successful. To contribute to this, a case study has been created on a particular business, along with a

personal interview. Conducting these processes aided to investigate these strategies and why they have gained popularity in the business world.

Throughout this project, the main focal research areas are start-up businesses, website technology and social media which are the main headings of the literature review. The history of each section has been evaluated, along with the different types of both website technology and social media platforms. The effectiveness and benefits were also evaluated as well their usage and popularity statistics. Other advertising methods were also investigated to analyse how they can be used.

The research method that were applied to this area of study have been evaluated thoroughly and allowed for creating a survey and evaluation of a case study. The analysis of the survey has been completed and allowed for a detailed evaluation and conclusion.

2.0 Research and Review of Literature

2.0.1 What is a Start-up Business?

A start-up business is a company that is just coming into the world and trying to progress in the current industry. “Start-ups are usually small and initially financed and operated by a handful of founders or one individual”[1].
The entrepreneurial creators will then fund the start-up of the company as they go through the beginning stages of developing a particular product or service. However for small businesses they will not always last long term unless funding is provided from investors[2]. A massive return on the investment can then be gained for the investors who provide capital, if the business is an overall success.

According to Demers, “For most, the prospect of making your own decisions and being in charge of your own destiny is worth it. But if you’re going to be successful as an entrepreneur, you have to be prepared for the risks and challenges that come with it”[3]. Even though starting a business is scary and a great deal of work, it can be very fulfilling and rewarding. There are always going to be risks and challenges with any task but if the individual is prepared, organised with a step by step plan and confident, they could produce a successful business.

2.0.2 Important Technology considerations for Start-up Businesses?

The technology that is required to build the business is a very important consideration, as the creators need to aware of what computing infrastructure is necessary to the company.

For the technical side of the business, technology consultants will be needed to monitor and advise through technical growth that the business will eventually face. As well as consultants and employees, computers will also be required. To ensure a successful start, these computers should be “relatively new, high-speed tools. Each computer should have plenty of memory (512MB or more),

hard-disk space (80GB or more), a fast processor (2-3GHZ) and a quality screen for minimum eyestrain" cited by Ray[4].

A high-speed internet access will be essential at any business, big or small. This will then allow the company to use online backup methods and ensure that any tasks within the company can be completed quickly. As well as internet, the business should require a company email, as this will help with their appearance and make the company look professional, even in the early stages. But when having a business that has an online presence, the company needs to be sure that they have a up to date Data Security software and hardware in place, as it is a major concern in the business world. "Businesses should proactively add layers of security walls to protect their financial documents with security printers, security check paper and other forms of data security"[5].

The final technological consideration that is required is a website. It is important to increase the online presence of the company in today's industry. Not only does it aid to spread the name of the business but will "a) reduce the amount of inbound e-mail and phone calls to your business, and b) customers can serve themselves from your website and be happier"[4].
A website brings so many advantages and opens more opportunities and aids with boosting sales, "According to the Directory journal, a premium search and information service, online sales have grown in the United States from $12.3 million in 1999 to over $130 million in 2006"[6]. The difference is unbelievable and proves that having an online presence can help to bring in a profit and creates effective advertising for the company.

Even though there are many important technology deliberations that should be considered, there are also general important considerations that need to be thoroughly analysed that are sometimes over looked. Making the decision to start up a business is a very important decision and the important considerations should always be evaluated before a final decision is made. These considerations that every entrepreneur should evaluate are included in the Appendix A of the Appendices.

2.0.3 Start-up Business Statistics

Over the year 2014, research was conducted by think tank Centre for Entrepreneurs who were investigating in to the amount of businesses that had started up throughout the UK. According to Williams, "A record breaking 581,173 businesses were registered with Companies House last year showing an accelerated increase on previous years with 526,447 and 484,224 recorded in 2013 and 2012 respectively"[7].

Figure 1

City	Start-up Numbers
Greater London	184,671
Birmingham	18,337
Manchester	13,054
Brighton	8,344
Glasgow	8,173
Bristol	8,130
Sheffield	8,052
Nottingham	7,641
Warrington	7,529
Edinburgh	7,480
Coventry	7,059
Leeds	6,778
Leicester	6,763
Reading	6,759
Belfast	6,369
Cardiff	6,327
Guildford	6,146
Liverpool	6,032
Portsmouth	5,988
Chelmsford	5,878
Newcastle-Upon-Tyne	5,840
Northampton	5,813
Stockport	5,503

Looking at these figures, it is clear to see that starting up a business has become a lot more popular and business are being established all over the UK. The resources that are now available make this a quicker process and has become more enjoyable. In agreement with Johnson, "Starting a business is easier, quicker and cheaper than ever thanks to new technology"[7].

2.1 What is Website Technology?

When using web technology there are many different languages which can be applied to programing and designing, although it is often very common that "many businesses are forced to recruit web designers and programmers without really knowing what they want"[8]. This can often cause unnecessary problems when businesses do not understand what they are require and what outcome they expect from doing so.

Due to programing being a difficult and tedious task if the user does not have the knowledge required to design and programme a website for the company, businesses tend to then sway more to using website builders. This is also a very effective process for small companies who have not got the money to pay designers and programmers, e.g. start-up businesses who are just starting off and haven't yet got the money to pay for the software and staff required.

2.1.1 The History of Website Technology

Website technology has escalated massively since it was first released and has a come a long way since it was first invented. "In 1989, Tim Berners-Lee invented the World Wide Web, an Internet-based hypermedia initiative for global information sharing"[9]. In 1991 the first ever website was published. "Exclusively text-based, this first website marked the beginning of what would become a digital revolution"[10].
There have been three main stages with in the progression of the internet, these are:-

- The nineties – the code based programmes, e.g. HTTP, different versions of HTML etc.[11]
- The 2000's – WYSIWYG (visual studio, visual editor etc.) [12]
- And Now – Cloud based services, website builders. E.g. Wix, GoDaddy Weebly etc.

2.1.2 Types of Website Technology

There are many different types of Website Technology that are available to use and allow for the creation of websites. “Web standards are rules and guidelines established by the World Wide Web Consortium (W3C) developed to promote consistency in the design code which makes up a web page”[13]. This is the guideline in place for the languages used when creating a website and how they are displayed. The common web standards mark-up languages which are used in today’s businesses are, Client-side, HTML, CSS (Cascading Style Sheets), Java Script., Notepad++, Adobe Dreamweaver and Visual Studio.

There are two types of Web Applications that are also frequently used, these are OpenSource and MS. OpenSource is a computer programme which the source code can be used an edited by the general public. Other programming languages which are also a part of this programme are Apache, PhP (Hypertext Preprocessor) and MySQL (Structured Query Language).
One of the many applications which are often used in today’s major businesses is the 3 Tier application. This application programme is divided in to three parts. The “tiers represent physical and administrative boundaries between the end user and the web application server”[13]. A full explanation of this is situated in the Appendices in Appendix B

2.1.3 Website Technology Usage and Popularity Statistics

The amount of people that use a certain website can alternate so much within a short amount of time. A variety of website technologies is used on a daily basis but there are always certain software's that uses prefer to use.
Below is a table which shows the most popular technologies on the web and their usage figures since the week beginning in February 2016.

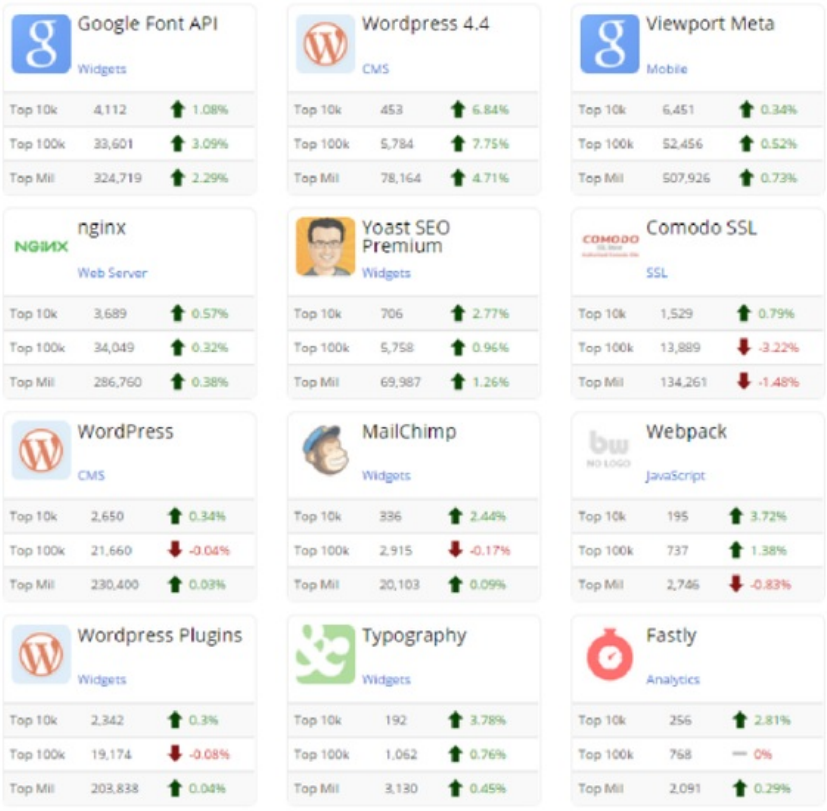


Figure 2

This figure indicates the technology that is used, the groups, the site count which states the number of users using that software and the percentage change which has taken place.

2.1.4 Online Website Builders

A website builder is an effective way to create a website for a business. “Using website builders makes your website look professional with very little effort and absolutely no technical knowledge, No HTML Knowledge is needed”[14], it’s a quick process with impressive results.
Website builders has been a blessing to some people in the business industry as not all I.T. users have a complete full understand of coding. The different types of website technology available have allowed people to build effective websites without having the problems of having to build a website from scratch.

When a business creates an online presence, they automatically allow for many more different opportunities for themselves, including building on their target audience and expanding their current organisation. Building a website for an organisation is one of the best ways to start-up an organisation.

2.1.5 Types of Online Website Builders

There are two types of website builders, online and offline. Online web builders are web based which run on the browser installed on the PC, e.g. Chrome, Firefox etc. Whereas offline builders are software that can be downloaded to a PC or laptop[15].
The most popular website builders which are used within the business industry can be seen in Figure 3 on the next page.

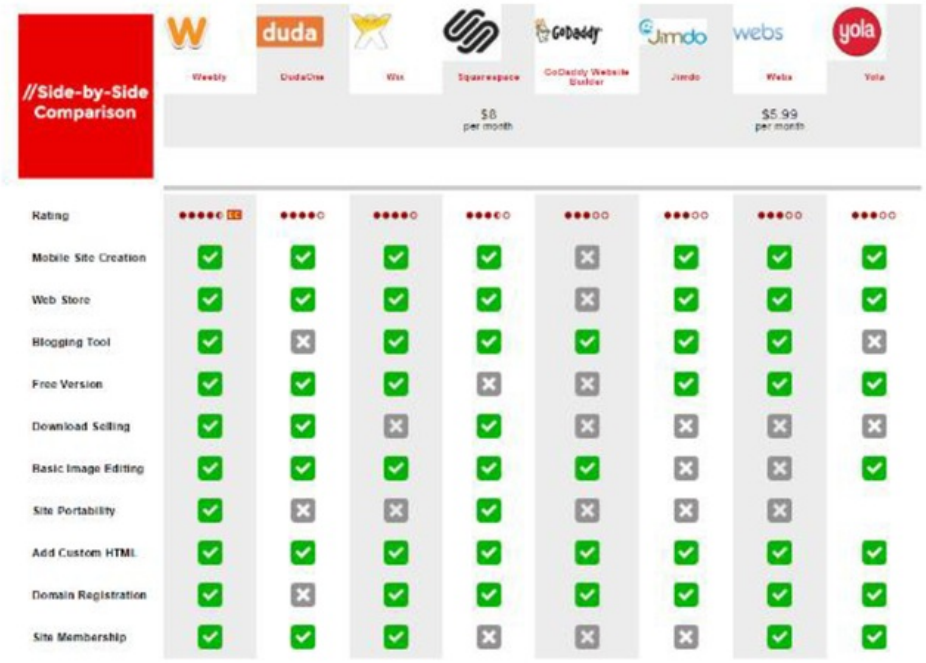


Figure 3

This table was taken from the article "The Best Easy Website Builders for 2015"[16] which shows a side by side comparison for the most popular website builders which have been used in 2015. By looking at this comparison table, it can assist users to make a decision of what software is most suitable for creating a website, which can be very helpful for entrepreneurs. This will allow them to make a swift start on the company's website without having to do the research to find the right software that is required.

2.1.6 Effectiveness of Website Technology

Due to the internet growing in popularity over the years, people now turn to the internet for everything and it is now expected that if a business exists, then it is expected that they will have a website. Nevertheless there are many benefits to having a website, which does make them extremely effective. These benefits are:-

Less Expensive Advertising[17]

Advertising can be fairly expensive on its own and can set a business back, but using a website can be very cost effective. Not only is advertising online cost effective, it is also a environmentally friendly way of marketing. Using website technology allows the company to promote the business quickly and easily while being in control.

Increase Customer Base[17]

To increase the customer base, the business needs to be sure that that their customers are satisfied. Having a website will fulfil all customers and potential customer's needs. Depending on the customer, they may not always like to shop in stores so having a website and a store will suit all types of customers. A website gives a chance to make the company known worldwide, which increase the customer base of the company massively. A website allows the business to be visible to everyone, anywhere, at any time.

Access to Information[17]

One of the many privileges of using website technology, is that the business itself is able to be track and control every aspect of the website. The software available allows the user to track how many people visited, how many have messaged or commented on the site and how often it is spoken about on social media. It is ideal for any business as they are able to monitor the progress of the website and see first-hand what works successfully and what does not.
It allows user to constantly update and promote the website as they please and having an informative website that is honest will help to increase sales.

Better Relationships with Customers[17]

Having a website in place can often build a better relationship with customers, as messages can be passed back and fore. It provides a form of communication for people who aren't able to go the store and ask questions. The website allows for users to talk to the business, find out more information and leave feedback about the business and their products/services. Also one of the effective points of having a website is that it always accessible.

Opportunity[17]

One of the most important results of having a website set up for the company, is that the owners are able to verify credibility of the business to the existing and possible customers. If users are able to see that the website and business are trustworthy, this will then create positive feedback and will attract more potential customers to use the website. Once users know they can completely trust the brand, they will then be more entitled to buy from the website and make regular purchases. More importantly, if the company would like more interest from investors than a website will be the perfect area for potential investors to evaluate. Investors will then be able to see for themselves what type of business it is and make a judgement if they would like to invest in to the future of the company.

2.1.7 Evaluation of Website Technology for Start-Up Businesses

Businesses today have many possibilities that are available to them, which all help to build the success of the company. Although website technology has become very popular, website builders do seem to take the lead. This is mainly a result of website builders having more to offer users especially those who are just starting up.

Having a website can be so effective for a business and can bring so many advantages. With a website there are no limits and when presented and advertised correctly, a start-up business could have the potential to become a well-known global company.

2.2 What is Social Media?

"Social media is an umbrella term that covers a group of web based software applications, the content generated by the users of those applications"[18]. Social media comes in a variety of different forms and are often used within the business world, but there are certain types which are more popular to use. When social media is used correctly a business will have the ability to spread the name of the company to millions of people without putting in that much effort. This is the beauty and one of the many advantages of using social media to market a business. All the company needs to do is to advertise the business on a popular social media website and then the users of social media will do the rest. This will then have capability to reach the companies desired target market and many more.

Social Media has come a long way and will continue to grow. All social media networks have something different to offer the users of the internet and because of this, even the smallest social media site will remain, as there is always a handful of people who like using it. There will always be one to cater to the needs of every person[19].

2.2.1 Social Media Platforms and the History

There are many different types of social media which are used to help with the growth of a business. Below are the most popular which are used within the industry.

Facebook – Often referred to as the "social media giant"[20], "Facebook is the world's most popular social-networking site with more than one billion users"[21]. Having to face facts, no one is able to ignore Facebook, it is part of everyday life. This social media network has progressed massively, considering it was first released for college/ university students in 2004. In 2006 the social media site was then opened to the general public to use. Facebook allows a user, to make different posts, upload pictures and video's and communicate with friends, family members and businesses.

Twitter – Released the same time as Facebook, Twitter is often described as the "SMS of the internet, because posts are short, sweet and to-the-point"[22].

The posts that are "tweeted" are organised by the hashtags and the posts that users are able to share on twitter can only be a maximum of 140 characters.

Instagram – First released in 2010, Instagram is described as "a fast, beautiful and fun way to share your photos with friends and family"[23]. Facebook purchased Instagram and released new features so that users have the ability record and watch video's which last 10 seconds. Instagram is now in competition with Twitter's app Vine. This system is mainly photo based and allows a user to post their favourite photos and share them with their followers.

YouTube – Owned by Google, "the website provided a very simple, integrated interface within which users could upload, publish and view streaming videos"[24]. Initially launched in 2005, YouTube has provided an opportunity for users of the internet to connect and inspire others all over the world. The website also "acts as a distribution platform for original content creators and advertisers large and small"[25].

Skype – This software allows users to send messages and have video calls with people from all over the world. Skype is used frequently within businesses and can conduct conference calls with ease to a variety of colleagues and customers as it is an implantation of Voice over IP (VoIP that enables people to have two-way telephone conversations over the internet using a softphone"[26].

Google+ – "Google+ is something of a black sheep in the world of social media"[27]. It is one of the youngest social media sites as it has only been around for three years but it has expanded quite quickly.

Six Degrees – The first website which was recognised as a social media website, Six Degrees, first came about in 1997 which then led to blogging being released in 1999[28].

LinkedIn – In 2003, LinkedIn was introduced and was and still is mainly used as a networking resource for businesses and professionals to connect and is also used for job hunting. "Today, LinkedIn boasts more than 297 million members"[29].

MySpace – Also in 2003 was the birth of MySpace, which back then was todays Facebook. Today it has a much smaller user base compared to the

popular social media sites, but has still been very successful with users who have used MySpace to promote their music and bands[29].

2.2.2 Social Media Usage and Popularity Statistics

Social Media is used every day by millions of people all over the world but "despite the growing popularity of social media, and our dependency on sites like Facebook and Twitter for information, some businesses have still been hesitant to jump aboard"[30], according to Jackson.

A statistic in 2014, showed that "46% of web users look towards social media when making a purchase"[31]. People's attitudes of using the internet and using it to make purchases has change so much in the last few years and this number will surely increase.

There are now so many benefits that businesses state they have gained from using social media. B2B marketers often invest in social media to:-

- 83% have stated it has increase brand exposure
- 69% said that it has increased website traffic
- And 65% use it to gain market insight[31].

Along with these above statistics, it was also stated by Karr the Social Media Adoption of Top Brands which can be seen in the below figure.



Figure 4

It is now so important for business to ensure that they have some sort of an online presence. Not only should it increase their customer base, but also attract more interest from potential consumers.

In a marketing tech blog, Karr stated that businesses and brands often post different types of content on Facebook. The different types and their percentages can be seen in the figure below.

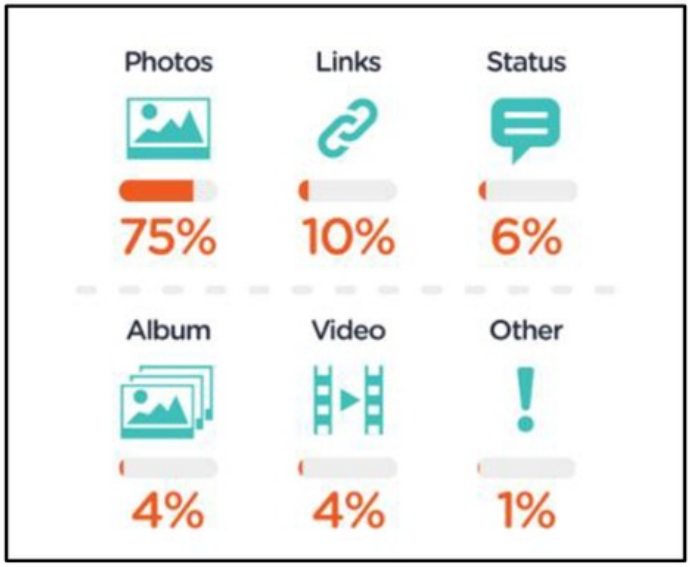


Figure 5

2.2.3 Social Media benefits for Start-Up Businesses

Social media has got to the extent where it cannot really be ignored, but this isn't necessarily a bad thing. Fortunately for some businesses in this world, the reason they have gained so much success is through the use of social media. The variety of different social media websites that are available on the internet have allowed business users to use social media in the correct way, to gain the required outcome for the business.

As there are so many options to choose from, the user has the ability to pick the most effective method that will have promising results for the company. According to Hubspot, "92% of marketers in 2014 claimed that social media marketing was important for their business, with 80% indicating their efforts increased traffic to their websites"[32].
There are so many benefits that are brought to a business when using social media that are not always recognised or people don't always understand what the websites and tools can be used for. Stated by Social Media Examiner, "97% of marketers are currently participating in social media—but 85% of participants aren't sure what social media tools are the best to use"[33].

DeMers[34] states that there 10 benefits of using social media for a business. These can be seen below:-

Increased Brand Recognition

Any opportunity that is given to increase the recognition of the business should be taken. Social media when used correctly, is excellent to increase the visibility of the company as it is another way of spreading the name and what they specialise in. When new customers are able to discover who the company is and what a company does and also see that the company has been mentioned a numerous amount of times on different social media website, this then allows the company to look more appealing and promising to new customers but also for existing customers.

Improved brand loyalty

Increasing the brand image through social media is often an effective method, this is a result of customers preferring to see for themselves what type of company they are interested in and the products they offer. Companies that communicate with customers and potential customers through their social media websites often result in having a higher loyalty level from the users, as they appreciate the communication and the effort made by the company. As mentioned by Convince&Convert "53% of Americans who follow brands in social are more loyal to those brands"[35].

More Opportunities to Convert

Social media when used correctly, is excellent to increase the visibility of the company as it is another way of spreading the name and what they specialise in. When new customers are able to discover who the company is and what they specialise in this then allows the company to look more appealing and promising to new customers but also for existing customers.

Higher Conversion Rates

Using social media has shown some impressive results and has proved that it is very effective when it comes to marketing results. Not only is the results of marketing been noticed but so has the higher conversion rates, mainly the humanization element. This is a result of how companies interact when using social media. This is mainly the result of social media allowing companies to act and speak like people, which can often change how customers feel about companies as people do prefer to speak to a person rather than a machine.

Higher Brand Authority

Similar to how a company needs respectable interactions with their members of staff, the same interaction is required with customers. If other users see the company having good and respectful interactions with customers, they will be more inclined to take an interest themselves. Unintentionally, social media is used by users for when they want to talk about something, good or bad. Nevertheless if the company has not given their customers anything bad to comment about, it would be good publicity. This will then be a good advertising

method, as the more people who are talking, more users are going to see the posts which will increase the popularity of the business.

Increased Inbound Traffic

Social media aids to stop the limitation barrier of how many people are able to find out about the business/product. The more people that are added or asked to like the account, they will be encouraged to look into them further. Social media creates that opportunity for new visitors to find out about the business/product without going through too much effort to search. Creating accounts that are of good quality will encourage the inbound traffic that the page receives.

Decreased Marketing Costs

A key element to ensuring a successful customer base on social media, is to spend the time required. It is vital to remember that a business should try not to get a head of themselves and to start small. By starting small and not over estimating the development process, it will be easier for the company to get a feel of how the system works and what to expect. This will then avoid investing money in the components of the business that do not need an over excessive budget. Not only is money is concern but so is time. It was stated by Hubspot that "84% of marketers found as little as six hours of effort per week was enough to generate increased traffic" that was required[32].

Unfortunately for some, six hours per week is not a significant amount and a lot more time is required if a successful start-up is desired. Entrepreneurs will start to see effective results if they give enough time to the business.

Better Search Engine Rankings

Mainly to ensure that the relevant traffic is targeted, the SEO (Search Engine Optimization)[36] of the company needs to be improved. This involves ensuring that the users and customers are able to find the website when searching for words or phrases using search engines such as Google. "Google and other search engines may be calculating their rankings using social media presence as a significant factor"[37], as it has become a known fact that social media is the main promotion tool to use and all the main strong brands are using all types of social media available to them.

Companies are required to rank and gain ownership for certain words or phrases to ensure that users of the internet are able to find and use the website and their social media accounts when required.

Richer Customer Experiences

What needs to be remembered is that social media was first put in place for communication reasons so when customers do interact, the communication is required to be of a good standard. Customer satisfaction is a main concern in any business, as customers are required to keep the business running. When customers have a great experience when dealing with a company, they will be more inclined to recommend the company. This will be recognised and will help to boost the company's success rate.

Improved Customer Insights

When businesses have social media accounts, this gives them the chance to see realistic results of what their customers actually feel about their company/product. When the company is able to personally see how their customers feel, this gives them chance to make room for improvements where needed to help them grow.

2.2.4 Social Media strategies for Start-Up Businesses

According to Pakroo "As with any type of marketing, using social media to promote your business is best done with a well thought-out plan and a clear idea of where you'll focus your efforts"[38]. When starting up a business there is always going to some sort of competition, which is why it is important to make the particular company or product stand out from among the rest. As a result of this, the business will require a plan and know what strategies they are going to imply to make themselves distinct.

"Offering Virtual Gifts"

This strategy can help to increase the popularity of the company and boost their overall sales. Customers like being offered free gifts which entices people to use the service. People who pay interest to the company will be more attracted if they are creative.

"Opportunities to engage a Community"

When creating a new company or industry, there is a more than likely chance that there is a forum related to it, which has already been created. There often so opportunities that can arise from using these forums but they can be overlooked.

"Use of Media"

When using social media, it can be very effective to add videos about the company or their products which give customers an insight into what they have to offer. By doing this, users of social media will then be advertising and promoting the business for you, which is a very effective strategy. This will then take away the usual advertising technique which is to send a numerous amount of emails to a variety of people.

"Get Vertical"[39]

"Take the blog concept a step further and start a vertical blog or two. A vertical is a blog that is related to your industry but niche specific"[39]. When considering to start up a blog that has connection to the similar field, this opportunity will allow for reaching out to more potential customers that will appreciate the business and understand the connection with their interest.

2.2.5 Effectiveness of Social Media

In agreement with Treadaway and Smith, "social media is a potentially huge opportunity for start-up businesses, especially those that need to sell or market to consumers"[40]. When considering start-up businesses, the effects of social media can push the company to help succeed. There are many different reasons why social media is effective, but here are the four main reasons.

Meets Human Needs[41]

Interaction and connection with others is fairly important to people, which is one of the many reasons why social media has escalated so much in the last few years. By using social media, business that are just starting up in the industry are able to identify their followers and have the opportunity to offer rewards or points. To appreciate the effectiveness of this, Hitwise conducted an observation based on unique recognition and preferred treatment. The study conducted publicised that "4.3% of Facebook users and 2.3% of Twitter users made an online visit to a major retailer after they visited their social media site"[42].

Cost-Effective Marketing[41]

Even though social media isn't completely free for businesses and advertising uses, but it is considerably cheaper compared to the other options which are available. Fortunately for the business of today's society, the internet makes advertising much easier and more cost effective for the company. It allows them to get an effective advertisement and save money, which is always appreciated for a business who is just starting up. Actual, effective feedback is able to be received by the company by using the internet and once joined with the social media presence, interest is able to build very quickly within the company. The connection between the customers and business is also there, to get the information required directly from the company themselves.

Builds Brand Loyalty[41]

As a result of today's society, people do rely on social media to build an opinion of a business. A study was conducted in 2009 by comScore and GroupM search. From this study they discovered that social networking does compose a very significant part in paid and organic search. This study found that "Click Through Rates (CTR) increased by 50% when consumers are exposed to a brand's social media profile"[43]. This study noted that customers who were shown a business's social networking promotion, were "2.4 times more likely to click on organic links to the brand's site"[41].

This research provides that the social media technique can be effective for the company, it does help to build the customer's loyalty and increases the user base. Reading studies similar to this does encourage businesses to create a promotion strategy with social media, even when they are not that fond of the technique.

It's Live[41]

One of the most important features of social networking is that, it is actual time. It is happening there and then, which is what people do genuinely like about communicating through social media. When a customer or someone interested in the company has an enquiry, they are able to easily talk to a member of the team and get the desired answer. This will of course help the businesses image, as they will be showing good, valued customer service.

Although how easy it is to post a positive comment, it is also as simple to post a negative comment, which unfortunately can escalate and stick with the company for a considerably long time. This is the downside to social media, but it is worth it for publicity that is received by the users of social media. It has dramatically changed how businesses and customers communicate and there is no sign of stopping the progression.

2.2.6 Evaluation of Social Media technology for Start-Up Businesses

Using the social media method for the business and advertising is very cost effective for the company. The main concern when starting up a business is the budget. What can be spent where? And how much can be spent? When it comes to starting up a business, saving money where possible is always a necessity which is why this effective method works.

There are so many advantages to using this simple process, but even though it is simple the results can be amazing especially for the overall business itself. Having a clear understanding of the above benefits, in section 2.2.3, can produce an understanding of why social media has boosted in popularity and why it can be so effective in business terms.

The use of social media is not always something that businesses necessarily enjoy, there is both positive and negative attitudes towards the advertising method. An analysis based on user enjoyment is included in Appendix C.

2.3 How are Websites and Social Media Accounts Managed?

Due to social media being so large, it can be hard to monitor all activity that takes place on the account, especially if the user has more than one social media account.
As this can be an issue, especially for a new entrepreneur who it trying to keep up with their social media activities, there have been websites created to help users track all their accounts.

Facebook Business Manager

Due to Hoot suite becoming so popular, Facebook then created their own tool to help businesses monitor their pages, their ads and other assets that are on the social network Facebook. According to Facebook's advertiser help centre, "anyone in a business can see all of the Pages and ad accounts they work on in one place, without sharing login information or being connected to their co-workers"[44].

Here is an example of the overview that Facebook creates for the user as feedback of how popular their ads and pages are over the social media website.

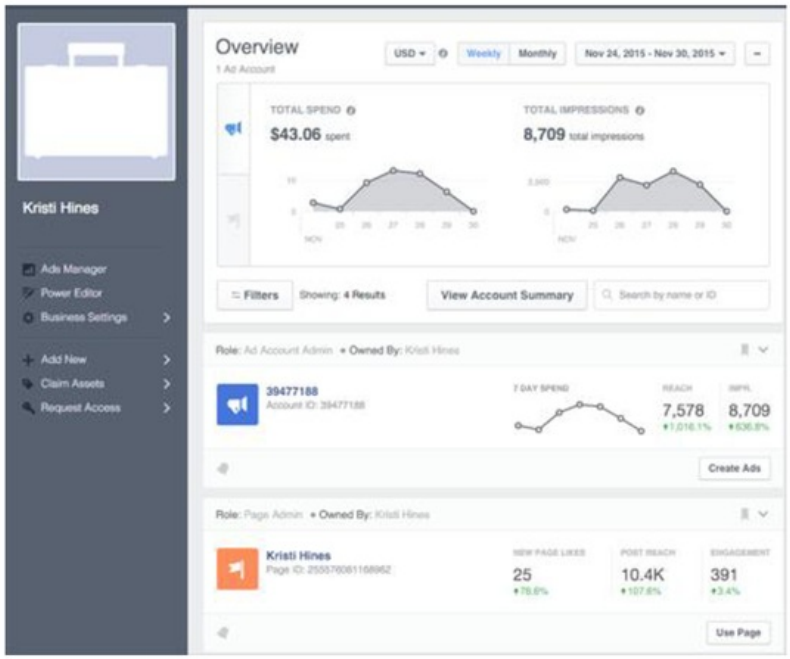


Figure 6

Twitter for Business

Twitter also followed the trend and created a business pages for companies to create pages and advertise the business through Twitter. As quoted by Twitter, they believe that their social network can “drive business growth and sales 140 characters at a time”[45].

When a business uses Twitter, they will be able to advertise to more potential customers as the social network allows promoting tweets to display the message to people who are not yet following the business. This will then help the business with gaining more followers.

When a business page is created, Twitter then tracks the growth of interest and followers of the business and evaluates how people engage with the business and their tweets, which is ideal for new entrepreneurs.

Below is an example of the dashboard that is used to monitor the business page and advertisements that have been produced. These graphs and figures will show the popularity of the page and where and when it has been most successful.



Figure 7

Hoot Suite

This website allows the user to add and manage multiple social networks, schedule when posts should be released to the accounts and engage and monitor their audience easily all in one place. First founded in 2008, Ryan Holmes expressed that they “are not just a tech company. We are creators, innovators, and builders dedicated to revolutionizing the way you communicate”[46]. Ryan took the opportunity to produce an experience that businesses will use for the use of social media.

Hoot suite allows the user to add a variety of different accounts to their hoot suite account so that the user is able to monitor every social network they have related to the business. They have become very popular and currently “have more than 10 million users and counting around the world”[46].
Below is an example of the collection of results that Hoot Suite show the user as feedback.



Figure 8

2.4 Analytics

Web Analytics are used as a service that tracks and reports website traffic. One of the main web analytics service which are used are Google Analytics which was first launched in November 2005.

This service allows businesses to measure their sales, their conversions and the interest they receive from customers and potential consumers. Google analytics also allows the users to see how people find your website, how they use it and times they use them. Also tips to aid the business to understand how to maintain the interest of the potential and current visitors. An example of the information that Google Analytics present to user can be seen below in Figure 7.

Google Analytics has three main benefits, these are:-

- Insightful[48]

Allows the user to analyse and evaluate traffic and create an image of the users and what they require. This service also allows the business to track exactly how a visitor finds the website what they mainly use to do this by using the Google Analytics tool Traffic Sources.

- Impactful[48]

Their tool, multi-channel funnels and attribution is able to show the how the elements of the site work together, so the user is able to acknowledge and use what works best at that time. Their tools site speed, alerts and In page analytics also aid the company to reach their highest captivity. To do this it avoids having slow internet connection cause slow page loads, placing the content in the correct areas of a page and avoid site crashes as a result of high user volume.

- Actionable[48]

Helps the user to understand which digital marketing strategies perform best. If there is also more than on group involved, google analytics allows for dashboards and reports to be created, to share the information and data for the variety of different team members involved.


Google Analytics
My Account | Help | Contact Us | Sign Out
Dashboard
Apr 1, 2007 - May 1, 2007
Site Usage
17,311 Visits
30,080 Pageviews
1.74 Pages/Visit
00:02:06 Avg. Time on Site
69.61% Bounce Rate
65.36% % New Visits
Visitors Overview
12,351 Visitors
view report
Traffic Sources Overview
Search Engines
Direct
Other
view report

Figure 9

2.5 Digital Branding

Digital branding can also be misinterpreted and incorrectly defined. “What digital branding is really about is the sum of our online experiences”[49], according to Rowles. He also states that digital branding needs to be understood as a lot more than just visual identity[49].

A plan is often followed within digital branding, which is often referred to as the Marketing Way. A diagram of this plan can be seen below and is made up of 3 different steps. These steps are: Where to Play, How to Win and How to Win in Market.

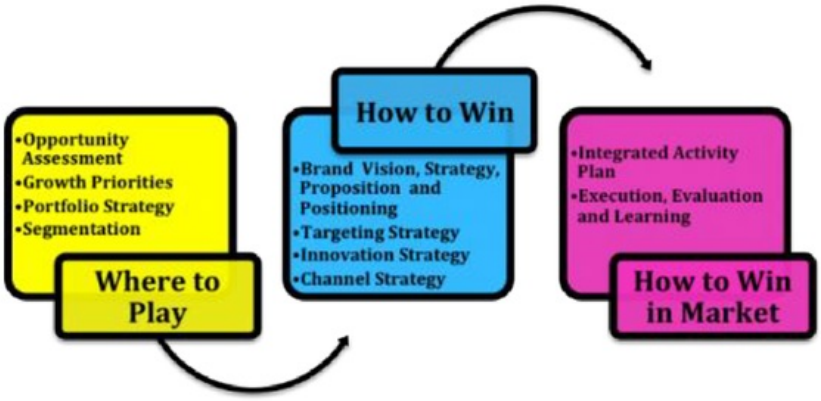


Figure 10

“Digital branding utilizes digital media that is on-screen to form, launch, and strengthen relationships between a brand and the users”[50]. When the overall image of the company has been designed well, this will encourage customers to remember and love the brand. Explained by Esparza, “When your brand communicates well, you create a context of expectations. The product becomes emotionally prequalified before the purchase is made”[51].

A message that is well received will do a great deal of good for the future when talking to potential customers, as a result of them unintentionally judging a brand before the exactly now what type of company they are.

2.6 Paid Advertising

Advertising is an incredibly effective method that allows any company or product to advertise themselves to receive remarkable results. Paid advertising "is one of the three channels of marketing, along with owned advertising and earned advertising"[52] There are several categories of paid advertising, including Pay-Per-Click (PPC), Pay-Per-Impression (PPI), and banner/display ads[52].

For online advertising, businesses are able to advertise through the internet social media, print advertising, television media, billboards, campaigns, leaflets/brochures and cinematic advertising. Paid advertising has become especially popular in social media, as a result of it being so successful.

According to LePage who stated that in a blog that, "Advertisers spent $5.1 billion on social media advertising in 2013 and this figure is expected to exceed $14 billion by 2018. In the third quarter of 2014, Facebook brought in $2.96 billion in advertising revenue, 66 percent of which came from mobile ads. Twitter generated 85% of its total revenue from mobile advertising in the same quarter, representing about $320 million"[53].

2.7 Literature Review Conclusion

After conducting this literature review, it has allowed me to investigate and evaluate all the main points that need to be known to start-up a business, in this current industry. As a result of technology being a very dominate part of everyday life, it can no longer be ignored. Which means that a clear understanding of both website technology and the social media market is required with in the business world.

This literature review produced shows that both these methods have a variety of benefits and effectiveness when it comes to aid a start-up business grow. This has proven that it is a costly effective method but also has impressive results, if not better than the methods used which cost an extortionate amounts of money.

It has been found that the method of using social media for marketing has become a lot more popular and it is not a shock to see that social media are not going to stop there. They have expanded massively for social purposes and especially in the business world and they are going to keep growing and developing.

3.0 Research Methodology

3.0.1 Introduction to Methodology

Research methodology is used to find out a required result of a problem or a particular topic. Within methodology, there are different criteria used to aid when solving or searching for the required answers. According to Kumar “it’s the pursuit of truth with the help of study, organisation, comparison and experiment”[54].
Using research methodology allows answers to be found and questions to be answered. As quoted by Kothari “the main aim of the research is to find out the truth which is hidden and which has not been discovered as yet”[55].

For this particular project, data was required to be collected and evaluated. Suitable research methods were required to be in place to aid in collecting and thoroughly analysing the essential results that were received. The Research Onion was used to identify and justify the research methods which were required for this study. An example of the Research Onion can be viewed below.

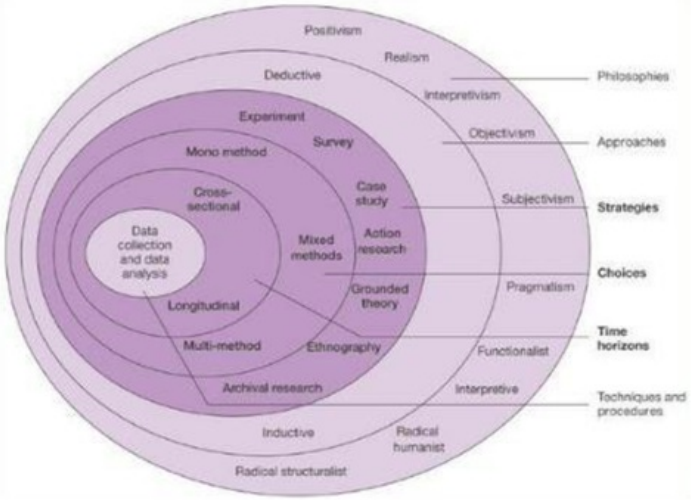


Figure 11

The research onion has a multiple layers and each layer is an individual step with in the research process. “The individual components of the research onion model represent the following aspects: research philosophy, research approach, research strategy, research choice, research time horizon and the research data collection method”[56], as quoted by Michalski.

3.0.2 Research Philosophy and Approach

For this area of research, the method that was used was Phenomenology. This was the best method for this particular study as it is "generated from rich amount of data by the means of induction and human interests"[57]. As this project was related to human interest, this method allowed for the monitoring of the information. This method was useful for helping people to complete the survey as it also increased their knowledge of how involved technology is in daily lives. The results received contributed to the development of the project and any possible new theories and the development of new ideas.

For this particular study, the Deduction method was applied[57]. This is a result of an area being a topic of interest, being what part does Social Media and Website Technology play in the business world when a business is just starting up, which then became the theory for the study. This was then taken further to start conducting research into the study. Once the research stage was completed, the project then progressed to the observation area of the project. When the required results were received from the observation methods, the confirmation of the study could then be conducted to then result in the overall completion. Example of the deductive approach can be seen below.

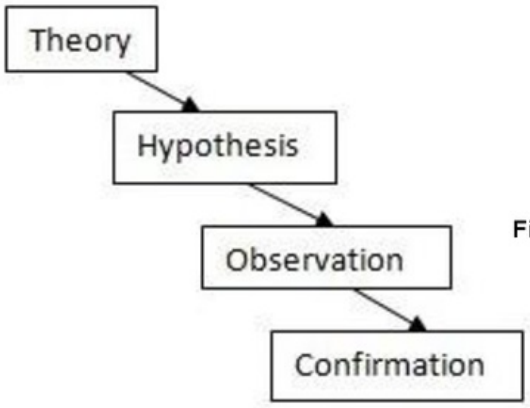


Figure 12

3.0.3 Research Strategy

As reported by Blaikie “research strategies provide a logic, or a set of procedures, for answering research questions, particularly ‘what’ and ‘why’ questions”[58]. This strategy was useful when conducting the methodology, aided when searching for the correct research and when different investigations were conducted that were involved within the project. Saunders also defines research strategy as “a general plan that helps researcher in answering the research questions in a systematic way”[59]. As mentioned in the first section, a survey was conducted through a web-based survey solution which can be accessed by users online by using Survey Monkey.

3.0.4 Reliability and Validity

Considering Reliability and Validity when conducting research is vital, as this will aid ensuring that the data collected was correct. If the data collected was valid, then it will need to be reliable also. Reliability is put in place to ensure that any "experiment, test, or any measuring procedure yields the same results on repeated trials"[60]. If all the same procedures taken by the same person result in similar data, the data can then be labelled as reliable as a variety of tests have been carried out on the data.
Validity “refers to the credibility or believability of the research. Are the findings genuine”[61]? The validity of the information can often depend on the amount of research that has been conducted. Inevitably involve a degree of subjective judgement, but by managing the various threats to the validity of our research we can improve our chances of producing valid work. The main threats to validity are chance, bias and confounding.

To allow for the right reliable and valid data to be collected for the survey, a wide target base was required which brought a variety of responses. This then allowed them to complete the survey honestly about how effective they felt Social Media and Website Technology has been for the business. This then guaranteed truthful results to be recieved for the completion of the study.

A wide variety of answers was included in the survey, so that there was more than one option available. Comment boxes were included so there was room for detailed answers to be received. This then allowed for clear results to be received by knowing exactly how people feel and what they like or dislike about the particular topic. This created the reliable, valid data that was needed to make the study a success.

3.0.5. Amount of Questions required for a successful Survey

The amount of questions that should be included on a survey can vary and mainly depend on the type of survey. If a substantial amount of information is required for the research being conducted, then the correct questions need to be included to collect valid and useable responses. As stated by Cargan "The length of the survey will depend on how many questions are necessary to produce the needed information"[62].

It is suggested that survey's should aim to be no more then 5 – 10 minutes long[63], as people may get agitated and as a result of this and may refuse to take part in the survey. As a result of this the suggested amount of questions that should be included on a survey is no more than 10 questions[63], but due to this particular topic requiring quite a bit of research, more questions were required to be included.

3.0.5.1 Respondents Required

To ensure that a survey is valid, depending on your target a group, a good number of responses are required to ensure that the user has the results required to contribute to the research of the topic.
Stated by Elrif "If a high degree of accuracy is not needed, you can get meaningful data from a survey if you collect 25 completed, valid surveys from customers that are in the same target audience"[64]. As a result of this, the aim for amount of responses for this survey was 25 responses minimum.

3.0.5.2 Average Response Rate

When aiming for high response rate from a survey, it can sometimes be difficult to make a decision of how many people the survey should be sent to, to ensure a successful number of responses is received. Fryrear stated that, “Surveys that you distribute internally (i.e. to employees) generally have a much higher response rate than those distributed to external audiences (i.e. customers)”[65].

Fryrear also mentioned that, “internal surveys will generally receive a 30-40% response rate (or more) on average, compared to an average 10-15% response rate for external surveys”[65]. As a result of this survey being aimed at start-up businesses, this was then made an internal survey. The survey was passed on to a number of people and due to the survey being aimed at a certain target audience, this response rate was fairly similar to the amount that was originally distributed.

3.1 Evaluation of Survey Method

3.1.1 Objectives of the Survey

Specific – All the questions on the survey were specific and clear, which ensured that the people who completed it understood the questions and were able to identify the area topic which is being related to in the questions. This then avoided any confusion and resulted in realistic answers.

Measurable – A number of businesses were contacted to enquire about completing the survey. The survey was officially completed when over 25 business had responded and completed the survey.

Attainable – The survey was attainable and was easy to achieve a decent number of businesses to respond to the survey and complete it. Any number of surveys received will bring the right results, but it is good to get a variation and numerous results to ensure that they are fair and truthful. This then ensured that a reliable evaluation was able to be produced from the survey results.

Realistic – The survey was required to be realistic, as this then ensured that real answers were received. To complete the survey successfully, the survey was given to existing businesses.

Time – The main aim for Time, was to ensure that the survey was completed as quickly as possible but with enough time for the target base to complete the survey successfully. The sooner the surveys were received, then ensured the right amount of time needed to analyse the results.

3.1.2 Target Group

For this survey, the target group for this particular project was start – up businesses. As a result of the responses received, this then resulted in a thorough understanding and the correct information required to complete the project was gained.

3.1.3 Analysis of Piot Survey Design

Q1. What is the Name of your business? (Optional)

Reason: For when the results were received, it would easier to see who responded to the survey.

Link: This question does not have a link to the literature review, this question was mainly asked to discover what companies responded to the survey and so that the average response rate could be calculated, based on the amount of people who were asked and who responded.

Q2. What industry is your business operating in?

Reason: This question is fairly similar to first question, was mainly for the use of evaluating what companies responded and what they are invested in. This question was also used to evaluate any similarities and correlations with in the data.

Link: Similar to question one, there is not a link with the literature review but the results were used for the average response rate.

Q3. When did you first start up the business?

Reason: To find out when the business officially started up.

Link: Due to the literature review being based on website technology and social media, which are fairly modern methods to be used by businesses, the results from this question allowed for analysis on how long the business has been running and how long they have been using these particular methods.

Q4. What type of business was it when you first started-up?

Reason: This question was included to discover if the business had changed from when it originally started up, e.g. if it had changed from a sole trader to a partnership.

Link: It was discussed with in the literature review, the risks and worry that can arise from starting up a business. This question was mainly asked to investigate, for example whether the business had expanded into a partnership because more help was required or whether it had changed to a sole trader.

Q5. Do you have a target market? If so please state the age group/groups?

Reason: This aided in finding out the most popular target groups with in businesses

Link: Due to the literature review being based on fairly new methods with in the business world, this allowed for seeing whether certain business focus on certain groups, which they know will use their social media and website or whether they have a wide variety target base.

Q6. Do you use a website to promote the business?

Reason: This aided in establishing how many companies actually have an online presence or if they choose not to use a website.

Link: This links within the literature review as established it can often be important to have a website and it was interesting to see if businesses had followed the trend or choose not to. It was also of interest to see which method was used when businesses decide to create their website.

Q7. If you have a website, please state how the website was created?

Reason: This helped to find out how businesses choose to produce their websites and which methods were most popular.

Link: In the literature review, it was discussed which methods were most popular. Asking this question gained the responses required to discover if the research statistics were correct.

Q8. If you have a website, why did you decide to create one? What effect has it had on the business?

Reason: This question was in place to find out why a company mainly created their website and whether it has had a positive or negative impact on the companies who have one.

Link: The benefits of website technology has been discussed in the literature review and by asking businesses this question, this allowed for seeing whether business have found having a website overall effective.

Q9. If you do not have a website, would you like to create on for the business?

Reason: This was included to see if businesses did not have a website in place, but had plans to create one or wanted to and did not know how as there are so many methods that allow for creating websites.

Link: It was discussed in the literature review whether people who have businesses want to follow new trend of using social media and ensuring they have an online presence. Asking this particular question allowed for honest opinions and their personal preferences on the matter.

Q10. Do you use social media to promote the business?

Reason: Some companies do not like to use social media and it was important for the analysis to see how many business are now using social media in today's society.

Link: It was discussed with in the literature review how not every business likes to use social media and by asking this, it allowed for honest and valid responses.

Q11. If you use social media, what forms of social media do you use?

Reason: There are many different types of social media which can be used by business and it was interesting to see which are actually used with in the business industry.

Link: The social media statistics were evaluated with in the literature review and by asking this particular question clear responses were able to be gained and a comparison was able to be conducted with the data included in the research.

Q12. If you use social media, why did you decide to use it? What effect has it had on the business?

Reason: There are many reasons that a business choose to use social media, by asking this the reasons provided were able to be analysed. Honest opinions were also able to be gained of how effective social media is for a business.

Link: The benefits of social media have been discussed with in the lit review and by asking this question it was able to be used for research purposes to

analyse if the research already conducted were similar to the responses received from the businesses.

Q13. If you use social media, do you use social media marketing tools?

Reason: This was asked to see if businesses use them to help with the monitoring of their social media accounts, which can often be very helpful especially for new businesses.

Link: Due to the different tools being discussed in the literature review, their popularity and their effectiveness was then able to be discussed based on the research previously conducted.

Q14. If you use social media management tools, which sites have you used for the business?

Reason: Due to there being a variety of different social management tools available, it was interesting to see if the businesses monitor their own social media or use certain tools to help.

Link: The main social media management tools have been discussed in the literature review and by asking this question, it was able to be seen that if these particular tools are used by the businesses of today.

Q15. If you used paid advertising, what forms of paid advertisement were used when the business first started-up?

Reason: Asking this helped to analyse the most popular methods which have been used by businesses, if any have been used at all.

Link: The variety of different advertising methods which a business can pay for has been discussed in the literature review. This was asked to see if companies do choose to use paid advertising methods or not.

Q16. Do you use Google Analytics for your website?

Reason: Analytics is a big part of using these particular methods and Google analytics is a popular system which is often used by different types of businesses.

Link: Google analytics was discussed in detail in the literature review and was interesting for the analysis to investigate what businesses decide to use this

system for their website and their social media accounts, depending if one or both methods were used by the business.

Q17. If you used both website technology and social media, which method do you feel was most successful for you and the business when you were first starting up?

Reason: This was asked to investigate what businesses felt worked best for them. This was good to evaluate if there were any correlations within the data, e.g. if a number of businesses that were involved with in a certain industry claimed that certain methods worked best for their particular business.

Link: The effectiveness of these methods have been discussed and analysed throughout the literature review and by asked this particular question, honest answers were able to be received from the businesses for which method they felt was most effective.

Q18. If both website technology and social media has been used, have the results encouraged any future plans for the business? Do you plan on expanding?

Reason: This question was asked to find out if these particular methods have been successful and encouraged any future plans for the businesses.

Link: In the literature review, it was discussed that adapting these particular methods to the business can often be successful and has aided future plans for the business to be applied sooner than planned. This question was asked to see if this was the case for the business who were asked to complete the survey.

Q19. If both website technology and social media were used as advertising methods, is there anything you would have done differently?

Reason: This question was mainly asked to see if the business would have done anything differently when first starting up or if they felt the methods worked correctly as expected.

Link: For this particular question, there isn't a link with the literature review but it is important. If a particular event or system did not go as expected and the business felt that something's could have been done differently in the

beginning, they were able to state here. This will then allow for an analysis based on these answers to see if there was any similarities between the business who responded and their answers.

3.1.3.1 Piloting a Survey

Piloting a survey is often very successful and can help greatly when evaluating a survey before it is distributed to the target market. Stated by McCormack and Hill “no survey should be conducted without the questionnaire first having been piloted. As a result of this process, flaws in the questionnaire will undoubtedly be found”[66].

As a result of piloting this particular survey, this allowed for the survey to be analysed. This resulted in changing some of the questions to ensure that the questions included would bring the correct results for the required research. Some questions were also added and removed from the survey to avoid having any misleading questions.

3.1.3.2 How the Survey was piloted

The survey was first prototyped by using a Word document, to make a note of all the main important questions which needed to be included. Once the pilot survey was completed, it was then ready to be tested. This was done to ensure that any problems with the survey could be identified and resolved before it was sent out to the required target group. The first draft of the prototype was first passed to the supervisor monitoring the study, to receive effective feedback. Once this was completed and the questions had been modified, it was then handed to a test group to pilot the survey before releasing a final draft.

When the results from the pilot survey was received, any feedback was taken on board and the questions were edited for the final time. Once this had been done, the final survey was then produced on Survey Monkey to create a professional online survey. This will then allow businesses to easily access the survey when required for it to be completed by the required entrepreneurs.

3.1.3.3 Changes made to the Survey as a result of piloting

The main change that was applied to the survey, was to ensure that the questions were precise so that the reader would be able to understand what the intended topic was of the question.
Multiple questions were edited to ensure that the survey was suitable for the target group and would gain the correct results that were required for this project.

3.1.3.5 Analysis of results received from pilot survey

To analyse the results that were received from the survey, the benchmark tools that Survey Monkey provided were used. These are accurate tools which provide clear analysis and help the user to successfully understand the results that are received. Examples of these benchmark tools can be seen in section 2.4, Figures 14 & 15.

3.1.4 Generalisability of Survey

Generalisability is often discussed with in external validity, which focuses on whether distress could arise from conducting research and whether the data found can be generalisable. As stated by Altman and Bland “generalisability describes the extent to which research findings can be applied to settings other than that in which they were originally tested”[67].

The survey that was produced is not generalisable, due to it being created for and aimed at start-up businesses. The importance of this survey is to discover how effective social media and website technology can be to a new business. Business who have been up and running for longer, may have not used these methods as they were not always popular in the business world, which would make the survey inapplicable to them.

3.1.5 Statistical Methods for Survey Data Analysis

For this project a survey has been conducted to gain the information required to find out how businesses feel about using website technology and social media and how effective they find using these particular methods.

To ensure that the survey required fulfils all desires and has a thorough data analysis, it was created and conducted through the online survey development cloud-based company, Survey Monkey.

By using the service Survey Monkey, the data was then able to be received and was able to be thoroughly analysed. This service allows functions that allow the user to view a variety different tables and graphs to aid analysing the data. By using the bench mark tools, Survey Monkey shows the user the overall question summary of all the people who participated and their answers, the data trends that is found from the information received and the individual responses of each person who completed the survey.

Different methods which I am aiming to use are:-

- Frequency tables
- Graphs
- Averages

These different functions are provided by Surveys Monkeys website feedback benchmark data, to allow for a complete analysis that allows the user to evaluate their survey results. Below is some examples of the different methods used by Survey Monkey to present their data through benchmarks.

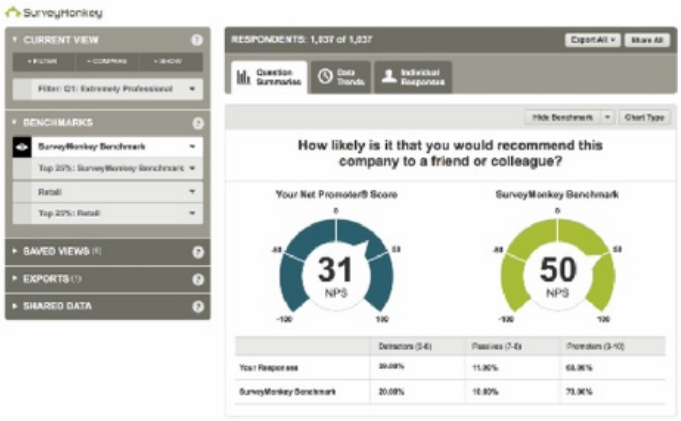


Figure 13


Annual Training Feedback Survey
No Rules Applied
No Exported Data
How organized was the event?

Figure 14

3.2 Case Study

To contribute to the research, a case study was conducted based on a business that has recently started up. This was adapted for a separate research strategy, to contribute to the overall analysis of the project. This study was conducted to gain a thorough analysis of how the business uses Website Technology and Social Media and if the owners felt that these methods were effective and suitable to use for a start-up business.
To contribute to the case study, an interview was produced and conducted personally with the business owners. Their social media accounts were monitored to track their communication, the interest they receive and the followers they gain over a certain period of time. An evaluation can then be composed based on the analysis and results that have been found from monitoring the business.
That start-up business chosen for this particular project, was business is called Vintage Hair Salon, which was started up by a member of the family.

The business was designed and built by the owners to create a complete independent micro salon. They also aimed on having an eco-friendly salon as they aim to use “ethically sourced or reclaimed timber, low voltage lighting while incorporating repurposed and recycled materials throughout. We use 'eco heads' at our backwash to save water and do everything we can to have a minimal impact on our environment”[68], as quoted by Vintage.
The business currently use four different types of social media. They have an account on Facebook, Twitter, Instagram and Pinterest. They also have a website which contains information about the company, their menu, contact information, online booking system and a blog.

3.2.1 Evaluation of Interview for Case Study

By interviewing the business owners, the required information was able to be gained of how they set up their business and what was mainly used for this. A clear indication was also made, of what the business uses to promote and advertise itself so successfully.

3.2.2 Objectives of the Interview

Specific – The questions which were included in to the interview were all relevant and allowed for finding out the correct information required for the research area of the study. The questions were clear and allowed room for opinions to be made on the effectiveness of the Website Technology and Social Media.

Measurable – The interview was conducted once as it was produced for the use of the case study. The owner of the company participate in the interview.

Attainable – As only one person was required to be involved in the interview, it was highly achievable and resulted in producing an honest evaluation to be included for the case study.

Realistic – The interview was realistic as it was conducted face to face and allowed for realism within the answers which resulted in a fair and honest interview.

Time – The interview was completed quickly due to only one person being interviewed. Conducting the interview allowed for it to be finalised and was then analysed for the results of the interview to be included within the study.

3.2.3 Target Group

The target group for this interview was the business, Vintage Hair Salon, which started up just under a year ago.

3.2.4 Analysis of Pilot Interview Design

Q1. When did you and your partner first start up the business?

Reason: To find out when they first started up the hair salon.

Link: In the literature review, start - up business is the main focus and a case study was required that had just started up and was recent enough to use the more advanced advertising methods that are now available to today's businesses.

Q2. What was your main aim when you first started up the business?

Reason: To find out why the wanted to create the business and what was the main aim behind creating a hair salon.

Link: In the literature review, it has been mentioned that people have many different reasons for starting up their own business and it was interesting to see what this businesses aims were in the beginning.

Q3. Who is your target market?

Reason: This question aided in finding out who the business was originally aimed at.

Link: Within the literature review, it was mentioned that not every person does like to use the internet and it was interesting to see if this was taken into consideration when the business chose their advertising methods.

Q4. How did you first begin to advertise?

Reason: To discover what advertising methods were used by the business to help promote the business.

Link: The literature review focuses on a number of different advertising techniques and by conducting this interview, it allowed for finding out what a real business did use at the beginning of their start-up journey.

Q5. Have you got a website to promote the business?

Reason: To see if the business had a current online presence.

Link: In the literature review, it was discussed that not every business likes to use the internet and may not have a website currently up and running. It was

out of interest to see if they have a website or if they may be in the process of creating one.

Q6. What form of Website Technology was used to produce the website?

Reason: To see if the business used a website builder or used a different form of website technology.

Link: Yes, within the literature review, it has been discussed that website builders have become more popular then designing a website by using code. Asking this question allowed for a result to come from a real life situation and to gain the opinions of the business owners of what they preferred to use when creating an online presence for their business.

Q7. What did you use to create the website?

Reason: This will allow for finding out if a popular website builder/website technology was used or if the business discovered their own to use.
Asking this question also allows for finding out if the website was created for advertising/promoting services or for booking appointments/buying products from the business.

Link: This question links to the website technology usage and statistics section to research why an existing business first created their website.

Q8. Would you be open to the idea of having the website redesigned?

Reason: This was question was asked to find out if the company are happy with the design of their website.

Link: This was included to discover if the company feel that their website has been beneficial to the business or if it had caused any issues.

Q9. Do you use social media to promote the business?

Reason: This allowed for finding out what forms of social media the business thought would be best to use for company and its potential customers.

Link: Social media has been one of the main focuses throughout the literature review and it was interesting to see why the business decided to use social media to help promote.

Q10. What forms of social media do you use?

Reason: Due to there being so many different types of social media available, this aided in finding out what social media websites the business owners prefer to use.

Link: Many different social media networks have been mentioned in the literature review and asking this question allowed for finding out if the business use the popular sites or prefer to use others.

Q11. If you used both social media and website technology, which method do you feel was most successful for you and the business when you were first starting up?

Reason: Asking this aided in determining whether the business prefer to use a certain method that works better for them and the overall business.

Link: In the literature review, the effects of both methods have been discussed and it was important to include a real opinion on the advertising methods.

Q12. Why do you feel this method worked effectively?

Reason: To determine why the business thought that, that particular method was more effective.

Link: In the literature review, the effects that could be expected from both have been discussed and asking this allowed for investigating whether business see the effects that have been mentioned with in the research conducted in the review

Q13. What are your plans for the future of the business? Do you plan on expanding?

Reason: This will be asked to find out if the business is running successfully and if the suggested methods have helped with any future plans they may have for the business.

Link: In the literature review, it was discussed that these methods have been so effective that they have encouraged and aided people when expanding. This allow to find out straight from a business, if these methods have worked the same way for them and if the methods have helped to set anything in stone for the business.

Q14. Is there anything you would have done differently when you first started up?

Reason: This was asked to see if the business believe they should have done anything differently when they were first starting up.

Link: Discovered first hand if there has been any problems with these methods or if some changes should have been applied earlier, from a business's point of view.

3.2.4.1 How the Interview was piloted

The interview was produced and was then given to the supervisor of the project to check and suggest any modifications to be made, some questions were added and deleted to ensure that the overall interview was professional and ready to be conducted.

3.2.4.2 Changes made as a result of piloting the Interview

As a result of prototyping, the interview questions were able to be thoroughly analysed to ensure that before the interview was conducted, the results required from the interview were able to be gained. This then saved time and avoided having to contact the business owners more than once to conduct more research.

3.2.4.3 How the results are going to be analysed

As there was only one interview being conducted, only one interview was analysed. The overall interview was evaluated to see how the business use website technology and social media and find out effective these methods have been for the business. This permitted a clear insight straight from someone who uses these methods on a daily basis for business use.

3.2.5 Generalisability of the Interview

The interview produced was not generalisable, as it was overall designed for a particular business due to the interview being used for the case study. As a result of this, the interview was only aimed at the Vintage Hair Salon.

3.2.6 Validity

The interview was valid as the co-owner of the business were personally interviewed. This then ensured that the answers received were reliable and correct so that they were able to be contributed to the research of the topic.

3.2.7 Reliability

The interview was reliable, due to it being conducted face to face. The questions were asked and the answers were recorded, written and voice recorded (with the consent of the interviewee).

3.2.8 Analysis of Final Interview Design

Conducting an interview with the case study has been a very useful, as clear answers were able to be gained. Interviewing a fairly new businesses that is existing and successfully established was significant as these responses received were able to be compared with the survey results.

The questions that were asked were fairly similar to the ones included within the survey and allowed for real opinions to be gathered from the business. Interviewing allowed for a more in depth questions to be asked so a better understanding can be required of how the business works and how they prefer to rather use. By conducting this it was able to be contributed towards the investigation of the topic and provided an insight into how certain methods can be so effective for start- up business, like Vintage.

After the completion of this interview it was discovered that, overall the business felt that both website technology and social media has worked effectively and has met all of the requirements. The method that does seem to have more of an edge for this particular business is social media, especially Facebook. This a result of 50% of their bookings are conducted via Facebook as this service allows clients to easily contact the company and mostly get an instant response. The business state there is nothing they would have done differently, but they did mention that as long as they keep their variety of social media feeds updated with engaging, consistent, professional posts they have found that the feedback that they receive is fantastic. The Final Interview, including answers is situated in Appendix G.

3.3 Evaluation of Vintage Website

As a result of the business already having a successful website in place, a critical evaluation has been conducted on their website. Below are screenshots of Vintage's website.

Home Page



Figure 15

The above image is a screenshot taken of the Home page. This page is the first page that visitors will view when they click on the website.

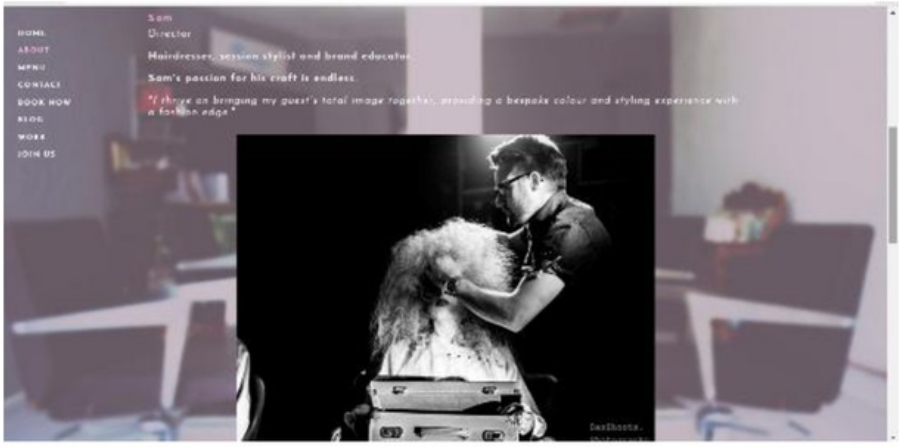
About Page



Figure 16

This page shows the viewer, the general information about the company, including who the business, is what they do, their aims and informs the clients who the owners are of the business. This can be seen in the next two images, figure () below and figure () on the next page.

About Page **Figure 17**



About Page

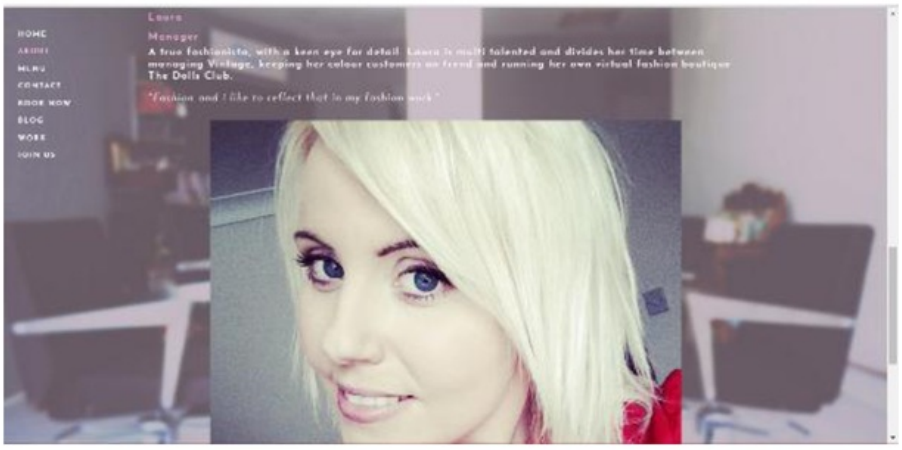


Figure 18

Menu Page

Figure 19



This page of the website states all the services that the salor prices for each stylist.

Figure 20

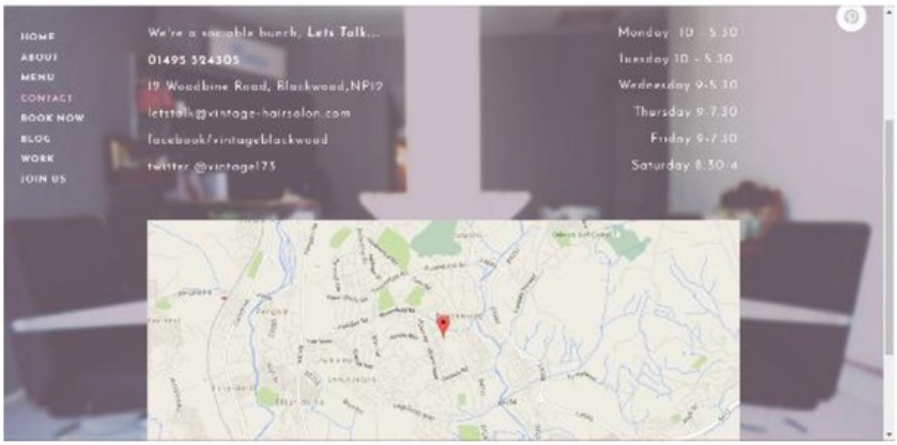
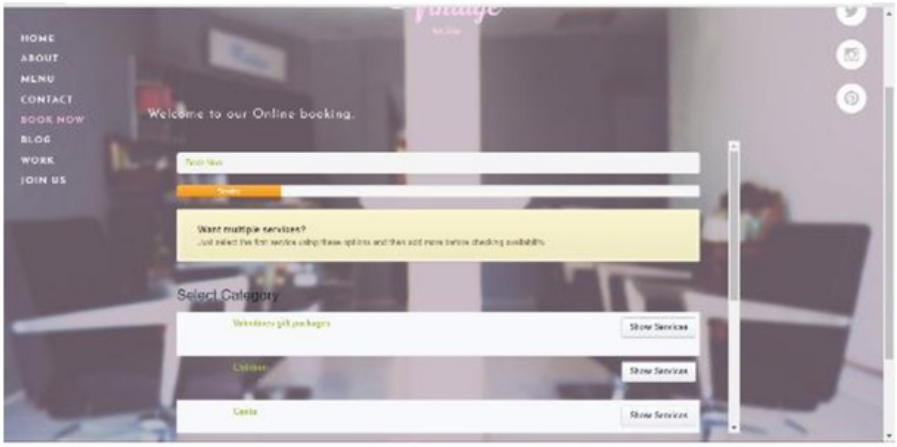


Figure 20

Contact Page

Vintage's contact page contains all the important information that a new customer would acquire to find the business. The pages contains, their full address, contact number, email address, social media contact information, opening and closing times and a map of birds eye view of where the business is based.

Book Now Page **Figure 21**



This image is showing the booking procedure that a client would use to book an appointment online.

Blog Page

Figure 22



The Blog section on the website allows clients to sign up to a newsletter that they would receive from the salon, which would keep them up to date with all the latest information and news from the Vintage Hair Salon.

Work Page

Figure 23



This page includes images of the salon's work. This allows new and existing customers to see their hair styles and allows them to make their own opinion based on what they see.

Join Us Page

Figure 24



This page is a recruiting page and keeps people up to date with any job opportunities that may be arising. Information is included about what the business is looking for in their employees, what they expect from them, what the certain jobs entail and how the person is able to apply.

3.3.1 Overall Evaluation of Website

The website is of a really good standard and is also very informative. Vintage have ensured that all the necessary information is included and on the correct pages.

The overall website is very eye catching and has been very successful for the business so far, although there are some key points that could be improved. The background on each page is a lovely image and gives viewer a first glace into the business but due to there being a variety of different colours, it can cause an effect on the text. This is a result of the business using white text and having very light colours behind. Depending on the layout of the page and the size of text, it can be difficult to read the text on some of the webpages which could be a problem for some people who use the website. The main page in their website that has this problem, is the Menu page. Due to the writing being so small and a light white/grey colour, it is difficult to read all the text.

This is a problem that the business should consider, mainly because people who have problems with their sight, will struggle greatly to read the information. The business need to consider all the types of people who may be interested in the business and their website, as it is important for them not to discriminate any of their current and possible clients.

3.4 Monitoring of Vintage Social Media Accounts

Over the course of five weeks, the four different social media accounts that Vintage use were monitored. Once a week each account was checked and it was noted if there were any change in their figures. Below are the tables and graphs that were produced from monitoring their accounts.

Dates and Times	**Facebook Posts 11/02/16 – 17/02/16**	
	11/02/16	
1:31pm 2 Posts with Pictures	**Post 1** reached 401 people – 23 post clicks 2 reactions, comments or shares. **Figure 25** 	**Post 2** reached 890 people – 44 post clicks 29 reactions, comments or shares. **Figure 26** 
7:36pm	**2 Posts with Pictures** **Post 1** reached 443 people – 23 post clicks 4 reactions, comments or shares. **Figure 27** 	**Post 2** reached 559 people – 28 post clicks 9 reactions, comments or shares. **Figure 28** 
	13/02/16	

9:53am	**1 Post with a Picture** reached 517 – 82 post clicks 15 reactions, comments or shares  **Figure 29**	
10:01am	**1 Post with Picture** reached 2.4K – 83 post clicks 26 reactions, comments or shares **Post boosted (Organic 318 – Paid 2093)**  **Figure 30**	
	14/02/16	
12:10pm	**1 Post with Picture** reached 730 people – 36 post clicks 15 reactions, comments or shares  **Figure 31**	
	15/02/16	
10:59am **2 Posts with Pictures**	**Post 1** reached 823 people – 33 post clicks 13 reactions, comments or shares. **Figure 32**	**Post 2** reached 521 people – 26 post clicks 1 reactions, comments or shares. **Figure 33**

Dates and Times	Facebook Posts 18/02/16 – 24/02/16	
	20/02/16	
10:47am	**1 Post** reached 867 people – 122 post clicks 40 reactions, comments or shares  **Figure 34**	
10:48am	**1 Post** reached 889 people – 35 post clicks 14 reactions, comments or shares  **Figure 35**	
10:54am **2 Posts with Pictures**	**Post 1** reached 515 people – 20 post clicks 1 reactions, comments or shares. **Figure 36**	**Post 2** reached 0 people – 14 post clicks 2 reactions, comments or shares. **Figure 37**

	
11:14am	**1 Post with Picture** reached 634 – 20 post clicks 2 reactions, comments or shares  **Figure 38**
11:33am	**1 Post with Picture** reached 695 people – 30 post clicks 3 reactions, comments or shares  **Figure 39**

Dates and Times	**Facebook Posts 25/02/16 – 02/03/16**
	25/02/16
11:37am	**1 Post with picture** reached 434 people – 61 post clicks 19 reactions, comments or shares  **Figure 40**
11:40am	**1 Post with picture** reached 171 people – 2 post clicks

<table>
<tr><td></td><td colspan="3">1 reactions, comments or shares
 
Figure 41</td></tr>
<tr><td></td><td colspan="3">29/02/16</td></tr>
<tr><td>1:46pm
3 Posts with Pictures</td><td>Post 1 reached 857 people – 44 post clicks
30 reactions, comments or shares
 
Figure 42</td><td>Post 2 reached 267 people – 17 post clicks
3 reactions, comments or shares
 
Figure 43</td><td>Post 3 reached 440 – 20 post clicks
6 reactions, comments or shares
 
Figure 44</td></tr>
<tr><td>4:42pm
2 Posts with Pictures</td><td colspan="2">Post 1 reached 371 people – 14 post clicks
7 reactions, comments or shares. Figure 45
  </td><td>Post 2 reached 423 people – 28 post clicks
18 reactions, comments or shares. Figure 46
  </td></tr>
<tr><td>6:02pm</td><td colspan="3">1 Post with Picture reached 435 people – 27 post clicks
7 reactions, comments or shares
 
Figure 47</td></tr>
<tr><td></td><td colspan="3">01/03/16</td></tr>
<tr><td>2:49pm</td><td colspan="3">1 Post with Picture reached 2.5K people – 126 post clicks</td></tr>
</table>

	77 reactions, comments or shares **Post boosted (Organic 540 – Paid 1961)**  **Figure 48**
10:08pm	**1 Post with Picture** reached 695 people – 26 post clicks 19 reactions, comments or shares  **Figure 49**

Dates and Times	**Facebook Posts 03/03/16 – 09/03/16**
	03/03/16
9:36am	**1 Post with a Picture** reached 335 – 42 post clicks 24 reactions, comments or shares  **Figure 50**
	04/03/16
12:53pm	**1 Post with a Picture** reached 256 – 20 post clicks 1 reactions, comments or shares

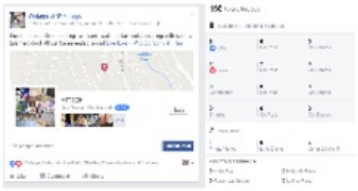
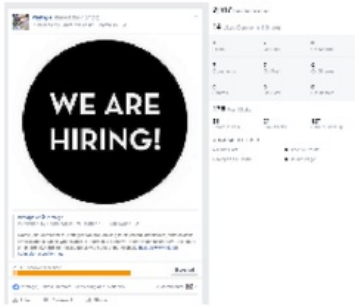
	 **Figure 51**	
	05/03/16	
07:21am **2 Posts with Pictures**	**Post 1** reached 168 people – 7 post clicks 8 reactions, comments or shares  **Figure 52**	**Post 2** reached 700 people – 83 post clicks 40 reactions, comments or shares. **Figure 53** 
	07/03/16	
06:04pm	**1 Post with Picture** reached 3.7K people – 127 post clicks 103 reactions, comments or shares **Post boosted (Organic 1201 – Paid 2477)**  **Figure 54**	
08:04pm	**1 Post with Picture (Same picture as above)** reached 350 people – 4 post clicks 10 reactions, comments or shares	
11:17pm	**1 Post with Picture** reached 120 people – 34 post clicks 2 reactions, comments or shares	

	 **Figure 55**	
	08/03/16	
05:19pm 2 Video's Posted for Competition	**Video 1** reached 591 people – 51 post clicks 11 reactions, comments or shares. **Figure 56** 	**Video 2** reached 512 people – 33 post clicks 13 reactions, comments or shares. **Figure 57** 
	09/03/16	
07:36pm	**1 Video** reached 720 people – 86 post clicks 8 reactions, comments or shares  **Figure 58**	

Dates and Times	**Facebook Posts** **10/03/16**
7:36pm	**1 Post with a Picture** reached 471 – 29 post clicks 24 reactions, comments or shares  **Figure 59**
08:00pm	**1 Post with a Picture** reached 1.4K – 162 post clicks 80 reactions, comments or shares

	 **Figure 60**
08:09pm	**1 Post with a Picture** reached 2.9K – 176 post clicks 14 reactions, comments or shares **Post boosted (Organic 194 – Paid 2723)**  **Figure 61**
09:36pm	**1 Post with a Picture** reached 344 – 20 post clicks 7 reactions, comments or shares  **Figure 62**

Posts	Instagram Likes and Comments 11/02/16 – 17/02/16	
	11/02/16	
1st Post	9 Likes – 5 Comments Figure 63	
2nd Post	12 Likes – 3 Comments Figure 64	
3rd Post	9 Likes – 0 Comments Figure 65	
4th Post	7 Likes – 3 Comments Figure 66	
5th Post	13 Likes – 0 Comments Figure 67	
	13/02/16	
1st Post	13 Likes – 3 Comments Figure 68	

	15/02/16
1st Post	20 Likes – 6 Comments Figure 69 
2nd Post	19 Likes – 0 Comments Figure 70 
3rd Post	19 Likes – 0 Comments Figure 71 

Posts	Instagram Likes and Comments 18/02/16 – 24/02/16
	20/02/16
1st Post	21 Likes – 3 Comments Figure 72 
2nd Post	9 Likes – 2 Comments Figure 73 
3rd Post	11 Likes – 0 Comments Figure 74 

4th Post	14 Likes – 0 Comments Figure 75	

Posts	Instagram Likes and Comments 25/02/16 – 02/03/16	
	29/02/16	
1st Post	9 Likes – 0 Comments Figure 76	
2nd Post	15 Likes – 0 Comments Figure 77	
3rd Post	21 Likes – 1 Comments Figure 78	
4th Post	9 Likes – 0 Comments Figure 79	

5th Post	18 Likes – 4 Comments Figure 80	
6th Post	14 Likes – 3 Comments Figure 81	
7th Post	12 Likes – 3 Comments Figure 82	
	01/03/16	
1st Post	9 Likes – 0 Comments Figure 83	

Posts	Instagram Likes and Comments 03/02/16 – 09/03/16	
	03/03/16	
1st Post	16 Likes – 3 Comments Figure 84	
	04/03/16	

1st Post	10 Likes – 0 Comments Figure 85	
	05/03/16	
1st Post	25 Likes – 7 Comments Figure 86	
2nd Post	14 Likes – 0 Comments Figure 87	
3rd Post	16 Likes – 3 Comments Figure 88	
4th Post	10 Likes – 0 Comments Figure 89	
5th Post	11 Likes – 1 Comment Figure 90	

6th Post	14 Likes – 1 Comment Figure 91	
	07/03/16	
1st Post	20 Likes – 0 Comments Figure 92	
2nd Post	11 Likes – 1 Comment Figure 93	
3rd Post	14 Likes – 0 Comments Figure 94	
	08/03/16	
1st Post	8 Likes – 0 Comments Figure 95	

Posts	Instagram Likes and Comments 10/03/16
1st Post	14 Likes – 3 Comments Figure 96 
2nd Post (Video)	6 Likes – 0 Comments – 87 Views Figure 97 
3rd Post	20 Likes – 3 Comments Figure 98 
4th Post	22 Likes – 0 Comments Figure 99 

During the time that the Vintage's social media accounts were monitored their Twitter and Pinterest accounts were not used and no information was posted. The only change that occurred was that they gained a few followers between both of the accounts. Vintage posted on both Facebook and Instagram nearly every day and gained a vast amount of followers with in that time.

These two methods have been extremely effective for business as they have ensure that they are always interacting with customers and after conducting the monitoring of their business, their client base is growing more and more every day. The use of Facebook was definitely a benefit to the company as most of their bookings come from Facebook.

3.5 Social Media Strategy Plan

For a fairly new business, Vintage is continuously gaining business and recently announced they have a 3 week waiting list, which was discovered after conducting the interview that most of their business has arisen from effective social media usage.
Based on the research conducted, for start-up business to use social media a strategic plan should be in place to ensure that the full advantages of using social media can be obtained.

As discussed previously in 2.2.4, businesses are required to be aware of what strategies they are going to imply to make themselves distinct and different from the rest. The four main points that were discussed with in this were:-

- To offer virtual gifts
- Ensure the business engages with their community
- The use of different media
- And ensuring the business become vertical

A result of conducting an interview with the co-owner of Vintage, it has been discovered that they have already set these particular strategies in to place. The business regularly post on their social media, they constantly upload pictures to show their clients new styles they have produced and the regularly upload videos showing new changes that take place within the salon. They also do online competitions were they offer gifts to their clients. They ensure that they communicate and engage professionally with their clients and potential clients.
Vintage are also in the process of applying out to bloggers through their social media accounts, where they are inviting them to visit the salon so that they are able to conduct a review based on the experience they have whilst there. The business overall running successfully and they have certainly followed the main four points mentioned above.

4.0 Analysis

It is important to analyse any research conducted within in area field. Not only do the results of the survey need to be evaluated but the expectations of the results should be discussed, along with the related link to the literature review. This can also aid in discovering if there are any similarities situated with in the data. Accompanying this will be an analysis of the interview conducted with the business chosen for the case study.

4.0.1 Survey Analysis

To gain the results that were required, a variety of different businesses were contacted via email and face to face to ensure a successful amount of responses were received for the project. After distributing the survey to a number of business within the local area, an analysis was then conducted based on the results received.

4.0.2 Results & Discussions of Survey

Question 1: Please state what industry your business is operating in?

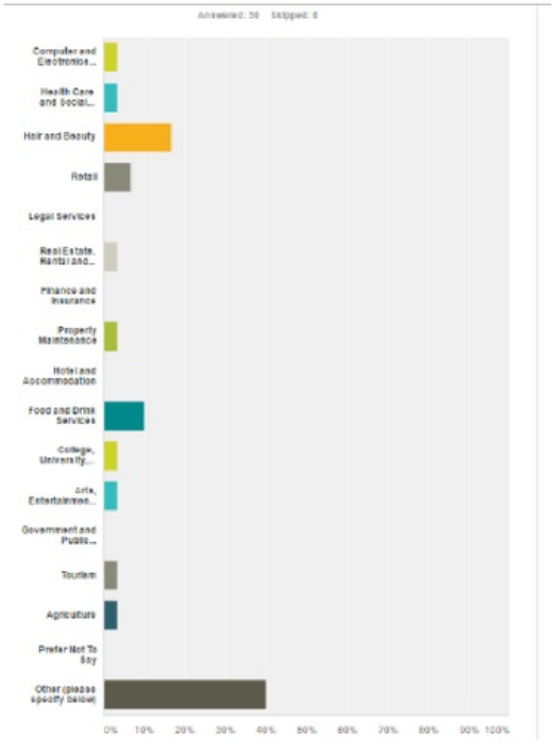


Figure 100

Results: This graphs displays the results required from conducting this survey. These results show the number of people who completed this survey and the industry that they are currently involved in. Thirty businesses participated in the survey covering a variety of different industries. There are many industries which were also specified in the "Other" category, as they were not included in the options. These can be seen in Figure101.

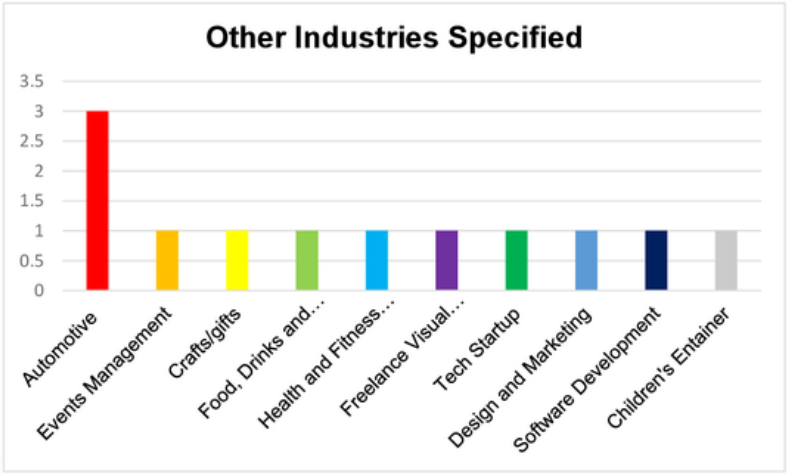


Figure 101

Expectation: The results of this particular question were as expected due to the survey being sent to a variety of different business. To ensure that the survey would be valid and would gather the correct data over 40 businesses were contacted to ensure a significant amount would respond. A number of different industries participated which resulted in a realistic outcome.

Link with Literature Review: This particular question does not have a link with the literature review but it was used for the Average Response Rate. To work this out correctly, the amount of businesses that the survey was sent to needed to be noted so that this could be compared to the number of responses that was received.

Question 2: When did you first start-up the business?



Answer Choices	Responses	
Less than a year ago	16.67%	5
Between 1 and 2 years	30.00%	9
Between 2 and 5 years	13.33%	4
5 years or more	40.00%	12
Total		30

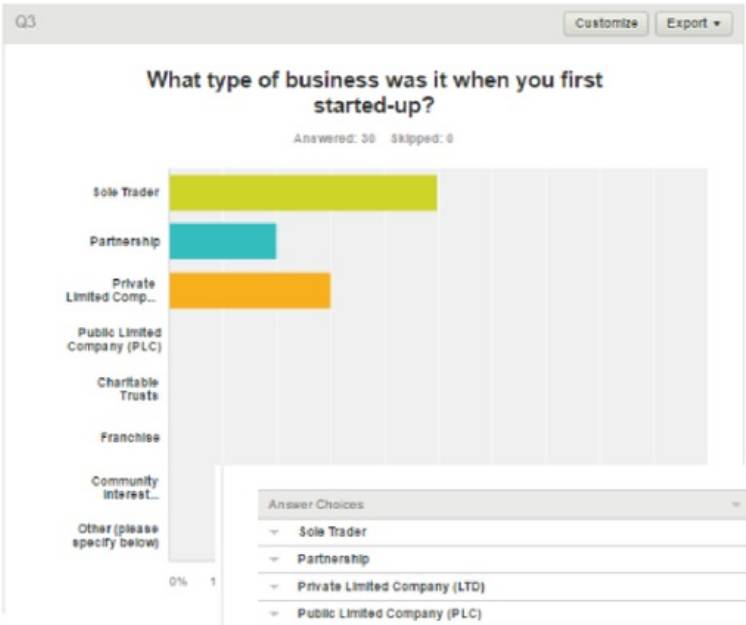
Figure 102

Results: This particular graph shows the results received from this question. The majority of businesses who answered this survey started up their business 5 years ago or more, with next popular time frame being in-between 1 and 2 years.

Expectation: The outcome of these results were as expected, due to the subject area not only being focused on recently established businesses. It was ensured that even though start-up business was the main focus, the survey was passed on to new business but also older, more experienced start-ups who had been around for a longer period of time.

Link with Literature Review: This question does not have a direct link to the literature review, but was required for the use of the survey. This can be used for to identify any similarities with in the data.

Question 3: What type of business was it when you first started-up?



Answer Choices	Responses	
Sole Trader	50.00%	15
Partnership	20.00%	6
Private Limited Company (LTD)	30.00%	9
Public Limited Company (PLC)	0.00%	0
Charitable Trusts	0.00%	0
Franchise	0.00%	0
Community Interest Company (CIC)	0.00%	0
Other (please specify below) Responses	0.00%	0
Total		30

Figure 103

Results: This bar graphs states the results that were acquired from Question 3. By looking at this graph, the majority of the businesses who participated are Sole Traders, with Private Limited Companies (LTD) being second and Partnership's being third.

Expectation: These results gained from this question were expected but other results could have arisen due to the survey being completed by certain businesses that were not initially given the survey when first released. This could occur by the survey being passed on through another business or by a friend or family member. The reason for expecting these results would be due to being mostly aware of who the survey was originally given to and who responded.

Link with Literature Review: This does not have a link with the literature review but is very similar to question 2.

Question 4: Do you have a target market? If so please state the age

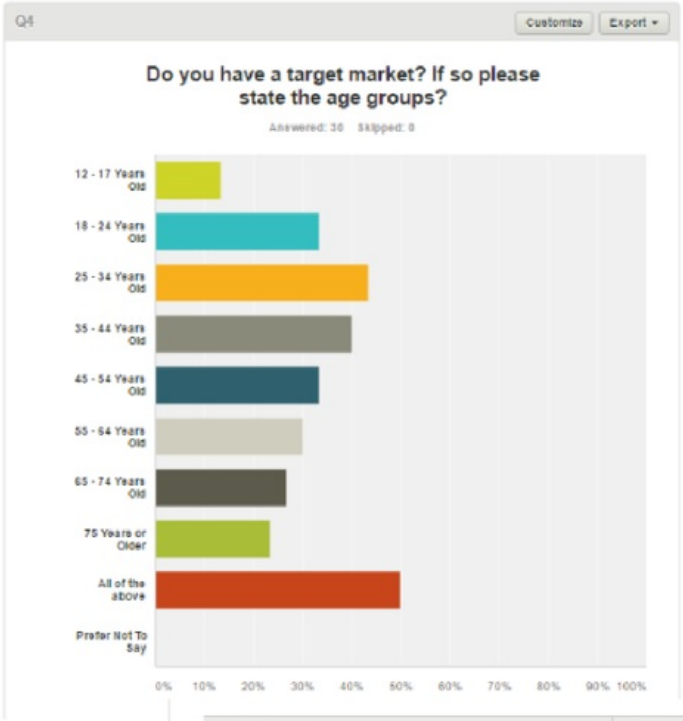


Figure 104

Answer Choices	Responses	
12 - 17 Years Old	13.33%	4
18 - 24 Years Old	33.33%	10
25 - 34 Years Old	43.33%	13
35 - 44 Years Old	40.00%	12
45 - 54 Years Old	33.33%	10
55 - 64 Years Old	30.00%	9
65 - 74 Years Old	26.67%	8
75 Years or Older	23.33%	7
All of the above	50.00%	15
Prefer Not To Say	0.00%	0
Total Respondents: 30		

Results: For this question, the bar graph indicted the most popular target markets with in the businesses. Half of the businesses specified that all of the target groups included in the options were included within their target group as they picked the “All of the above” option. The other half had specific target markets and specified them by clicking on the available options.

Expectation: These results were not able to be anticipated due to not being able to be fully aware of the target groups that the organisations mainly focus on. As a variety of businesses were chosen for the survey it was difficult to make a approximate judgement on the outcome of this particular question as so many industries responded, however if a specific type of business was chosen it

would be easier to make a approximation of what target base they would focus on as they would be included in one particular sector of the industry.

Link with Literature Review: The results of the target group were required as it has been discussed previously that modern forms of technology may not be used within business, depending on the type of business and who they focus on for their target base. By uncovering this, this allowed for any trends to appear with in the data.

Question 5: Do you use a website to promote your business?

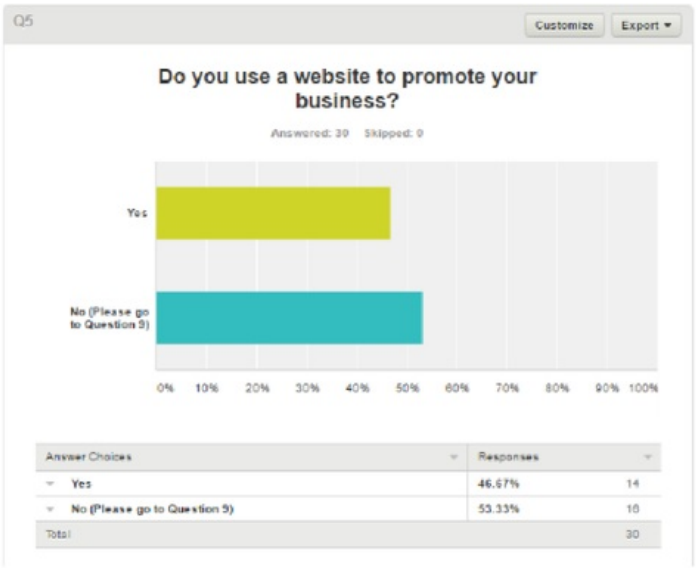


Figure 105

Results: This graph states the amount of responds who currently use a website to promote or make a profit. 53.33% stated that they currently do not use a website for their business, where as 46.67% said that they are currently using a website. An outlier was also found with in this data. The user may have clicked the wrong answer for this particular question, due to his responses to the next few questions. The user states further down how their website was created, its purpose and its effect which results in having the wrong data for this particular question.

Expectation: Even though there is not much of a difference between these results I was expecting to see that more businesses would have a website. Having a website can usually be the first step to having an online presence and depending on the type of business, it can be unusual to see a business that doesn't have some sort of website, even if it just a website that provides information for clients and doesn't over any services.

Link with Literature Review: Website Technology has been a massively detailed section with in the literature review and has included its popularity with in the business world. By including this question, results can be gained from existing business on how popular having an online presence through a website can be.

Question 6: Please state how the website was created?

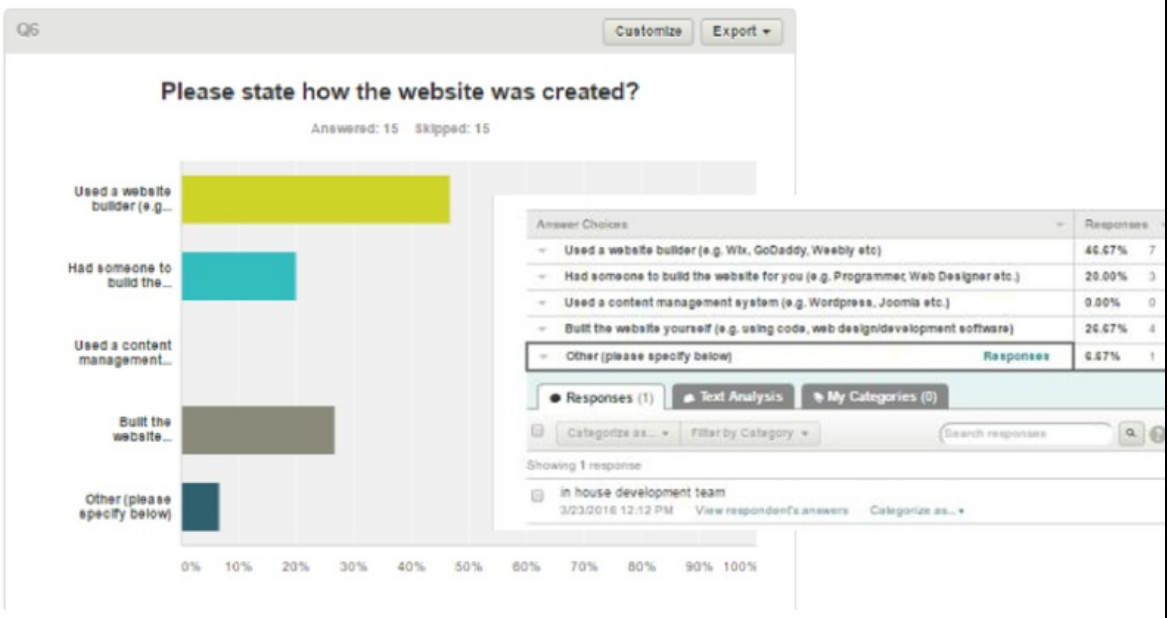


Figure 106

Results: This bar graph had number of options to choose from which allowed the user to enter their answer if applicable to them. There was also an "Other" option which allows the users to enter an answer that was not already included in the available options. The option which was most popular for how businesses were building their websites was the website builder option. This option has grown in popularity a lot in the last few years and has been very successful among business, especially start-ups.

Expectation: These particular results were expected due to growing popularity of website building services, such as Wix, Weebly etc. Businesses building their own websites can be very common, especially for start-ups as they are often aiming to save money where ever they possibly can.

Link with Literature Review: Both website technology and website builders were discussed in the literature review and how they are both used by so many business. Including this question allowed for a conclusion on which method is most popular and most effective for the current start-up businesses.

Question 7: What was the purpose of creating the website?

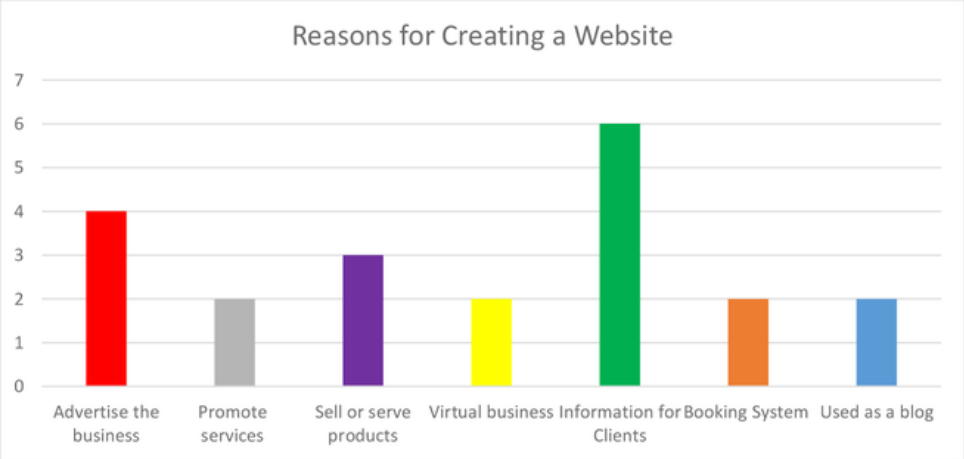


Figure 107

Results: For this particular question, a comment box was put in place so that the users were able to provide full, honest opinions for the reasoning behind why they created a website for the business. As no graph was provided with this particular question, a graph was produced with breakdown reasons from the responses received. The full answers that were received can be viewed in Appendix H of the Appendices. The main reasons that these particular organisation created their websites was, to inform their clients with any information about the business and to advertise their business via an online presence.

Expectation: These results were expected, as result of information websites that offer no services are very popular and can be very effective. As well as this, having an online presence is always going to bring good results as the business is reaching out to a wider target audience.

Link with Literature Review: The reasoning's for different businesses creating a website has been previously discussed with in the literature review and by asking these particular subjects, this will allow for comparison with the research already established.

Question 8: What effect has the website had on your business?

Results: For this question, the same method that was applied in question 7 was also applied here, due to the question requiring a detailed answer. The responses gained, explain that the effect of having a website is good and benefit the company in ways that are not always intended. One of the many things that people now do is check a business online to see their reviews and ratings. Having a website inclines more people to be interest and use the services as they are able to look in to it themselves without pressure, which for customers is a bonus.
The responses state that it has increased their sales, advertised the overall business and increased the target market. The results received can be viewed in Appendix I in section 11.0 Appendices.

Expectation: These results were expected as the reasoning behind creating a website is often to aid and benefit the organisations. Increasing sales and advertisement is the main reasoning which is why having a website can be extremely beneficial. An online presence not only just widens the audience but aids to increase the ranking of the organisation.

Link with Literature Review: The effect of having a website was not mentioned with in the literature review, but it was important to include it with in the survey to create a detailed, informative evaluation. It is important to investigate whether existing businesses feel that this method is effective to them and their business or not.

Question 9: If you do not have a website, would you like to create one for the business?

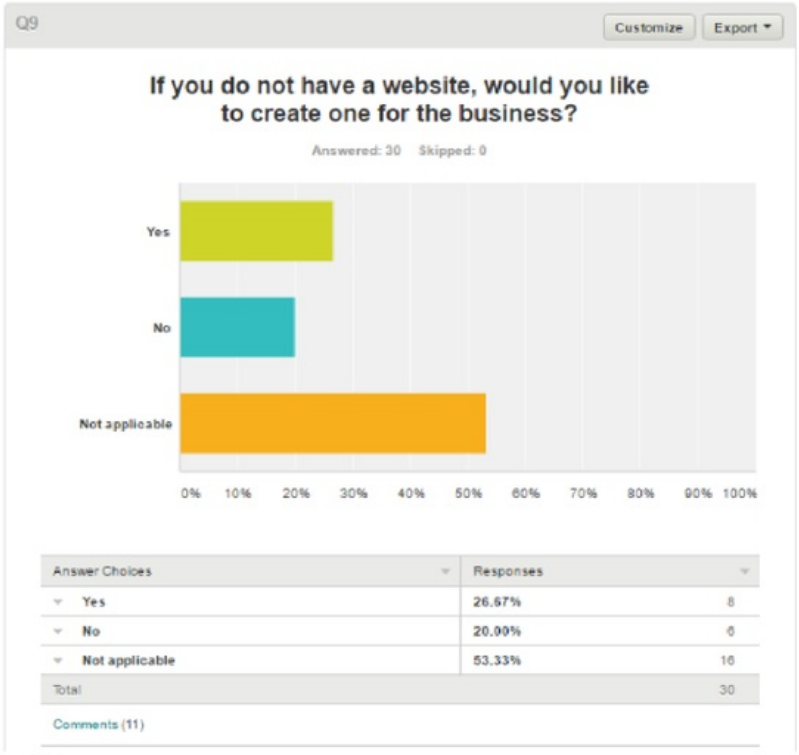


Figure 108

Results: This question allowed for a bar graph to be created based on the businesses who do not have a website any may want to create one. There was also a comment box situated with the question so that the users are able to state why they would want or not want to create a website.

Expectation: The expectation of these particular results was unknown as, the amount of business who responded may or may not of had a website, which could drastically modify these results.

Link with Literature Review: This question does not have a link to the literature review but was able to be used for research for the effectiveness of website technology and as these results show, the popularity rate of those who want to create a website for their business is increasing.

Question 10: Do you use social media to promote the business?

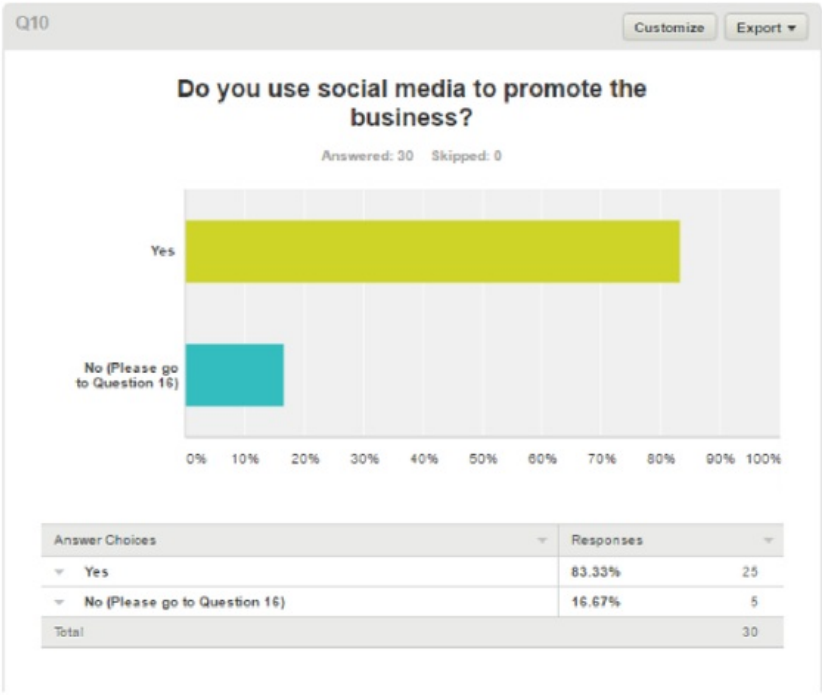


Figure 109

Results: This particular question allows businesses to answer whether they are currently using social media or not to promote their business or make a profit. 83.33% state that they currently use social media for their business and only 16.67% are currently not using social media.

Expectation: For this particular question, this result was expected because social media is now one of the main trends and businesses are aware they have to follow the latest trends to keep in the limelight.

Link with Literature Review: Social media has been discussed throughout the literature review and is now so popular with in business, as discussed in the statistics section with in the literature review.

Question 11: What forms of social media do you use?

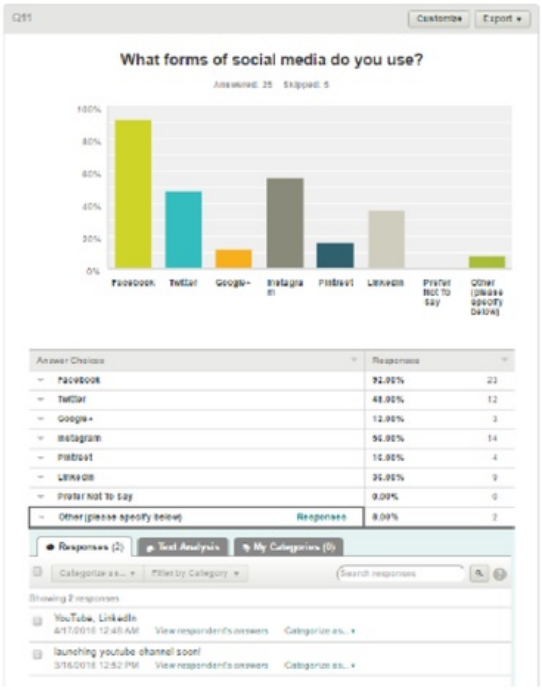


Figure 110

Results: A bar graph was produced for this particular question based on the number of different businesses who currently use different social media accounts. By looking at this graph, it can be seen that Facebook is currently the most popular social network used by businesses who participated, with a ranking of 92%. Instagram was second with a 56% usage and Twitter was third with 48%. YouTube was also mentioned by two business in the "Other" category. LinkedIn was also mentioned in this category as it must have been over looked in the options by the user.

Expectation: As a result of the research conducted within the literature review, these results were expected. Facebook is now so popular compared to when it was first released, not only is it one of the most popular methods for communicating but it is not heavily involved with in the business industry.

Link with Literature Review: The different social media accounts that are often used by businesses were evaluated with in the literature review, which then aided to include this particular question in the survey, as it was important to get the different businesses to state what social media they use. This could then be used to compare with the research that was previously conducted.

Question 12: Why did you decide to use social media for the business?

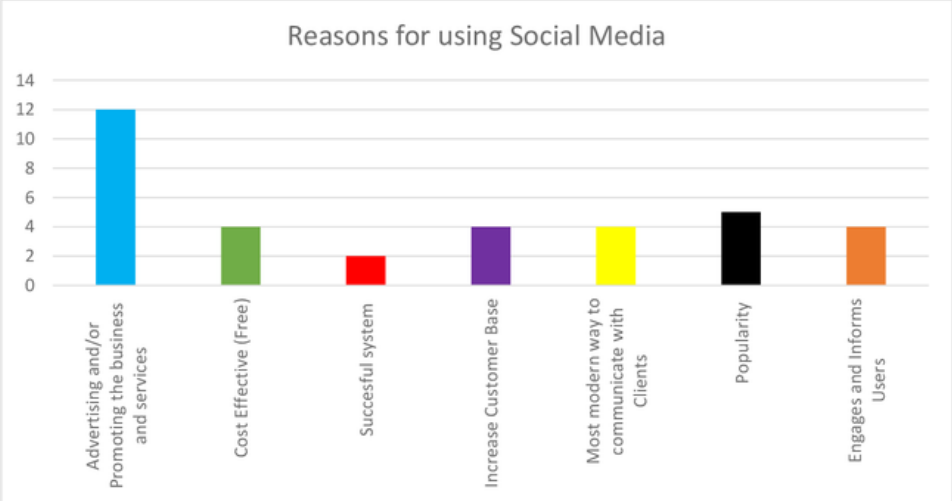


Figure 111

Results: Due to this particular question requiring a detailed answer, the same methods that were applied for the previous questions 7 and 8 were also applied. As a graph was not able to be produced by the survey cloud-based company, based on the answers provided, a breakdown graph was created which allows for the results to be seen clearly. These results show that the advertising and promoting benefits that social media can provide is one of the most popular reasons and secondly was the fact that it is currently one of the most popular trends. Business are required to follow the latest trends to ensure they are able to keep ahead with in their industry. The full answers that were received for this particular question can be viewed in Appendix J 11.0 Appendices.

Expectation: These results were expected due to how social media is advertised. The platforms allow for a business to advertise their industry and communicate with their target audience for free or a cost effective option, (if the business is aiming to improve their reach scores.

Link with Literature Review: What social media allows a user to do has been included with in the literature review, which led to including this question to evaluate exactly why existing organisations choose to use these particular platforms for their businesses.

Question 13: What effect has using social media had on the business?

Results: Due to this question requiring detailed but also a variety of different answers, a comment box provided for the participants to answer this particular question. Responses included increase in sales, successful advertising of the business and what they do, increase in services being used and increase in target market. The full responses that were received from doing this survey can be viewed in the Appendices in Appendix K.

Expectation: As a result of knowing the success levels of using social media for creating business profiles, these results were expected. It is now often seen as strange when a user has not got a profile on a social media platform as result of how popular it has become over the last few years. Businesses are aware of this and it is known that if a business is available to be found through an online presence, then it is going to increase the interest they receive from current and possible clients.

Link with Literature Review: As well as establishing why business use social media and what they expect to get out of it, it is also important to investigate if organisations actually get what they expect from having a social media profile.

Question 14: Do you use social media management tools? E.g. Hoot Suite, Facebook Business Manager, Buffer etc.

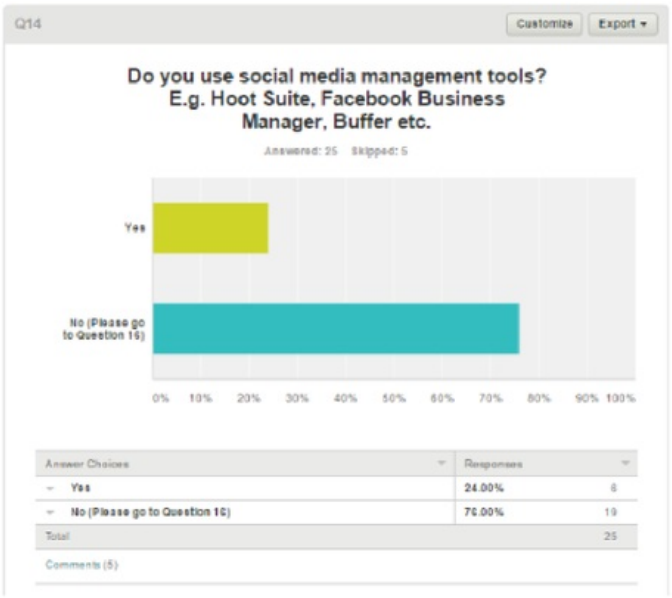


Figure 112

Results: This question was included so that a graph was able to be created based on the amount of people who currently use or do not use social media management tools. 76% of the twenty five business who use social media stated that they do not use social media management tools, with only 24% saying yes.

Expectation: The results received for this question was not expected. The reasoning for this was, due to social media being so popular with in business, the assumption was that these tools would be used more often as a result of the benefits they can bring to the user. The gap size between these two options was expected to be smaller and that the result would be 50/50.

Link with Literature Review: The benefits of social media management tools was previously discussed in the literature review, due to how much they could possibly aid potential users. The popularity of this method was then tested on these organisations as a result of the research.

Question 15: Please state which social media management tools that you use for the business?

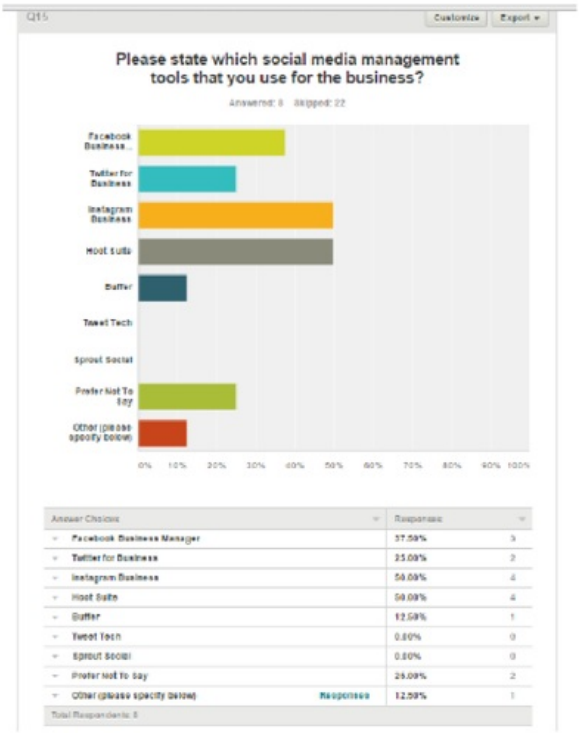


Figure 113

Results: This question provides the user with list of options of management tools to choose from which can currently be used for the monitoring of their social networks or their website. Hootsuite and Instagram are joint with 50% of the people businesses who answered which then results in Facebook Business Manager being second.

Expectation: These results were partially anticipated, due to the businesses that were contributing and their knowledge of the different social media management tools that are available. Not all businesses are fully aware of the benefits these particular tools can offer which can then cause an issue when trying to predict the results that are going to be received.

Link with Literature Review: The main different social media management tools have been discussed with in the literature review and by conducting that research, it can be seen why these were the final results. Hootsuite especially is extremely popular and can be very effective for start-up businesses who need that help monitoring their social media and other forms of online presence.

Question 16: Do you use paid advertising for the business?

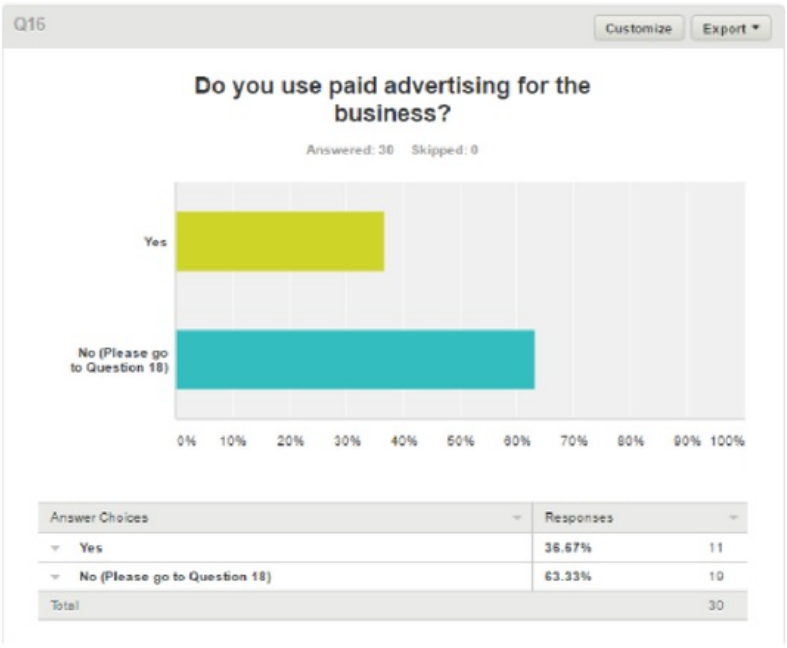


Figure 114

Results: This question was included to find out if people used any paid advertisement. From this, it was discovered that 36.67% use paid advertising but 63.33% admitted they do not use it at all for the business.

Expectation: These results were not expected as an assumption was made that paid advertising would be more popular, especially with businesses who have an online presence.

Link with Literature Review: Paid advertising was thoroughly investigated and as businesses aim to get their name known, advertising is usually one of the main priorities and can be of importance. This question was then included to get the existing opinions from start-up organisations who usually have to fund themselves and their advertising.

Question 17: What forms of paid advertisement do you use?

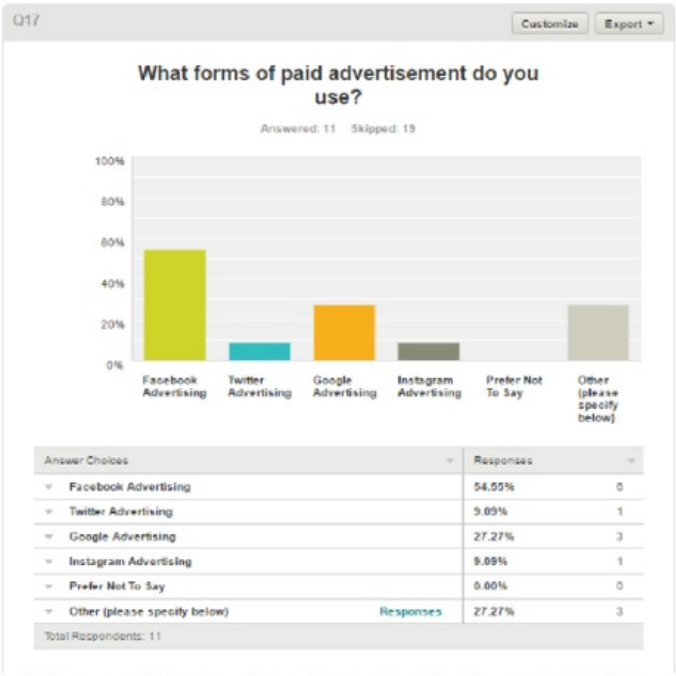


Figure 115

Results: As a follow up, this question allowed for finding out what forms of paid advertisements was used by the business who said that they do pay for advertising. 54.44 of the 11 people stated that they use Facebook advertising, which was the most popular method. Google ad's was then second with 27.7% of the 11 business picking this option. Google AdWords was also mentioned with in the "Other" category, along with LinkedIn, My builder and yellow pages. One business also included newspapers and local papers, which should have been included on Question 19 for traditional advertising methods.

Expectation: As previously discussed with in question 16, it was expected for these particular results to be higher, but with the responses provided it was the results expected. Facebook is the most popular social media and their advertising is not just effective for the business and their target market, but also cost effective.

Link with Literature Review: As mentioned in question 16, paid advertising was included with in the research and can be a fairly important part of establishing a business. This question allows for an insight to be created based on the different types of advertising methods that start-ups are willing to invest in.

Question 18: Do you use traditional advertising methods?

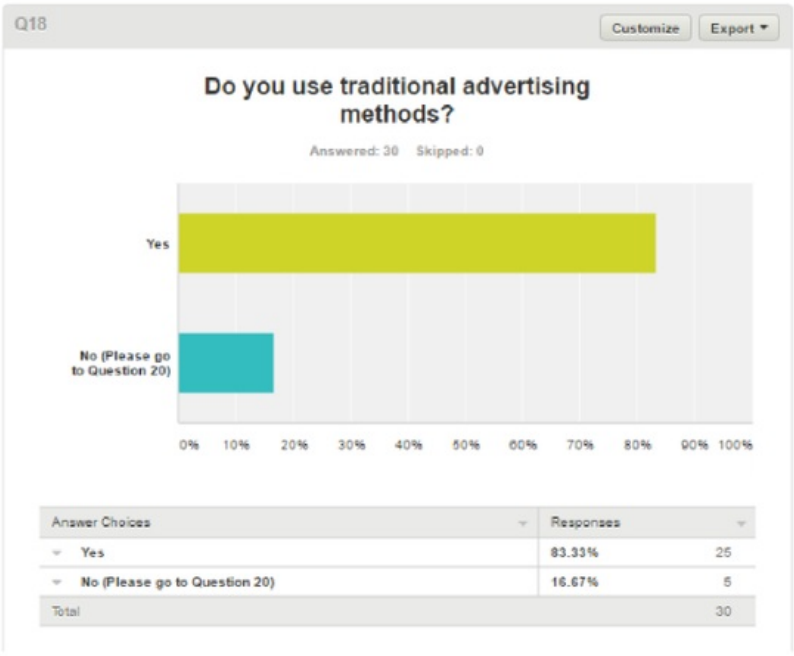


Figure 116

Results: Traditional Advertising methods are still very popular and because of this, it was important to include this question with in the survey after mentioning the more modern ways of advertising in the previous question. This graph indicates whether businesses use traditional methods also. This was very popular with the businesses who participated, with 83.33% saying Yes and only 16.67% saying No.

Expectation: This results was expected due to traditional advertising methods still being very effective, especially for businesses who are aiming to establish themselves.

Link with Literature Review: Traditional advertising methods has a link with the Paid Advertising section with in the literature review, where it is evaluated how extremely effective these particular methods can be to any business.

Question 19: What forms of traditional advertising methods do you use?

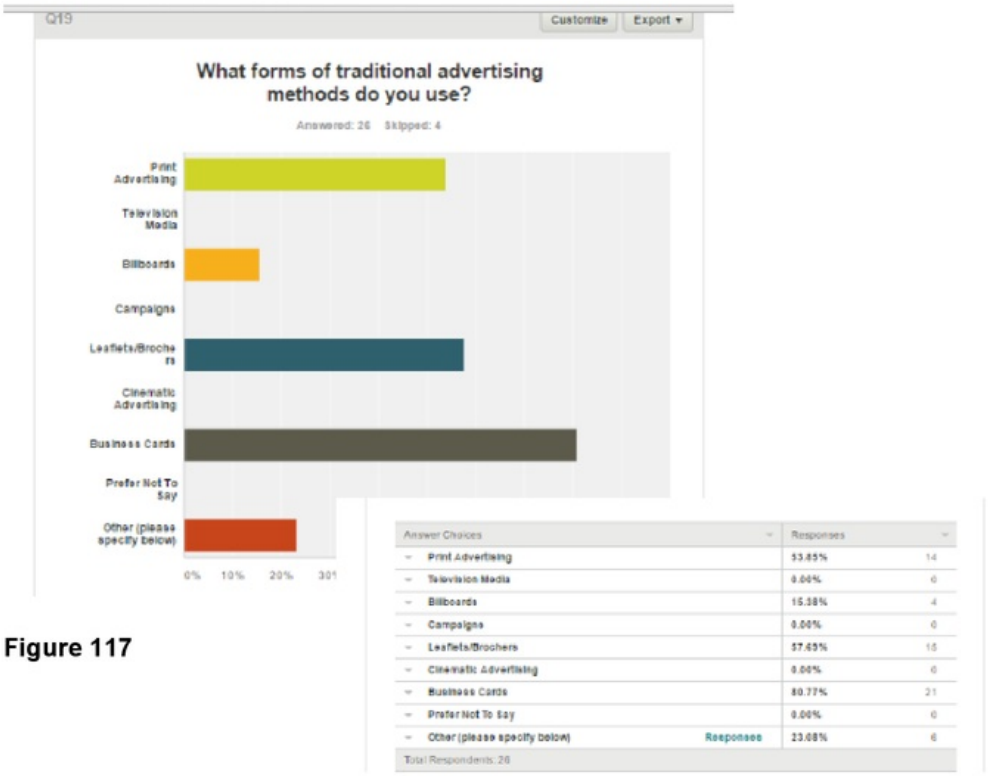


Figure 117

Results: This graph indicates all the different types of traditional methods that could be used by the businesses who have participated. Business cards was the most popular with these particular businesses, with leaflets/brochures being second.

Expectation: These results were not expected, as a result of not being aware of what traditional methods were used by these businesses. An assumption was made on the business cards that they would be most popular, as they are extremely popular with any business and a very effective advertising method. A full expectation could not be made as the other listed popular may have not been that popular with these subjects.

Link with Literature Review: As previously mentioned with in question 18, this particular question allowed for focusing on the main traditional methods, which is extremely useful for the research of this project and was able aid in producing a successful conclusion.

Question 20: Do you use Google Analytics for your website?

If answered yes, why do you use this service?

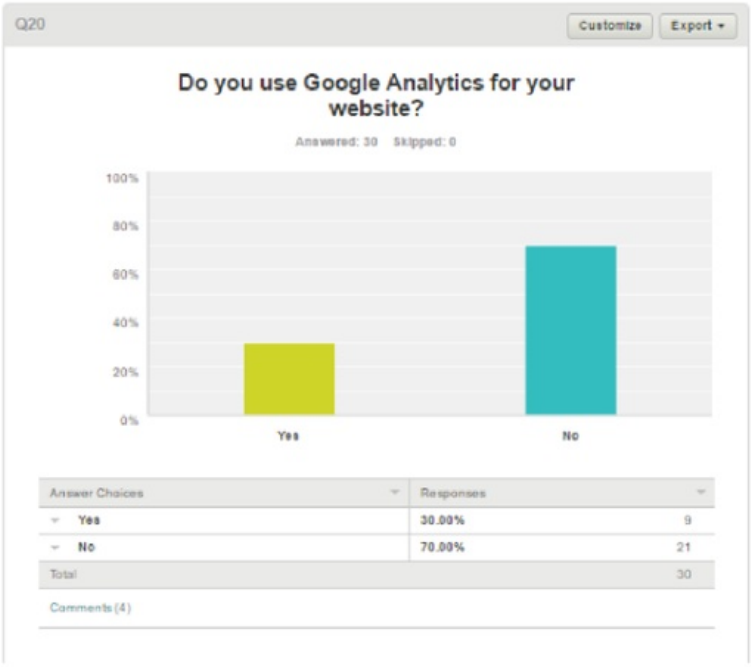


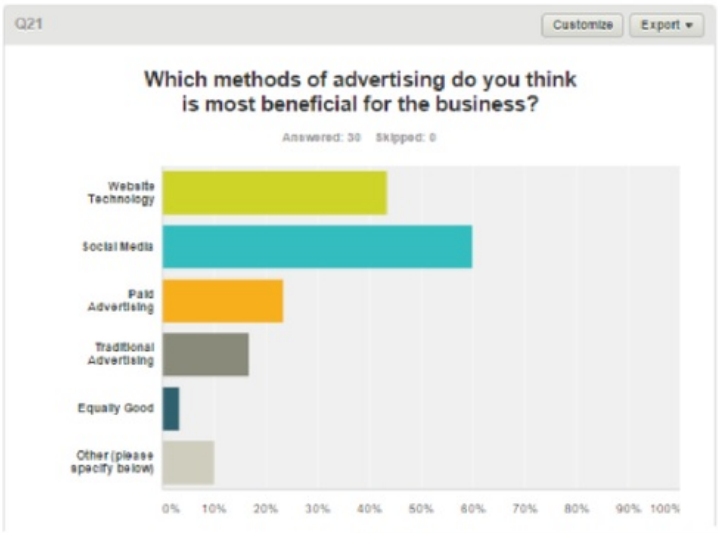
Figure 118

Results: By including this question, users were able to answer whether they currently use Google Analytics with in their business. Google Analytics did not seem to be that popular with this particular subject selection as only 30% said yes, with 70% admitting they do not use it.

Expectation: For this question, the expectation of the results was unknown as a result on the businesses who responded and what type of technology they personally prefer to use. The results were not surprising, due to Google Analytics being fairly new and some do not yet understand the benefits that could be gained from using this particular service.

Link with Literature Review: Google analytics and its benefits were investigated thoroughly within the literature review and as a result of the service growing in popularity, it was important to include it within the survey to establish how popular it is with existing businesses.

Question 21: Which methods of advertising do you think is most beneficial for the business?



Answer Choices		Responses	
Website Technology		43.33%	13
Social Media		60.00%	18
Paid Advertising		23.33%	7
Traditional Advertising		16.67%	5
Equally Good		3.33%	1
Other (please specify below)	Responses	10.00%	3

Total Respondents: 30

Figure 119

Results: This particular question was included to have an overall summary of the survey and for the business to state which method they believed was most beneficial to them and their business. Social media came first with 60% of the 30 business stating that it most beneficial, with website technology coming second with 43.33%.

Expectation: This was partially expected, as a result of the research conducted in the literature review. Social media has been described with in the review as a giant and has shown no sign of slowing down. It is clearly working with in the business industry for so many people to try and continue to use it within their business.

Link with Literature Review: This question links to the overall literature review, as it is concluding the survey and discovering which method is most beneficial to the businesses who contributed. This has also aided in concluding the research into this topic and evaluating which method is most effective for the present and future start-up businesses.

Question 22: With regards to Website Technology and Social Media, is there anything that you would of done or would like to do differently?

Results: As a result of this requiring full detailed answers, a comment box was placed with in the survey. This then allowed the respondents to supply their full opinion on if there was anything they believe they should have done differently or have any regrets from when they first began their start-up. There was a mixed response received overall, some business admitted that there is nothing that they would of done differently and some made some understanding very clear points of what they believe they could of done differently.

The main responses was that some business would of liked to have a website right from the very beginning or would like to eventually have a website set up for their business. As well as this, many businesses also stated that they would like to either begin using social media or use more of the platforms that are currently available or wished they had used social media from the beginning. The use of management tools was also mentioned, with businesses saying they would like to start using them to manage their multiple accounts. The final main point mentioned in the responses, was that a business stated that they should of not branched out to so many different platforms so quickly, which can often arise as in issue within the company. The majority of the organisations state there was something within their business that they believe they should have done differently.

Expectation: For this question, it was fairly difficult to predict the results. The responses that did arise were not a shock as they are reasonable comments from the industries as they are sensible and make sense. As a result of how current industries are operating, businesses are now more pressured to have an online presence. Technology is heavily involved with in many industries and it is because of this that more businesses have an online presence or require one, either through having a website or creating a social media profile. The full answers received can be viewed in the screen prints in Appendix L of the Appendices.

Link with Literature Review: This question does not have a link to the literature review but is related to the website technology and social media sections. Also these particular responses can be documented and are able to be passed on to present and future business, to be used as a guideline.

5.0 Evaluation

The research and investigation that has been conducted throughout this work has been interesting and has allowed for a detailed analysis. Due to the way that businesses tend to operate in today's industry, technology is now seeming to be the way forward and not only are new, young businesses using the latest technology, but so are the older, more established organisations who simply have to if they want to keep up with the today's industries.

After completing the survey and its analysis, it can be concluded that using methods such as website technology and social media can be extremely effective for any business when operated correctly. The analysed data has been very similar to the research conducted with in the literature review. Both the data and research have stated the benefits of using website technology and social media and the data has aided in showing that the effectiveness of these methods was able to be recognised, by receiving survey response from existing businesses who use these methods for their benefits and the effects.

All objectives were successfully met as research into social networking sites and website technology was conducted and included all the relevant categories required. A variety of both social media platforms and website builders were evaluated and their popularity ratings were included to show which seem to be most appropriate with in start-ups. Both survey and case study were completed along with the interview so that a comparison of the results could be conducted, to then conclude why both social media and website technology are effective among the business industry. The process of completing the objectives set, lead to a successful completion of the aim, the investigation into the effectiveness of these two particular methods.

6.0 Conclusions and Recommendations

As a result of both the primary and secondary research been completed, it is important the important findings are identified and discussed that have relevance to the research. This will then allow for whether further research is required to be conducted in this field. As a result of this, this section will sum up what was done to successfully complete the set the objectives.

6.01 Research into Social Networking sites, strategies and Website Technology.

From conducting this study, the literature review allowed for investigation into exactly what the benefits of both website technology and social media are and the possibilities of them having a dramatic effect on the main focus of start-up businesses.

6.0.2 Evaluate what are the best social media platforms to use along with which website builders are most appropriate for start-up organisations when using website technology.

This was effective research that was conducted and allowed for a clear understating on the popular and appropriate platforms and website builders that were able to be applied to start-up business. This research was then effectively used with in the producing of the survey and the required interview for the case study.

6.0.3 Create a survey and contact businesses that have recently started up. Analyse and evaluate how they became successful and the particular methods that were used.

The research that was conducted allowed for the producing of a successful survey and aided in ensuring that the correct question has been included. Before the survey was distributed to the relevant target group, a pilot was also conducted on smaller target group to ensure that the required data would be gained from the survey.

6.0.4 Produce a case study based on a start-up business. Conduct an interview and evaluate their methods used.

Producing a case study based on one particular business, allowed for a thorough analysis to be conducted on the business itself, through the interview and the monitoring of their most used social media accounts was able to be produced. This then allowed for personally viewing how their social media works and the feedback received for their clients. Personal monitoring of the Facebook and Instagram pages provided a successful investigation into how truly effective a social networking page can be.

6.0.5 Finally find out what makes these strategies effective and why they have gained popularity in the business world.

The survey and case study permitted for this objective to be met and gained the results required for thy businesses choose to use both methods and the effect that they have on the business once set in place. Social media resulted in being the most popular and effective for the businesses who participated. This was the mainly the expected result, due to the how much social media is now involved with everyday life. It is now part of industry and allows for extremely effective results to help the business progress.

6.1 Recommendations

For further research into this topic, it is suggested that more businesses should be interviewed to gain deeper in-depth analysis, as this aids in complete understanding of how that business may function and how it uses the full advantages that having an online presence can offer.

Finally for the case study, for further research into their website technology, the website that is currently in place in Vintage should be redesigned through a prototype, to test if they would gain any further interest for existing and potential clients. This could be an effective improvement to the company as there some problems with their website which may be effecting the business, which have been stated in 3.3.

7.0 Reflection

Overall, the process of conducting this study has been extremely interesting has allowed for useful knowledge to be obtained. By conducting both primary and secondary research, interesting findings were able to be discovered and investigated to aid meeting the aim and objectives of the project.
The survey that was distributed was done so within a good time frame and was also provided to a good number of business so that a successful number of responses could be received. The survey was successfully implemented and gathered the correct required results.

The research conducted for the case study was extremely helpful and allowed for an effective comparison to be conducted between the business and the survey sample. The case study had a big impact on the research as a result of the interview and being able to include more in depth questions to gain a better and clear understanding of the work place.

More secondary research could have been conducted due to the amount of points that were included within the literature review, but as a result of the time remaining, this then had to be prioritised to the Analysis of the survey and the final few sections reaming that needed to be concluded. Also ensuring that the word count limit was complied with created a restriction of what and how much could be included in the overall report.

Overall the project was successfully accomplished and was thoroughly thought out, over the time period provided. Valuable information was produced from conducting this study and will be a valid contribution towards the research area that is, the effectiveness of website and technology and social media and the impact these methods can have on start-up businesses.

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11.0 Appendices

Appendix A - What are important considerations for Start-up Businesses?

Making the decision to start up a business is a very important decision and a lot of thought needs to be put into such a life changing decision and the important considerations should always be evaluated before a final decision is made. There are many questions that need to be asked before any process begins. Below are the considerations that every entrepreneur should evaluate and their explanations, what an entrepreneur would need to contemplate at this important stage.

"Knowledge" – This is one of the most important considerations, as to start up a business the entrepreneur will need to make sure they have enough knowledge to have the capability to start-up a business and make it successful.

"Marketing" – Marketing is also a very important aspect and will always need to be a main concern, as the right marketing technique will ensure a successful start to a new business.

"Finance" – Finance is such a major area to cover but unfortunately it is important to realise what needs to be spent, what needs attention, what profit can be gained and how long will it take for an investment to come through. If not calculated and monitored properly the individual could lose a lot more then what could possibly be gained.

"Accountancy" – When starting up a business, the future results of the company need to be predicated so that there is a goal to reach for. As it is going to be the entrepreneurs company and own finances on the line, there needs to be certainty that there is an understanding of how to monitor the accountancy of the company.

"Legal" – The legal side of the business is a key point to consider. When starting up a business it will need to be established whether the company is a partnership, a sole trader or a limited company? The individual will then need to make sure that they fully understand the legal side of the company before any major decisions are made.

"Lifestyle" – Even though there is so much to think about when beginning the start-up journey, the key to making it a complete success is being able to dedicate the individuals complete time to their business.

MCC Business Solutions
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Appendix B – The 3 Tier Web Application

The 3 Tier application is often used within today's major businesses. This application programme is divided in to three parts. The "tiers represent physical and administrative boundaries between the end user and the web application server"[1]. These are then dispersed to different places within a network. The 3 tier application allows for a connection to be made between the Client, the Server and the DBMS server. "The connection is built between the application server and the remote database server, and the client obtains data from the application server"[2].

This method is usually very effective for organisations as the programming of the actual tier allows for them to be edited or moved without the others being affected by the changes. For this reason, "the 3-tier model makes it easier for an enterprise or software packager to continually evolve an application as new needs and opportunities arise."[3].
An example of the 3 Tier application can be seen below.

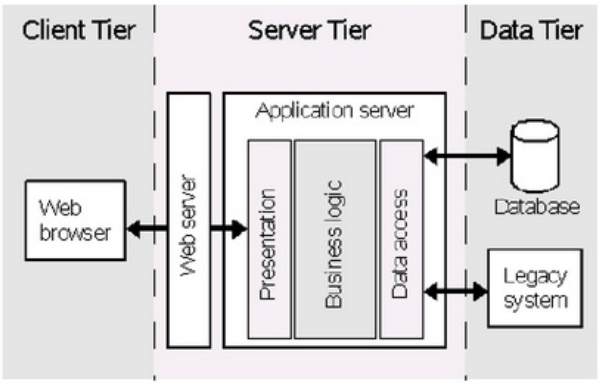


Figure 1

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Appendix C – Users Enjoyment of Website Technology and Social Media

The use of social media is not always something that businesses necessarily enjoy, there is both positive and negative attitudes towards the advertising method.
Unfortunately for the people who are not too keen on the idea of using social media, it has changed the way that people do communicate and has grown so much over the years and has made no sign of stopping yet.

Website Technology is simple method which allows people to make website applications without the hassle or stress. Due to them being so easy to use, they have become very popular and are advertised on a regular occasion. They also are a cost effective option, which allows business to save money on the development and the creation of a website. For a start-up business, this would be an option which they would greatly appreciate, as they are aware that they need to be careful with their budget when first starting up. As a result of this, any area where money can be saved and is just as effective, if not more is always appreciated.

Not only are the benefits for businesses, but there are also benefits for customers who use social media to follow their favourite businesses and brands. These are:-

1. "Promotions and Discounts
2. Knowledge on latest products and information
3. Customer Service
4. Entertaining Content
5. Ability to offer feedback"[47].

Appendix D – Final Survey Design

Question 1: Please state what industry your business is operating in?

Question 2: When did you first start-up the business?

Question 3: What type of business was it when you first started-up?

Question 4: Do you have a target market? If so please state the age groups?

Question 5: Do you use a website to promote your business?

Question 6: Please state how the website was created?

Question 7: What was the purpose of creating the website?

Question 8: What effect has the website had on your business?

Question 9: If you do not have a website, would you like to create one for the business?

Question 10: Do you use social media to promote the business?

Question 11: What forms of social media do you use?

Question 12: Why did you decide to use social media for the business?

Question 13: What effect has using social media had on the business?

Question 14: Do you use social media management tools? E.g. Hoot Suite, Facebook Business Manager, Buffer etc.

Question 15: Please state which social media management tools that you use for the business?

Question 16: Do you use paid advertising for the business?

Question 17: What forms of paid advertisement do you use?

Question 18: Do you use traditional advertising methods?

Question 19: What forms of traditional advertising methods do you use?

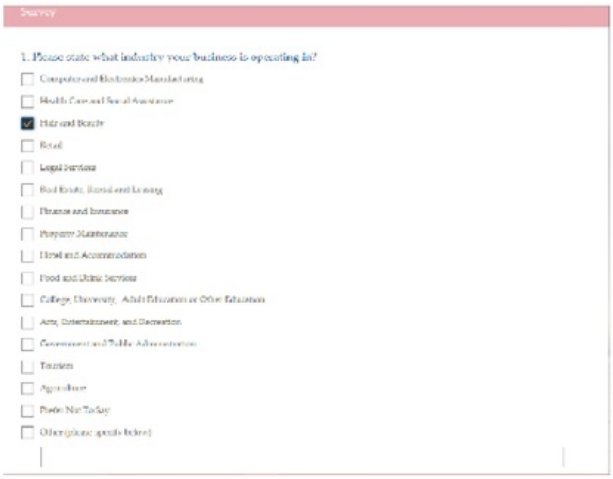
Question 20: Do you use Google Analytics for your website?
If answered yes, why do you use this service?

Question 21: Which methods of advertising do you think is most beneficial for the business?

Question 22: With regards to Website Technology and Social Media, is there anything that you would of done or would like to do differently?

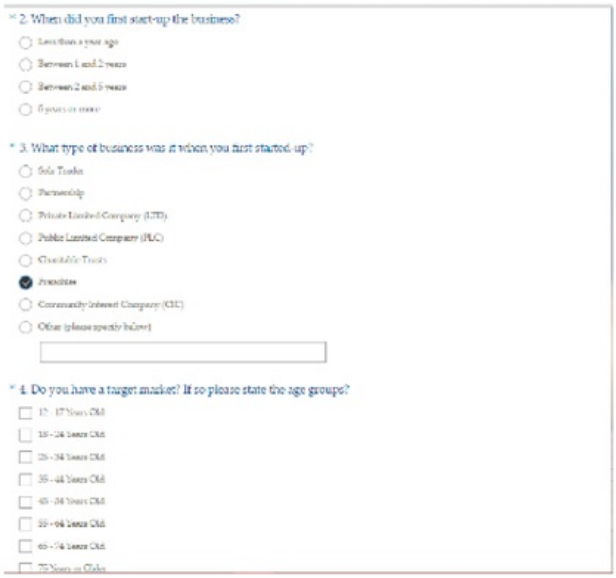
Appendix E Screen Prints of Survey




Survey

1. Please state what industry your business is operating in?

- [ ] Computer and Electronics Manufacturing
- [ ] Health Care and Social Assistance
- [x] Hair and Beauty
- [ ] Retail
- [ ] Legal Services
- [ ] Real Estate, Rental and Leasing
- [ ] Finance and Insurance
- [ ] Property Maintenance
- [ ] Hotel and Accommodation
- [ ] Food and Drink Services
- [ ] College, University, Adult Education or Other Education
- [ ] Arts, Entertainment, and Recreation
- [ ] Government and Public Administration
- [ ] Tourism
- [ ] Agriculture
- [ ] Prefer Not To Say
- [ ] Other (please specify below)


* 2. When did you first start-up the business?

- ◯ Less than a year ago
- ◯ Between 1 and 2 years
- ◯ Between 2 and 5 years
- ◯ 5 years or more

* 3. What type of business was it when you first started up?

- ◯ Sole Trader
- ◯ Partnership
- ◯ Private Limited Company (LTD)
- ◯ Public Limited Company (PLC)
- ◯ Charitable Trust
- ◉ Franchise
- ◯ Community Interest Company (CIC)
- ◯ Other (please specify below)

* 4. Do you have a target market? If so please state the age groups?

- [ ] 13 - 17 Years Old
- [ ] 18 - 24 Years Old
- [ ] 25 - 34 Years Old
- [ ] 35 - 44 Years Old
- [ ] 45 - 54 Years Old
- [ ] 55 - 64 Years Old
- [ ] 65 - 74 Years Old
- [ ] 75 Years or Older
- [ ] All of the above
- [ ] Prefer Not To Say

* 5. Do you use a website to promote your business?

- ◯ Yes
- ◯ No (Please go to Question 9)

6. Please state how the website was created?

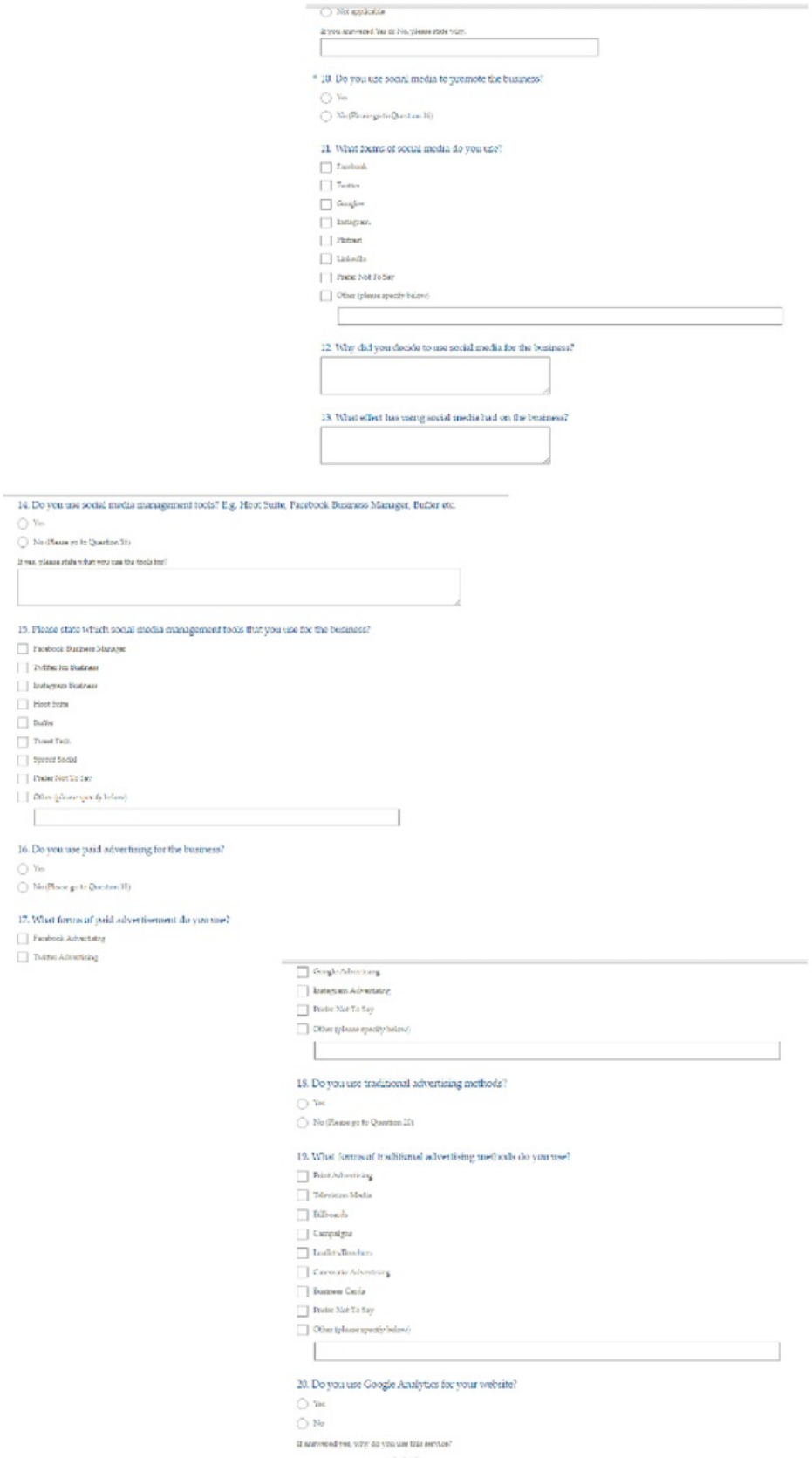
- ◯ Used a website builder (e.g. Wix, GoDaddy, Weebly etc)
- ◯ Had someone to build the website for you (e.g. Programmer, Web Designer etc.)
- ◯ Used a content management system (e.g. Wordpress, Joomla etc.)
- ◯ Built the website yourself (e.g. using code, web design/development software)
- ◯ Other (please specify below)

7. What was the purpose of creating the website?

8. What effect has the website had on your business?

* 9. If you do not have a website, would you like to create one for the business?

- ◯ Yes
- ◯ No



Not applicable

If you answered Yes or No, please state why.

* 10. Do you use social media to promote the business?

Yes

No (Please go to Question 16)

11. What forms of social media do you use?

Facebook

Twitter

Google+

Instagram

Pintrest

LinkedIn

Prefer Not To Say

Other (please specify below)

12. Why did you decide to use social media for the business?

13. What effect has using social media had on the business?

14. Do you use social media management tools? E.g. Hoot Suite, Facebook Business Manager, Buffer etc.

Yes

No (Please go to Question 16)

If yes, please state what you use the tools for?

15. Please state which social media management tools that you use for the business?

Facebook Business Manager

Twitter for Business

Instagram Business

Hoot Suite

Buffer

Tweet Tech

Sprout Social

Prefer Not To Say

Other (please specify below)

16. Do you use paid advertising for the business?

Yes

No (Please go to Question 18)

17. What forms of paid advertisement do you use?

Facebook Advertising

Twitter Advertising

Google Advertising

Instagram Advertising

Prefer Not To Say

Other (please specify below)

18. Do you use traditional advertising methods?

Yes

No (Please go to Question 20)

19. What forms of traditional advertising methods do you use?

Print Advertising

Television Media

Billboards

Campaigns

Leaflets/Brochures

Corporate Advertising

Business Cards

Prefer Not To Say

Other (please specify below)

20. Do you use Google Analytics for your website?

Yes

No

If answered yes, why do you use this service?

If answered yes, why do you use this service?

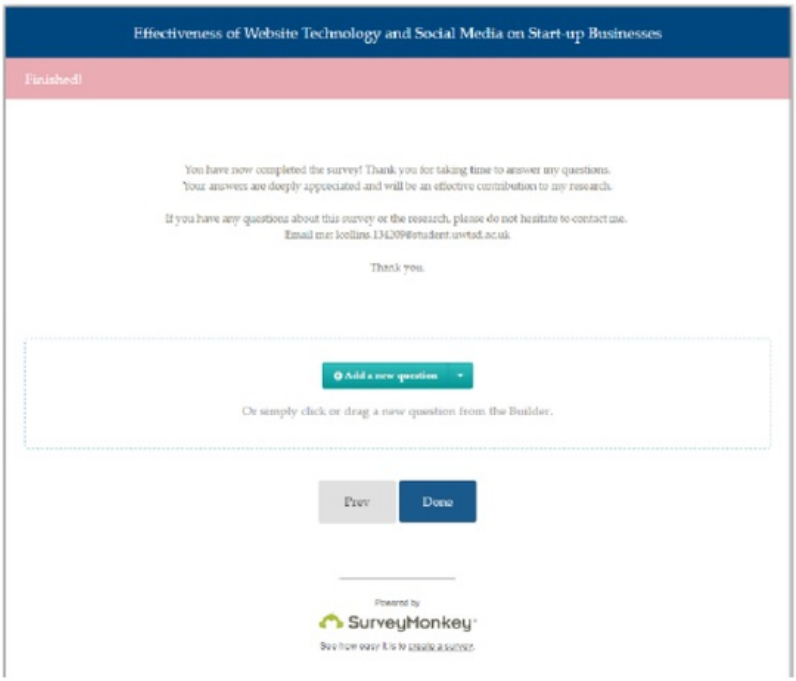
* 21. Which methods of advertising do you think is most beneficial for the business?

- [ ] Website Technology
- [ ] Social Media
- [ ] Paid Advertising
- [ ] Traditional Advertising
- [ ] Equally Good
- [ ] Other (please specify below)

* 22. With regards to Website Technology and Social Media, is there anything that you would of done or would like to do differently?

Prev Next

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Appendix F – Pilot Interview

1. When did you and your partner first start up the business?
2. What was your main aim when you first started up the business?
3. Who is your target market?
4. How did you first begin to advertise?
5. Have you got a website to promote the business?
6. What form of Website Technology was used to produce the website?
7. What did you use to create the website?
8. Would you be open to the idea of having the website redesigned?
9. What forms of social media do you use?
10. Do you use social media to promote the business?
11. If you used both social media and website technology, which method do you feel was most successful for you and the business when you were first starting up?
12. Why do you feel this method worked effectively?
13. What are your plans for the future of the business? Do you plan on expanding?
14. Is there anything you would have done differently when you first started up?

Appendix G – Final Interview Question and Answer

1. **When did you and your partner first start up the business?**

We began work on the business in January 2015 but we officially opened our doors on the 18th March 2015. We are so proud of how the business has progressed over the last year.

2. **What was your main aim when you first started up the business?**

I have personally had my own business before and so as my partner. After our previous jobs not full filing our needs, we made the decision to start up a business that we would both enjoy together. We aim to treat our guests as individuals, providing a bespoke hairdressing experience. We also use ethically sourced or reclaimed timber, low voltage lighting while incorporating repurposed and recycled materials throughout. We use 'eco heads' at our backwash to save water and do everything we can to have a minimal impact on our environment.

3. **Who is your target market?**

We do not really have a target market, anyone who would like to visit us for our services are always welcome through our door. Anyone who would like to have their hair done by us is our target market. Most of our clients though are women.

4. **How did you first begin to advertise?**

We first advertised the business using social media and some traditional advertising methods, e.g. business cards and leaflets, and then we created our website soon after. All were created before the business was officially opened. This then allowed us to keep our possible clients updated with the progress of the shop and the official date it was going to be open for business.

5. **Have you got a website to promote the business?**

Yes, we have got a website. The website is in place for customers to find out who we are, what we do and where we are based along with our contact information. The website contains all the important information on my partner and myself, our services, our price list, our social media accounts and an album

that allows people who view the website to look at our work. The website also allows customers to book appointments with us.

6. **What form of Website Technology was used to create the website?**

We used a website builder called Square Space to build our website. We also use Google Analytics for our website to gage how successful the website is in promoting our business.

7. **Would you be open to the idea of having the website redesigned?**

At the moment, the website meets all our required needs but we are open to any opinions from our customers to ensure that our website is appropriate for all our customers and possible customers. If some good points arise to help improve the website, I would be completely happy to have some redesign work done to the website.

8. **Do you use social media to promote the business?**

Yes we use a variety of different social media accounts.

9. **What forms of social media do you use?**

We use five different types of social media. We use Facebook, Twitter, Instagram, Pinterest and Linkedin. Social media is a fantastic platform for your business and its free! (unless you pay for sponsored ads through fb etc) It gives your business a face, people know your brand and what you represent before even stepping through the door.

10. **Do you use paid advertising for the business?**

Yes, we do currently use paid advertising. We do this to ensure that our business is advertised correctly to encourage new clients.

11. **What forms of paid advertisement do you use?**

We currently use Facebook Advertising at the moment and we pay to boost certain posts. I usually budget my online marketing at around £25 - £40 per month.

12. **Do you use traditional advertising methods?**

Yes, we do use traditional advertising methods, mainly just to have extra advertising and to ensure that the majority of our target group are aware of the salon.

13. **What forms of traditional advertising methods do you use?**

Leaflets/Brochers

Business Cards

14. **Which of the methods that you use do you feel was most successful for you and the business when you were first starting up?**

Website Technology, Social media and paid advertising

15. **Why do you feel this method worked effectively?**

Our website has had a really positive effect, as people who prefer not to use Facebook etc. can use the website to keep up to date with our salon. Social media is a fantastic platform for your business and its free! (unless you pay for sponsored ads through fb etc) It gives your business a face, people know your brand and what you represent before even stepping through the door.
Using social media has had an amazing effect on the business as 50% of our bookings are via facebook, we also have a lot of industry recognition on twitter and Instagram.

16. **What are your plans for the future of the business? Do you plan on expanding?**

At the salon, the services we offer are Creative Hair which is for proms, weddings, nights out and special occasions, and general hair styling.
We also have new services that are coming soon to the salon, which involves a new Blow-dry bar and a Braid bar.

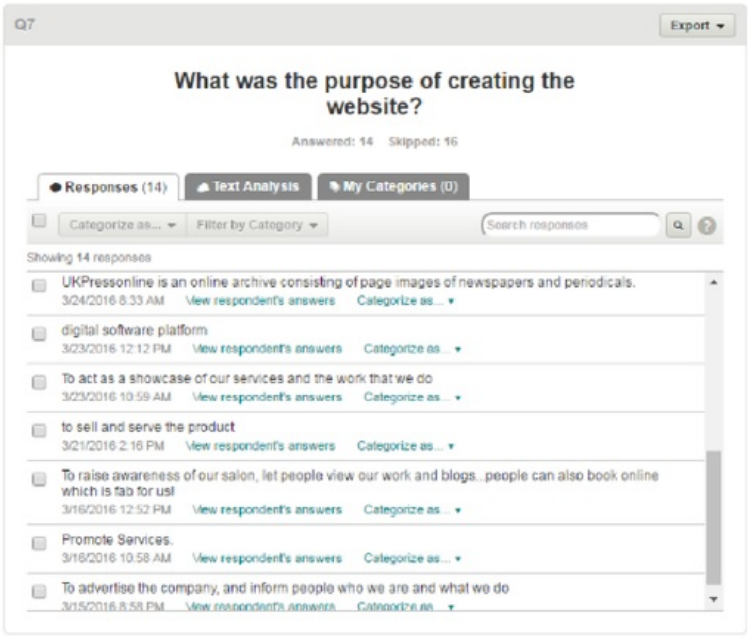
Within the business we have also included an exclusive boutique called The Dolls Club which I personally run. This is mainly a virtual boutique that our clients can browse when having their hair done at the salon or they also have the option of just popping into the salon to browse the products themselves.

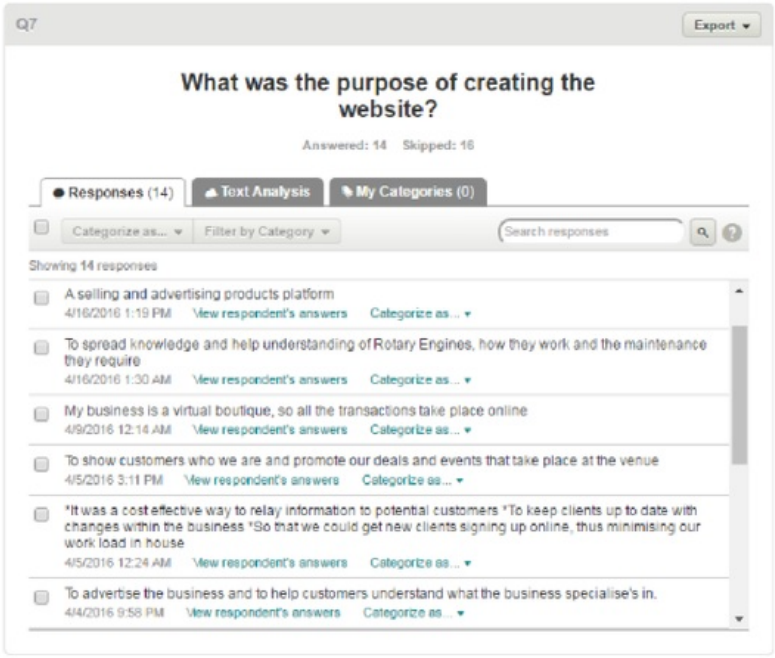
17. **Is there anything you would have done differently when you first started up?**

No, our business has a come a long way in just over a year and my partner and I could not be happier with its progress. As long as we keep our social media feeds updated with engaging, consistent, professional posts we find the feedback is fantastic.

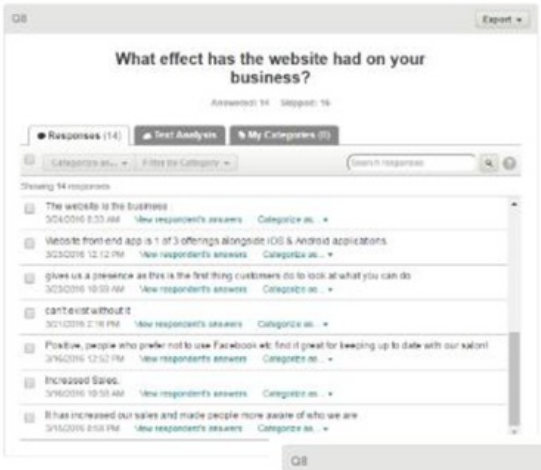
Interview conducted with Laura Wallis, co owner of Vintage Hair Salon on the 28/03/16/.

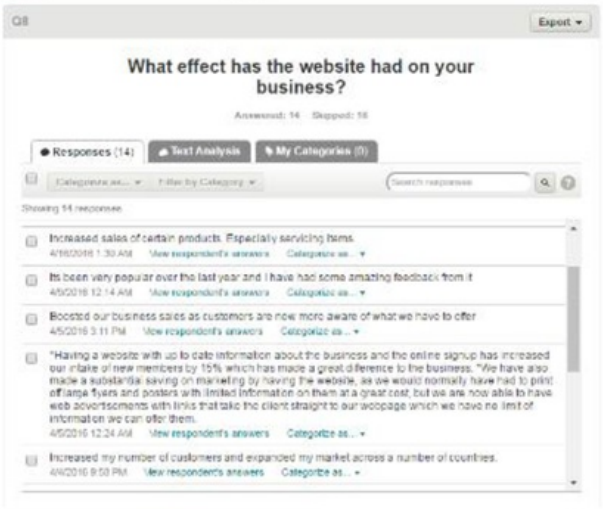
Appendix H – Purpose of creating the website

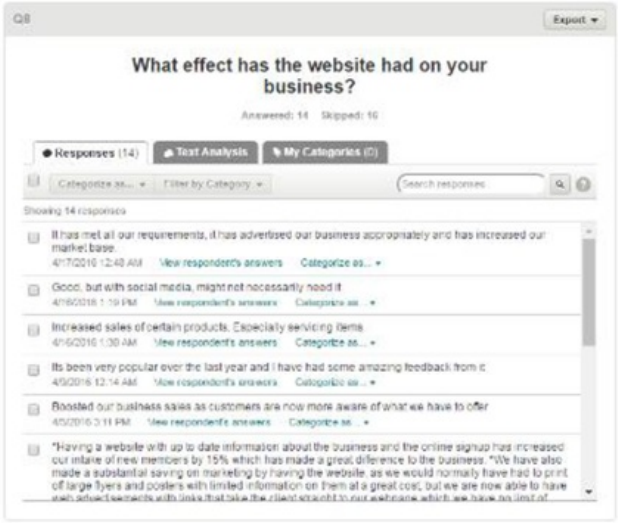




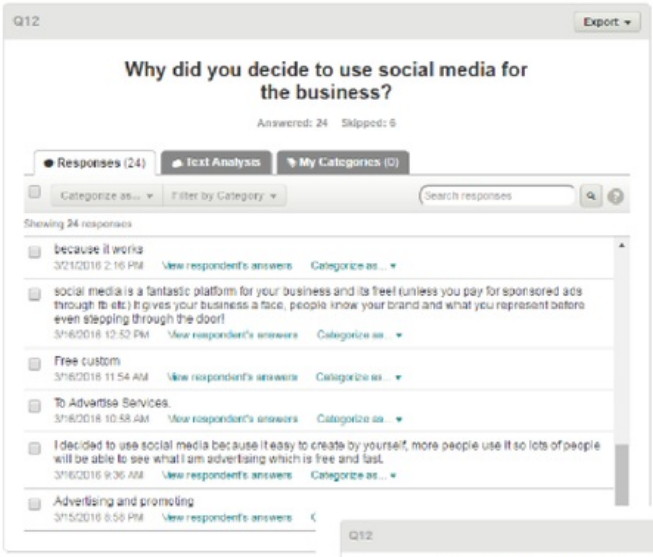
Appendix I – Effect of the website







Appendix J – Why use social media









Appendix K – Effect of using social media





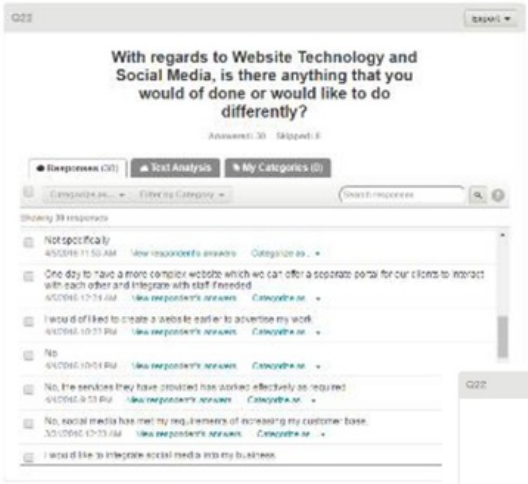




Appendix L – Anything done differently




Q22
With regards to Website Technology and Social Media, is there anything that you would of done or would like to do differently?
Text Analysis
My Categories (0)


Q22
With regards to Website Technology and Social Media, is there anything that you would of done or would like to do differently?
Text Analysis
My Categories (0)


Q22
With regards to Website Technology and Social Media, is there anything that you would of done or would like to do differently?
Text Analysis
My Categories (0)


Q22
With regards to Website Technology and Social Media, is there anything that you would of done or would like to do differently?