

Investigation and Evaluation of Social Media Promotion Strategies for Organisations

Expected Outcome

1. Reports for each company looked at - how they use social media to promote their business
2. Compare reports/results to determine what the most popular strategies are and the most successful
3. Produce a social media best practice guide



Introduction

To investigate and evaluate how companies use social media for advertising, what strategies are used and discover the positive and negative impacts of social media on businesses.

Aims & Objectives

1. Conduct a literature review to identify the most commonly used strategies
2. Carry out a survey of local businesses in Swansea to discover how they use social media for promotion
3. Interview local business owners/social media managers to discover how effective their social media promotional strategies are
4. Compare and contrast the social media usage of businesses in Swansea with that of the UK's biggest companies
5. Produce a social media best practice guide



Research Methodology

1. Phenomenology

This method is best suited because the project is collecting qualitative data about real life experiences and advertising behaviours.

2. Approach

Inductive approaches best suit a phenomenology methodology because they are about collecting data, analysing it and developing a theory from this data

3. Strategies

A phenomenology methodology requires three different strategies:

- Literature Review
- Case Study
- Survey

