Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Investigation and Evaluation of Social Media Promotion Strategies for Organisations

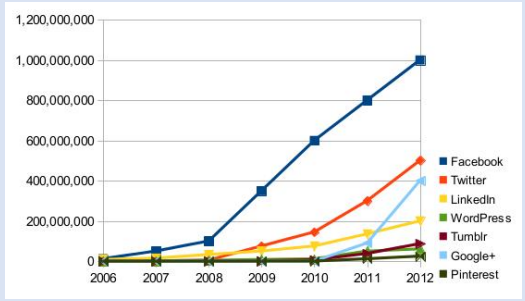
Introduction

There were 2.46 billion social media users worldwide in 2017.[1] No other promotion strategy gives organisations the opportunity to reach that number of potential customers. Promoting successfully to this market place is essential for a business to grow and succeed. Example strategies include direct messaging, promoted posts and competitions.

Aim

The aim is to find out which social media promotion strategies are most effective for organisations and allow them to maximise their sales and increase their customer base.

This graph shows the rapid increase in the number of users on the main social media platforms in recent years. [2]



Year

Method

The 2 main methods that will be used are :

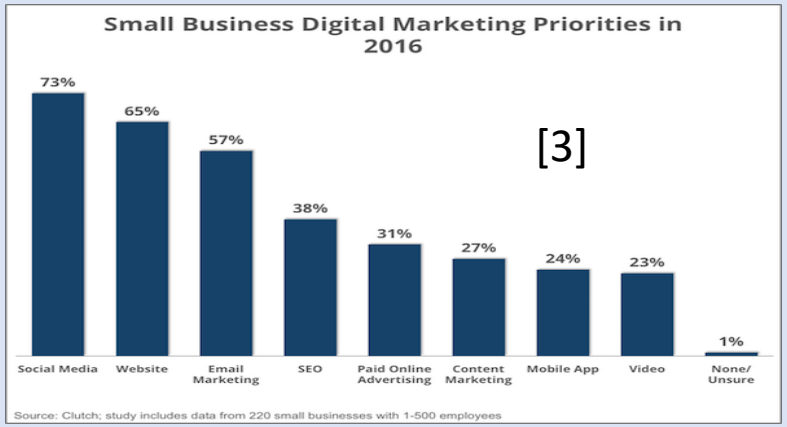
- Survey
- Questionnaire

The survey will consist of asking social media users of all kinds, such as experience of different platforms and amount of time spent using social media, what types of promotion strategy has the biggest effect on them when using social media.

The questionnaire will be for local business owners. They will be asked similar questions such as what type of promotion strategy gives them the best response from customers.

Expected Outcomes

I expect that the results of both the survey and the questionnaire will be very similar. Customers and organisations should agree on what works well for both of them. I anticipate that potential customers on social media will like good engagement from an organisation, preferably personal, and want good communication.



Author: Callum Whitcombe