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DISSERTATION - PROPOSAL

The Impact of social media marketing on SME`s in the beauty industry: A case study of Nail Salon`s in London.

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INTRODUCTION

Social media plays an important role in marketing. It helps in making relationship with customers. Small businesses use this medium as a marketing tool. Unluckily, some small businesses facing problems and they have no plan to action for using it. There are countless opportunities by going into it. Many of them do not have adequate knowledge about social media and how much it is useful to attract customers they missed many possibilities. In today's world majority of the customers are now shifting towards online platforms. By the use of social media marketing small businesses can create their customer base easily. It is a virtual social structure which connects business and customers. If a small business have presence on social platforms it is easy for them to have directly interaction with their potential customers. Social media marketing is flatterring an important feature of boost businesses through online platforms.

TASK

Research Aim - The aim of this project is to analysis of the impact of social media marketing on SME`s . *A case study on the Nail Salon`s in London.*

Research Objectives

To attain this aim, the following objectives have been planned-

- To investigate the impact of social media marketing on SME`s
- To identify several strategies used by the leaders of O.P.I to get competitive benefits in the marketplace
- To evaluate the problems that faced by the leaders of O.P.I while utilising social media marketing strategy on small businesses

Research Questions

- What are the impact of social media marketing on SME`s?
- What are the competitive benefits in marketplace used by the leaders of O.P.I?
- What are the problems faced by the O.P.I at the time of using social media marketing strategies on SME`s?

Literature Review

To investigate the impact of social media marketing on SME`s

According to the view point of Arrigo, (2018) Social media is a key marketing platform. It facilitates channel which directly connects organisation and individuals. As there is increasing marketers so social media is very effective for them. For every business it is very important to take initiative and create a social media platforms so that the potential customers can reach out their business and can have direct interaction with them. For small business having presence on social networks can help in establishing organisation image by posting information and content regarding their business. Many small businesses grab this opportunity and some missed out this opportunity because they do not know how much it can be impactful for their business. Social media helps in reach out to potential customers. Social media marketing efforts have increased vulnerability of their business. It helps in knowing future customers better. Through media marketing customers get to know about their business presence and products and services they are offering. In marketing social media is becoming buzz in this. Creating social platforms is must for business now a days. It is an effective tool in marketing for small business. In beginning of the business they have not enough money to invest in huge promotions but social media can become face of their business to the larger audience in the market.

To identify several strategies used by the leaders of O.P.I to get competitive benefits in the marketplace

On the view point of Chatterjee and Kar (2020) Social media strategy of O.P.I helps the organisation in order to take competitive advantage and victory over its rivals. It is a leader in the market in beauty sector. O.P.I has a very strong social network where they continue share photos, videos, contents of their products. There are various marketing tool in social media which are as follows,

Facebook marketing:- O.P.I do promotion of its latest beauty products through many medium one of the medium is Facebook. They beautifully shows their products their in order to provide information about their latest products. They have more than 18 thousand followers on Facebook so they can directly reach out their 18 thousand followers and potential customers.

Twitter marketing:- It is the growing social media platforms that allows organisation to share their information. O.P.I has its brand image over all social platforms. Through twitter the

respective company has able to be updated about latest trends, products and content related to their business. The company has approx. 1k followers on twitter. They handle 1k followers by providing them true and accurate information about their products. They spread new related to specials, news and discounts on twitter account it helps them to be upgraded as most of their customers are on twitter account.

YouTube marketing:- As now a days most of the individuals uses you tube, it is easy for the company to promote its products on this platforms. It is a powerful social media tool which can connects number of customers to the company. At you tube O.P.I uploads nails videos and and campaign videos. Features of their products and upcoming trends in this industry all these thing they share on their you tube channels. They have 51 lakh followers on their you tube handle.

Content marketing:- O.P.I offers various nail polishes videos and their tutorials. In content marketing the management of the company is provide all the valuable information as product description for their customers. It helps company in creating a loyal fan base.

Instagram marketing:- It is a rapidly growing social media tool. On Instagram the management of the company has upload images and short videos of their products, campaigns, and nails tutorials by expertise. By this O.P.I has able to connects more than 153k audience on their Instagram handle.

Public relation:- The respective company has able to connects with its potential customers by regularly update its products and they keep spread awareness about their newly launched products by publishing articles through different medium.

Multichannel marketing:- The management of the respective company has introduced a new campaign where they combined link between direct mail and QR code when customer click on the link through email they get the access of O.P.I application directly and by this they can earn rewards and coupons.

To evaluate the problems that faced by the leaders of O.P.I while utilising social media marketing strategy on SME`s

On the view point of Shareef and et. al., (2019)O.P.I is on the biggest brand among all beauty brands. They have million of followers on social media platforms ,when they implemented the strategies at beginning they also faced many challenges which are as follows,

Defining marketing goals:- If is very important to set marketing goals while planning strategies for promotion. The respective company has also faced this problem. O.P.I has failed to describe

its marketing goals. They have no clear understanding what product should be distributed according to age group and income group. If a company has a clear vision of marketing targets they will be able to implement social media marketing very easily. When goals are not well defined the company will face the problem of measuring marketing performance.

Identifying the right platform:- Another obstacle in social media marketing is selection of marketing platform where they can target audience. O.P.I has various nail products but they are not able to identify right platform for introducing new products. In the market there are all types of customers available some of them are below age group some are young some are adults so they failed to identify right potential customers.

Understanding the right audience:- There are some businesses which are doing excellent in physical stores but they failed in understanding customers on social media platforms. O.P.I is top most nail brand globally. They have many offline stores and they have also their social media presence on different sites like, Facebook, twitter, Instagram, YouTube. They do a great job in physical stores they understand well to their customers but on online store they are not able to target any of their customers according to many factors. On offline stores they focus on customers needs and demands and in online stores they focus on selling of products.

Declining organic reach and engagement rates:- The company is failed to balance between objectives and budget. The cost occurs in paid advertisement is increasing simultaneously. Some of the social media platforms of the respective company is inorganic they are struggling in reach out to its potential customers by organic reach.

Increasing ad cost:- O.P.I has millions of customers and it is a very big brand it is not a big deal for company to invest on promotion but sometimes it becomes very challenging for the company to pay ad cost which demand very high amount of fund. It is very tough to invest in paid ad and recover profit out of that.

Research Methodology

- **Research philosophies** – It linked to the way of gathering an analysis of the data in order to demonstrate the field. It covers two fields of philosophies in research like interpretivism and positivism. After that, both of them are effective philosophies that will support in completing the research. In respect to the above research, positivism philosophy will be utilised that will support in gathering information that is free from respective thinking. In relation to this, it will help in research in attaining the quantitative

result that make sure it certainly and attribute by getting effective data according to facilities of above discussion.

- **Research Approach** – In order to complete this research this method that will support as per to evaluating the data. As there are two important concept of the investigation such as inductive and deductive that will use in evaluating the data that is efficiently based on effective way. On the other hand, to present way on investigation, monitoring will concentrates in utilisation of inductive term of methods to manage observance in manner of research.
- **Research Choice** – It is a suitable component of this methodological analysis that involves two components such as quantitative and qualitative.
- **Research Strategy** – As there are several sort of techniques that can be executed for presenting the investigation in respect to analyse whole group then sampling will be utilised in it. In respect to this, in terms of both approaches research quantitative and qualitative it is supportable and help in gathering several data as per to make study more efficient and quantitative.
- **Research Design** – It linked with the tools and orientation that are adopted by investigator and separated into two factors like exploratory and descriptive. In context to this, following research descriptive design will use due to which it help in understanding by identifying the questions that are based on their research. Likewise, it will allows the researcher in respect to perform on this course in an efficient way.
- **Sampling** – It will relates to the method of choosing the samples from the whole population that is engaged in this and it will involves two manners such as probability and non probability.

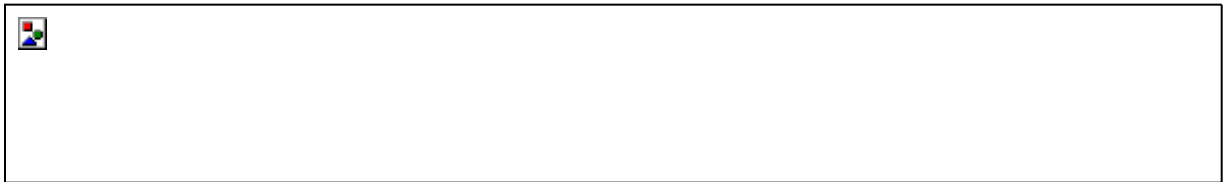
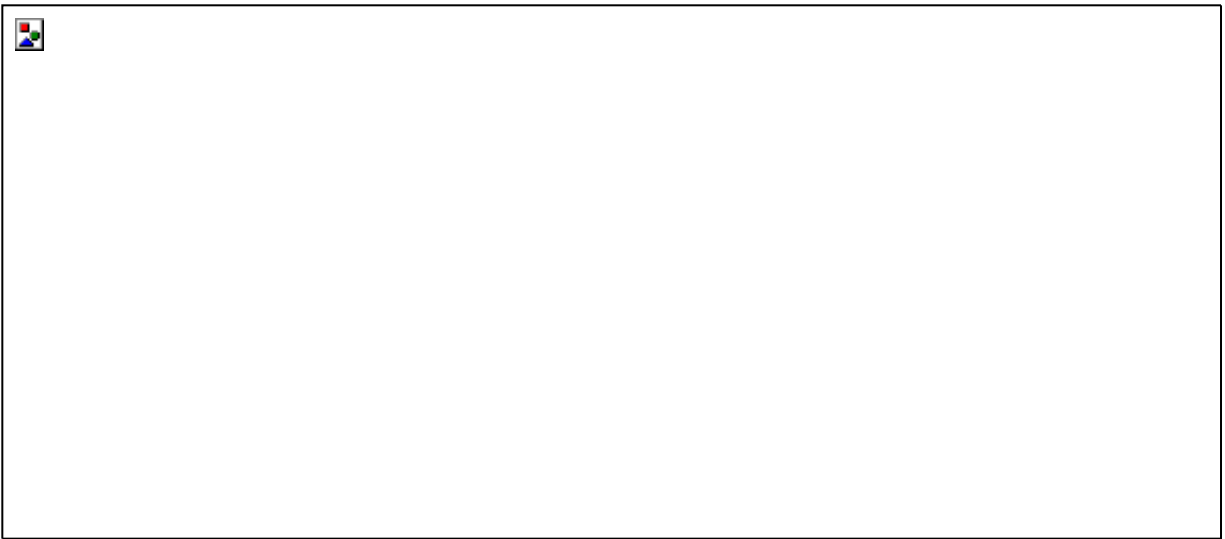
Questionnaire

Q1. As per to you, do you know about the concept of social media marketing strategies?	Frequency
a. yes	25
b. no	5

Q2. According to you what can be the significance of social media marketing strategies?	Frequency
a. Optimum term of issues within management	10
b. High term of advertising and promotion platforms	20

Gantt Chart





CONCLUSION

In this following case study it has been concluded the importance of social media networks for the company. Social media marketing is very important for introducing a newly launched product to the potential customers, this is the best marketing tool for connecting individuals. Further it focused on impact of social media marketing on small businesses, identify several strategies used by the leaders of O.P.I to get competitive benefits in the marketplace such as, Facebook marketing, multichannel marketing, public relation and many more and challenges faced by the leaders of O.P.I while utilizing social media marketing on small businesses some of them are, problem of finding targeted audience, to target right platform etc.

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