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**Proposed research title: How Nannies Plus Us use social media
to develop their business**

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Chapter 1: Introduction

Background

**The aim of this chapter is to provide an overview in to the research topic which is:
How Nannies Plus Us use social media to develop their Business.**

Nannies plus Us is a child care provider in the UK. The company provides their services in London, United Kingdom and Internationally. The company also provides so many facilities like night nannies, nannies, nanny-housekeeper, governess, babysitter and others. Childcare training and parent advice also can be provided by the company. Customers also will be satisfied with their services. The company listens to customers' requirements that help them to build connections. It will provide some importance towards the family. Nannies Plus Us are family run business, established for over twenty years (<http://nanniesplusus.co.uk>). Nannies plus Us business development on their social media has been discussed.

Significance

Nannies plus Us main motive is to provide best child care services within the UK and Internationally. The company also will provide some good values and give importance to their every customer (Ali Qalati *et al.* 2020). That way, customers also get the right childcare for their family. The company also provides guidance that also provides importance to their customer's decisions. With the help of social media the company can be showing their process of working. The company also takes shorts of the testimonials that help to generate new customers. From the social media platform the company also can gain new audiences internationally.

Purpose of the research

The company is slowly growing their business through their social media platforms. The main purpose of this research is to know ways to generate and increase their sales through social media. Social media is a helpful method for any type of company. The company can be small, medium and large. The company also can generate their sales through paid advertisement or can reach their sites organic ways. The company can make small videos that will be helpful to generate more consumers. It also added some good business recognitions. Company can do a great job of creating fun and relevant feeds. They can use emoji in a cool and awkward way. They even can share valuable content from the entire web. All of these are great for building an audience on Facebook. But it's not enough to create a trending Facebook page, enter a URL in the sidebar, and monitor clicks. Company needs to make sure to regularly share site-hosted content with eye-catching images and click-inspiring summaries. Company can turn Facebook followers into subscribers. The other option for the business to grow is to look to LinkedIn platform to build reliability and visibility. Great content can drive more profile views and profile in a way that drives traffic to the company (Chatham, 2017).

Aim and objectives

Social media always helps small businesses to grow. The company's main aim is to know ways to develop their business in social media (Odoom and Mensah, 2018). It also will be based on their values and importance to maintain their decision process. The company's main objectives are:

- To know the ways to increase sales with the help of social media.
- To understand the five reasons behind small business development of social media.
- To identify the ways to grow Nannies Plus Us social media platform.
- To recognize the factors to generate more engagement with their consumers.

Research questions

The company's main aim is to know ways to develop their business in social media. It also will be based on their values and importance to maintain their decision process. Based on their objective the research questions will be:

- How to increase sales with the help of social media?
- How to grow a small business with the help of social media?
- How to generate more engagement with their consumers?
- How the five reasons work to use social media platforms?

Chapter 2: Literature review

According to Guha *et al.* 2018, the study also will manage some good valuation processes that help to manage the stakeholder progress and gather a combined source of raw materials. The social media platforms are good for progress to manage the services. Social media added some features to make new videos (Guha *et al.* 2018). It also will be a way to make some good services that will be based on the potential market dynamics. The organisation added some good presentations of the development of social media. It will be a way to make some good research to maintain the measurements and values to conduct another research. The small company's will also be adding some good processes to manage the expansion process in the global market. The department will be adding some innovation techniques to manage the competitive advantage. That will be based on the new technology adoption that will be available as a social media tool. It

comes under some good opportunities. It will maintain some communication with their customers. That helps make some good combinations to manage the new strategy.

According to Ahmad *et al.* 2018, social media technologies added some advantages and disadvantages. It will add some information to make a good bond with the customers. The process will come under some normal rate. It helps to share different types of abilities to manage the social media process (Ahmad *et al.* 2018). Its performance will influence the combined process to operate the structural process to manage the performance. It makes some good innovation processes that will be based on the survey questions. It will add some development study that will come under different types of framework. The company will make some good analytics to manage the functions. The conversion will add some low rate options. It will help to maintain some good promotional process to manage the publication. There will be some investigation that helps manage the benefits of the progress. The brand engagement will be essential to manage the market progress. The physical resources will be required to make some good and process. The resources will be added in the consolidation part of the process. Social media will be good to gather a large audience.

Chapter 3: Research methods and methodology

Research philosophy

Research philosophy mainly comes under assumptions of the research. It also shows nature and helps to gather knowledge regarding the process. It also provides some good statements to make some intellectual progress. Here the research philosophy is mainly positivist (Cheng and Shiu, 2019). It also will understand the research objectives to analyse the process. It also will add some personal values to maintain an independent work. That will be based on some good and understandable research philosophy. It will be a way to manage the research purpose and help to interpret the process. It helps to gather good attention to make a successful research.

Research paradigm

The process is mainly to gather some attention towards the outcomes of the research. It will help to make some free discussion to make some good and innovative discussion towards conclusions. Research paradigm mainly comes under thinking approaches that will help to manage some good processes to carry the research. It will come under some good process to maintain the methodology. It comes under the rules and principles to maintain good values. It also provides some good approaches to support the research development. It will be based on the terminology that can be added in this process.

Research approach

The research approach mainly comes under the research process and plans that added some good assumptions of the stages (Chatterjee and Kar, 2020). It provides some detailed methods of the data analysis, collections and interpretations. It has some stages to manage the research problems. It will come under the data collection process and analyse the reasons behind the data analysis. It will start after collecting all the data. The participants need to collaborate with the process. There also has some agenda to make some performance and added theories to generate hypothetical questions. It will be a way to make a successful approach.

Research methodology

Research methodology mainly comes under a systemic study that added some valid progress. It also added some valid and reliable processes that will help to find the research aim and objectives. There are two methods that help to understand the research. The qualitative research is mainly focused on the collected data. The data will be tested and measured to make some good numbers. These methods also will explore the perceptions of the research that also can generate a contrast in the process. Quantitative is mainly measuring the relationship among the variables. It is mainly based on hypothetical data. Two forms of research were undertaken. Firstly, secondary data research concerned doing a review of the existing literature to establish what influence social media has in regards to online marketing Strategy. This involved journals, books, reports, and the internet. And primary data collection involved a questionnaire which was given to customers of Nanny's Plus Us.

Research strategy

Research strategy mainly comes under the research topic that also shows the research perspectives. It also added some purpose reference to identify the possible research questions (Olanrewaju *et al.* 2020). It will be added the qualitative interviews. That also accesses the methods of gathering data. The interview added some good decisions to manage the analysis process. It can be based on the social media survey questionnaire. That can help to communicate with the company's audience. It can be a time consuming process. That also makes for a good investigation process to manage the highly recommended questionnaires.

Sampling methods

Sampling methods mainly based on the targeted population. With the help of social media the company has easy opportunities to grow their business. The company also can gather some primary data that will help to gather knowledge regarding their social media sources. The company also set some sampling questions that they can upload on their social media account. It will be helpful to gather feedback about their services. The survey will help to sort out the sampling data and make some good observation processes. The requirement will be based on the experimental studies that determine some factor.

Data collection methods

Primary data can be collected from the online survey and experiments. The data will be authenticated. The company can set some questionnaires that can be helped to know about their targeted customers (Crammond *et al.* 2018). The company will provide their service as per required. Online market research will be easy and less time will take. There will be some good business requirements to make some good performance. The targeted market also will collect the data. The company also gets different types of actual data. It will be helpful to manage the services.

Ways of interpreting data

Data interpretation will be helpful in making some good and numerical data. It will become the methods of analyzing and interpreting the data. It comes under different types of approaches. It will be applied some good progress to interpret the data. The process also will come under observation of the data and mainly focus on the targeted groups. It will be based on the interviewed data. That helps to make some segmentation of the highly focused group. Data collection group will vary on the disputed data. It will maintain and summarize some principles to collect other things.

Time prospects of the research

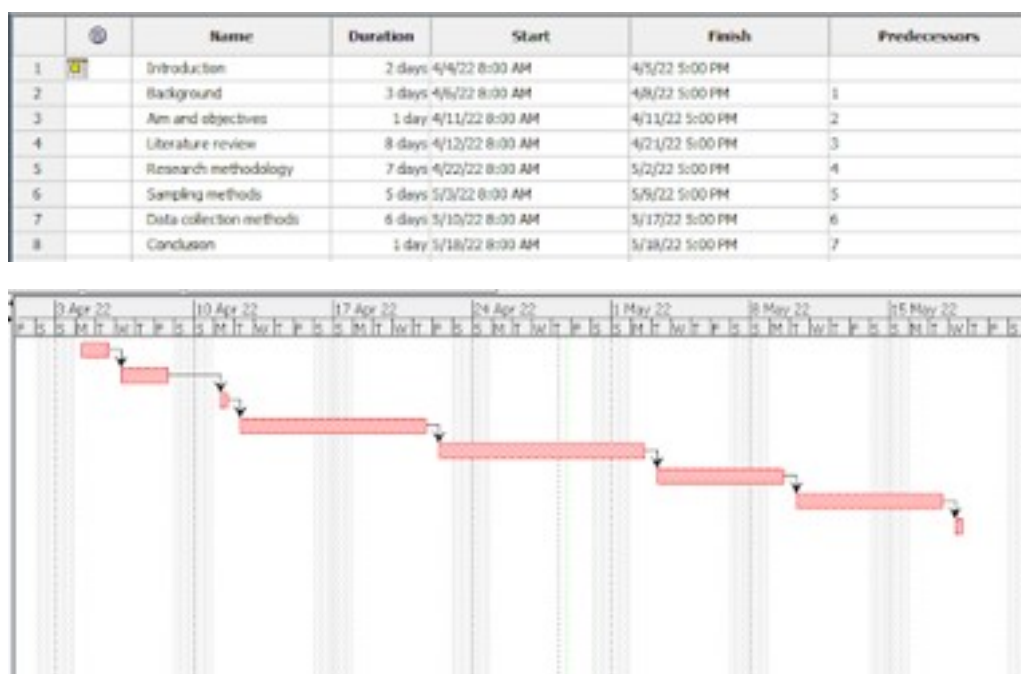


Figure 1: Grant chart

(Source: Project libre)

Ethical considerations

Ethical consideration mainly comes under collected principles that need to be followed. It also will be attached with human interaction. It will be harmful for society. It also makes some different types of conduct (Abed, 2020). That will make some validate the ethical issues. There will be some good progress based on the research questions. The research

methods will be focused on conducting the selected research process. It also helps to manage the risk to make an easy process.

Chapter 4: Conclusion

Social media is a valuable tool for any type of business. In order to manage the functions, the company will also develop some good analytics. The conversion will also include some low-cost options. It will aid in maintaining a good promotional procedure to handle the publication. There will be some research to help manage the advantages of the progress. This chapter will also summarize the main points of this research.

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