

**EFFECTIVENESS OF SOCIAL MEDIA AS A MARKETING  
COMMUNICATION TOOL IN TANZANIA  
A CASE OF PRESICION AIR**

**EFFECTIVENESS OF SOCIAL MEDIA AS A MARKETING  
COMMUNICATION TOOL IN TANZANIA  
A CASE OF PRESICION AIR**

**By**

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**A Dissertation Submitted in Partial/Fulfilment of the Requirements for Award  
of the Degree of Master of Business Administration (MBA) of Mzumbe  
University**

**2014**

## CERTIFICATION

We, the undersigned, certify that we have read and hereby recommend for acceptance by the Mzumbe University a dissertation entitled, **Effectiveness of Social Media as a Marketing Communication tool in Tanzania**. In partial fulfillment of the requirements for award of the degree of Master in Business Administration (Corporate Management) of Mzumbe University.

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I, Luis Odhiambo, declare that this dissertation is my original work and that it has not been presented and will not be presented to any other University for a similar or any other degree award.

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## **DEDICATION**

This dissertation is dedicated to my family, my father Mr Odhiambo Elijah who works very hard to make sure the whole family gets their basic needs. My mother Mrs Modester Odhiambo whose love and care has made me who I am today. Without forgetting my young brothers and sisters; Jordan, Elly, Danii, Cheusi, Ziada, Flora and Queen. Thank you all

## **LIST OF ABBREVIATIONS AND ACRONYMS**

CMC	-	Computer Mediated Communication
CMO	-	Chief Marketing Officer
CRM	-	Customer Relationship Management
DM	-	Direct Message
SIP	-	Social Information Processing
SMART	-	Specific Measurable Attainable Reliable Time Frame
SME	-	Search Engine Marketing
SMM	-	Social Media and Marketing
SNS	-	Social Network Service
TV	-	Television
USA	-	United States of America

## **ABSTRACT**

The goal of this study is to determine the effectiveness of social media as a marketing communication tool in Tanzania with a case of Precision air. The main objective of this study is to evaluate the effectiveness of social media in product marketing in the Tanzanian environments followed by specific objectives: To identify social media tools preferred by clients in information sharing, to determine the effectiveness of social media in introducing new products in the market and the last one is to evaluate the strategies used in marketing by business companies through online media

The second chapter of this study deal with literature review, conceptual framework and hypothesis. In this chapter different literatures was reviewed and give connection and concept in formulating conceptual framework of the study. Hypothesis was developed to test on the objectives of the study.

In chapter three cover the study designed and the method for conducting the study. It include among others, area of the study, population sample was identified, data type, collection method, method of analysis and validity of those data.

Generally in chapter four data was presented using table and figures, was analyzed using statistics and percentages followed by discussion of the findings. In summary study reveal that there are increase numbers of social media users and most of them are in age 20 to 36. This has made different companies now to choose social media as their marketing strategies. Also study shows social media tools that are mostly used are Facebook, Blog, Twitter and Instagram.

Lastly in chapter five cover conclusion, recommendations and areas for further study

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## **CHAPTER ONE**

### **INTRODUCTION AND BACKGROUND OF THE STUDY**

#### **1.1 Introduction**

This chapter highlights the bases for the study. This study seeks to investigate the effectiveness of using social media as a marketing communication tool in Tanzania. The chapter includes the following sections; introduction (section 1.1), background information (section 1.2), statement of the problem (1.3), research objectives (section 1.4), research questions (section 1.5), significance of the study (1.6), limitations of the study (1.7) and the scope of the study (1.8).

#### **1.2 Background Information**

The Internet has revolutionized the way individuals, organizations and the whole society communicate. Today, the internet presents more interactive features than before. New communication methods are increasingly innovated, which makes information sharing easy. People connect to the Internet to find information on different subjects together participating in social discussions which influences their life. These platforms where people share information, knowledge, and opinions, are known as social media (Drury, 2008).

In marketing, there is a shift of the communication channel from print media to the use of social media in the cyberspace (Evans, 2010). Customers are actively seeking information from the social media before making purchase decisions. These activities revolve in the cycle of friends linked in the social network; apparently, customers have more trust to their colleagues than to advertisements (Woodcock & Green, 2010). Interactions on the social media are effective because they are presented in different forms such as experiences, jokes, photos, videos and comments from peers (Woodcock & Green, 2010). This form of information sharing has higher chance of influencing the perception of customers on certain products. The messages is easily amplified across the network hence affects the performance of a brand (Woodcock & Green, 2010).

In the recent years there has been enormous increase in the internet use in Tanzania; the internet user estimated to 6.4 million in 2013 and that is 14% of Tanzania population who have access to internet (Tanzania Communication Regulatory Authority, 2013).Furthermore, a number of companies are using online media to communicate with customers. Based on this background, it is necessary to evaluate the effectiveness of social media in marketing of products.

### **1.3 Statement of the Problem**

Different studies regard social media to be the greatest innovation available that affiliates with human behavior (Savar, 2009). Despite popular reviews social media comes with uncertainties when it comes to marketing; firstly, unlike traditional media which is a one way communication, social media users can share information about a brand with peers, which might tarnish the brands image if the information shared is negative. Secondly, with social media site emerging every day, marketers have a pool of social media sites to choose on. This poses a challenge to marketing success because not all social media sites have the people that marketers target. Thirdly, with large social media sites like Facebook celebrating ten year anniversary in the year 2014, Social media marketing is a new endeavor especially in Tanzania this posse challenges to marketers of which strategies really work in our environment. In the study that was conducted in India by (Bashar, Ahmad &Wasiq, 2012) found that the effectiveness of social media as a marketing tool will only be possible when organizations having their presence on social media provide the concrete and timely information needed by the consumers. Therefore this study concentrated in Tanzania, citing Precision Air plc as a case to evaluate the effectiveness of social media as a marketing tool.

### **1.4 Objectives of the Study**

Generally, the study evaluates the effectiveness of social media in product marketing in the Tanzanian environments. The following are specific objectives

- i. To identify social media tools preferred by clients in information sharing
- ii. To determine the effectiveness of social media in introducing new products in the market.

- iii. To evaluate the strategies used in marketing by business companies through online media

### **1.5 Research Questions**

- i. What are the social media tools preferred by clients in information sharing?
- ii. How effective is social media when introducing new products in the market?
- iii. What are the strategies used in marketing by business companies through online media?

### **1.6 Significance of the Study**

#### **i.) Policy Development**

This study will help to be used as basis for the government and other stakeholders of social media to plan and introduce new matters in developing and amendment of media policy so that social media can be incorporated in the policy as one of the new communication tools and put their boundaries so that can be used effectively and in good manner.

#### **ii.) Academic and Research Reference**

Through this finding and analysis, will provide new knowledge and insights regarding the use of social media in marketing and communication due to the fact that Consumers have taken control of companies brand's position in the Marketplace than the companies are

#### **iii.) Practical Values**

The research will help to know on how and when is the right time for using social media in marketing especial in introducing new product in the market. Regarding the fact that Social Media is one of the most active and growing spheres on the Internet today. Only in the past few years, various systems and platforms have arisen that have gained millions of users. These systems allow people to interconnect and exchange information.

Social interaction that once could only be conducted by phone calls, emails, and talking at the club or groups, for example, can now be more rapidly and effortlessly conducted by status updates, comments, tweets and posts.

### **1.7 Limitations and Delimitation**

- i) The conclusions that were drawn from the research findings are specific to the case of the study. The company chosen for the case study represents only one example, hence further research is required to cover every industry in order to make general conclusions about the topic.
- ii) The study required some internal information about social media marketing strategies and past reports, the access to this information might be up to certain limit due of confidentiality.
- iii) This research was financed using personal sources which are limited. This may result to the researcher using some data collection methods that align with the available budget but not necessarily fit to the study.

### **1.8 Scope of the Study**

This study focused on determining the effectiveness of social media as a marketing communication tool in Tanzania taking example of Precision Air plc. In addressing this problem the study identified the characteristics of social networks used by businesses in Tanzania specifically Precision air. The researcher also examined the impact social media has brought to business relationship between Precision Air and its customer. The researcher further studied social media marketing strategies that Precision Air uses in its communications.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

In this chapter the researcher reviewed literatures starting with theoretical review whereby the key issues on the study were defined, and then the second to be presented was the empirical part which discussed the objectives focusing on the empirical findings of the similar researches conducted in the past. In the conceptual framework the researcher describes how the research is going to be conducted in the field and finally the researcher presents the relevance of the study.

#### **2.2 Theoretical Review**

In this section the key concepts of the study are defined.

##### **2.2.1 The Concept of Marketing Tools**

Marketing tools is the techniques and materials used by those who are involved in the promotion of goods and services. Most business that need to sell their goods or services to the public will make extensive use of various marketing tools, such as marketing research, advertising, social networking, television, commercial and internet ads and to help further their success (Burnett, 2008).

In that context, all the tools such as television, radio and advertising are now known as old method or traditional tools for marketing, where by social media such as Facebook, Twitter and Google are new tools for marketing and they are web based platforms that allow its users to interact, create and share content.. These new tools they are different to old ones since they have more features like, they allow direct conversation and they have linked to each other as when you go to Facebook you can directly linked to Tweeter or Google and vice versa.

### **2.2.2 Marketing Communications Channels**

Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers directly or indirectly about the products and brands that they sell (Kotler & Keller, 2013). Personal and non-personal communication channels can be used for marketing communications. Within both of them there are many sub channels. The marketing communications mix is now thought of as consisting the following major modes or types of communication alternatives.

- i.) Advertising, any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.
- ii.) Personal selling, Personal presentation by the firm's sales forces to make sales and build customer relationships.
- iii.) Sales promotion, Short-term incentives to encourage the purchase or sale of a product or service
- iv.) Public relations, Building good relations with the company's publics by obtaining favorable publicity, building up a good "corporate image," and handling or heading off unfavorable rumors, stories, and events.
- v.) Direct marketing, Direct communications with carefully targeted individual consumers to obtain an immediate response the use of mail, telephone, fax, E-mail, and other non personal tools to communicate directly with specific consumers or to solicit a direct response. (Kotler and Keller, 2009)

Marketing communication or promotion is one of the elements of the marketing mix and is responsible for putting the marketing offer to the target market. It is the planned and integrated communication activity that communicates with an organization's stakeholders (Fill, C., 2002)

### **2.2.3 Social Media**

Social media refers to activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media. Conversational media are Web-based applications that make

it possible to create and easily transmit content in the form of words, pictures, videos, and audios (Safko& Brake, 2010).

This definition emphasizes the behavior and interaction that is established between individual users more specifically, what individuals use social media for. The platforms that facilitates this behavior is described as conversational media and Safkoand Brake thus suggest that social media are not the platforms that allow users to share and interact but the behavior of users interacting with each other.

In a later edition of his book *The Social Media Bible*, Safko provides a revised definition of social media. Here, he simply argues that social media is the media we used to be social (Safko, 2010) and elaborates further by separating the two words that make up the term: social refers to the instinctual needs humans have to connect with other humans. This has been done in one form or another since our species began. People need to be around and included in groups of similar like-minded colleagues and the second part of the term refers to the media people use with which we make those connections with other humans. Finally, he argues that social media is about how we use all of these technologies effectively to reach out and connect with other humans, create a relationship, build trust (Safko, 2010).

While Safko does not provide a specific definition of the term social media he provides an interesting elucidation of the nature of social media. A technological platform for human interaction, he emphasizes how social media is based on connections between people that establishes relationships and trust.

Another definition argues that social media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content (Kaplan &Heinlein 2010).

In this definition the applications are emphasized and the definition thereby differs from that of by Safkoand Brake. Kaplan and Heinlein also point to the fact that

social media allow creation and exchange the platform of this exchange is emphasized in their definition. Moreover, social media are described as being founded in Web 2.0 tools, which Kaplan and Haenlein refer to as various forms of media content that are publically available and created by end users(Kaplan & Haenlein 2010).

The central difference between the definitions put forward by Safko and Brake and Kaplan and Haenlein is therefore the emphasis that is put on either the behavior or platform. Although both sources include the two concepts in their definition, they emphasize them differently and the fundamental understanding of social media is therefore also different. Safko and Brake emphasize the behavior as the central characteristic of social media and it could thus be argued that Safko and Brake suggest that social media do not function without users. It is obvious that the very nature of social media is, as the name suggests, to be interact with other users, be social and thereby establish relationships, as Safko also underlines, a platform consisting of a bounded system is still the foundation for this behavior to take place. On the other hand, a social media site that offers users tools for interacting and publishing content is merely a framework that allows this behavior to take place and has no content in itself. It can therefore be argued that the two concepts, behavior and platform, are interdependent of each other in order for a social media site to be established and function.

On the basis of this discussion and comparison of the three definitions, a new fourth definition is devised to be used throughout this dissertation, namely: social media are web based platforms that allow its users to interact, create and share content.

This definition takes into account both the platform and the behavior without emphasizing one more than the other, and thereby stresses the mutually dependent relationship between of them. It is generic enough to cover several different forms of social media platforms, which will be presented later in this dissertation, and embodies the elements of behavior and platform, which have been established to be fundamental to social media.

#### **2.2.4 Social Networks**

The term social network is related to social media in several ways and the two concepts are often used interchangeably. However, they are not entirely similar and it is therefore important to compare the characteristics of the two terms to understand them.

Boyd and Ellison(2008) define a social network as web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made within the system. The definition divides social networking into three parts; a profile, connection to other users, and a list of connections. Thus, the focus here is that a social network connects users, not how users interact. As discussed earlier, social media places a higher emphasis on the fact that it is a medium or a channel of communication and information.

A new generation of online tools, applications and approaches such as blogs, wikis, online communities and virtual worlds, commonly referred to as Web 2.0 or social media, are increasingly attracting the attention of practitioners and, recently, of academics (Davila, 2003). By introducing and using these new communication tools, businesses face different opportunities and challenges. mentioned that due to the use of social media there has been a change in the way organizations communicate with their employees, customers, stockholders, communities, governments and other stakeholders and therefore social media could have an impact on the business processes of organizations (Wright & Hinson, 2009).

Although both social networks and social media connect users, social media take this connection a step further and use this connection to establish a channel of communication and information, much like other forms of media.

Thereby, the foundation of social media is the capabilities that social networks offers and social media have further evolved into full-fledged media channels that allow users to share information and content, communicate, and build relationships. It can thus be argued that the main difference between the two concepts can be

identified in the way social networks have evolved over time with a broader set of functions and features for its users and now similar to media channels with different forms of content and not merely networks that connect individual users. Since the aim of this study is to examine customer relation management in social media the discussion of social networks and comparison to social media will not be expanded on further(Wright & Hinson, 2009). Even though it would be relevant to explore the subject further, the comparison of social media and social networks has merely been included in this study to account for their differences and thus make it clear that the two concepts are not entirely the same.

### **2.2.5 Social Media Sites**

Social Media sites as web based services, it have some features that allow individuals to construct a public or semi-public profile within a bounded system, to articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site (Stokes, 2011).

Social media site enable users to articulate and make visible their social networks. This can result in connections between individuals that would not otherwise be made, but that is often not the goal, and these meetings are frequently between latent ties who share some offline connection. On many of the large social network services (SNS), participants are not necessarily networking or looking to meet new people instead, they are primarily communicating with people who are already a part of their extended social network. To emphasize this articulated social network as a critical organizing feature of these sites, it's labeled them social network sites (Haythornthwaite, 2010).

Today, hundreds of social media sites can be found on the Internet and more are created continually. Some of the social media sites available in the internet now are; Facebook, flickr, Twitter, Myspace, pinterest, LinkedIn, google+, Livejournal, slideshare, orkut, meetup etc. In order to provide a focused presentation of social

media sites this thesis do not account for all of them. Instead, three of the largest and most widely used social media sites are selected; namely Facebook, Twitter, and YouTube (Tasava, 2012).

#### **2.2.5.1 Facebook**

Facebook was founded in 2004 and has grown to become the largest social media site in the world with over 1.31 billion active monthly users on June 2014 and over 2 million users in Tanzania. The Facebook platform allows users to create a profile with personal information such as interests, education and employers and user can connect to other users by adding them as Facebook friends. Additionally, users can share information, pictures, video and links to other websites with other users as well as chat through an instant message application. Companies use Facebook to communicate with Facebook users through either traditional advertisements or through so-called fan pages. Companies can create a fan page for their corporation, product, or brand with pictures, videos or any other information it wishes to share with Facebook users for that feature Facebook is one of the social media sites which is more usefully (Facebook, 2014).

#### **2.2.5.2 Twitter**

Twitter is a platform that allows its users to share information in the form of so-called tweets short text messages of 140 characters or less that are posted on each user's profile in a stream of information. Companies can place their product or brand in tweets and receive comment and retweets (Twitter, 2013).

##### **i.) Twitter functions**

The tweets function in the following ways; Tweet: This is a post that is written on Twitter usually with 140 characters, Handle: this is a Twitter name for example @Mzumbetz. Follow: this is simply the act of adding a person to the list of people a person is following and this makes their posts or tweets show up on their homepage. Reply: this is what it is called when a person writes a tweet directly at another person's handle. Retweet: this is a tactic of republishing someone else's tweet, the original tweet along with author stays intact, but it shows up someone's tweet to

your followers many people find this a great way to add content and acknowledge good stuff from the folks they follow (Moreau, 2014).

**Direct Message (DM):** this is a message that is sent directly to another user. They must be following, for you to DM them, but this is a very useful tool for private messages and generally a good choice when you start going back and forth with someone on something your entire base of followers might not find interesting.

**Hashtag:** this is a way people categorize tweets so that others might use the same tag and effectively create a way for people to view related tweets, it will something like #marketing – more on this in search (Moreau, 2014).

twitter helps a business to achieve the following advantages. to connect and network with others in the same industry or others who share the same views, to get instant access to what's being said, this minute, about the organization, people, products, or brand, it gives steady stream of ideas, content, links, resources, and tips focused on a particular area of expertise or interest, its help to monitor what's being said about the customers to help them protect their brands, to extend the reach of the leadership thought, blog posts and other content, also helps the any company to offer customer service and support (Perzyk, 2013).

**i. Company twitter account**

The company can also have twitter account that everyone in the company can direct tweets to as they find good content and want to bookmark it for others to quickly view.

**ii. Bookmark great content**

Using a tool like Flecklite anyone create tweets based on a page they visit and then direct it to the company @companyaccount. Using a bookmarking tool and posting great web finds in your tweets every so often is a great way to mix up content. Your blog content, this can be used to promote an event or post or ideas don't simply link to it, add a twist, ask if people have any thoughts, and pose an interesting thought. And to post own tweets can simply done by visit the twitter home page

### **2.2.5.3 YouTube**

YouTube is a video-sharing website where users can upload video clips and share these with others. The platform allows interaction between users by use of comments, subscribing to other user's uploaded videos and channels, which divide videos into categories such as comedy, sports and education (Youtube, 2013)

A total of 4 billion videos are viewed on YouTube every day and 60 hours of video are uploaded to the site every minute. YouTube is the largest video sharing site and the third most visited site on the Internet (Wasserman, 2012). Companies used this site by sending video clip of the adverts of their product or video explain the company profile.

### **2.2.5.4 AdWord**

In 2000 Google Launches AdWords as keyword targeted advertising program and revolutionizing the online advertising industry. AdWords made search engine marketing (SEM) effective. Its shows ads on Google.com that were related to a person's specific search, And Google disallowed pop-up and pop- under ads of any kind. Image Google AdWords ads shown on Google.com. Ads are marked with the words 'Sponsored Links.' More SEM is also called search advertising or search marketing. The success of AdWords allows Google to provide many free services (including its top-ranked search service). Google is the world's most popular search engine. More than 60% of Internet users around the world use Google to search for information, products, or services. Google's popularity stems from its minimalist design and the relevancy of its search results. When a user visits Google.com, he enters a keyword and presses the Google Search button (this is called a search query). In response, Google displays a search results page, which lists web pages relating to the search query. The most relevant page appears first, followed by the second most relevant page, and so on.

### **2.2.5.5 LinkedIn**

A linkedIn is the social network and online platform for professionals its mission is to connect the worlds professional to enable them to be more productive and successful. The service is available through website mobile application and

developer platform to help in connection with millions of other professionals to meet and exchange ideas, learn, make deals, find opportunities or employees, work and make decision in a network of trusted or groups.

All these platform but AdWordallow users to share information and interact with each other. Although the form of this information differs across the websites, the fundamental idea of sharing information and connecting users is what makes them social media platforms. In that context, these are most sites used by commercial companies for their marketing strategies.

### **2.2.6 Social Media Marketing**

Social media marketing consists of the attempt to use social media to persuade consumers that one's company, products and/or services are worthwhile. Social media marketing is marketing using online communities, social networks, blog marketing and more. Lazer and Kelly's (1973) define social marketing as "concerned with the application of marketing knowledge, concepts, and techniques to enhance social as well as economic ends. It is also concerned with the analysis of the social consequences of marketing policies, decisions and activities.

Social media marketing is not merely about hitting the front page of dig or any other social news website. It is a strategic and methodical process to establish the company's influence, reputation and brand within communities of potential customers, readers or supporters.

There are some benefits of social media that are important to businesses, they include. Cost reduction by decreasing staff time, Increase of probability of revenue generation due to having high sales. Social media it's also enables companies to share their expertise and knowledge, Tap into the wisdom of their consumers, Enables customers helping customers, Engages prospects through customer evangelism, brand reach and awareness, consumer interactions through transactions, referrals and reputation management(Highley, 2010)).

## **2.3 Empirical Review**

This section discussed the objectives focusing on the empirical findings of the similar researches conducted in the past

### **2.3.1 Understanding the Relevance of Social Media in Marketing**

The role of social media in marketing is to use it as a communication tool that makes the companies accessible to those interested in their product and makes them visible to those that don't know their product. It should be used as a tool that creates a personality behind their brand and creates relationships that they otherwise may never gain. This creates not only repeat-buyers, but customer loyalty. Fact is social media is so diversified that it can be used in whatever way best suits the interest and the needs of the business.

According to Social Media Marketing Industry Report 2010, a majority of marketers are using social media for 6 hours or more each week, and nearly one in three invest 11 or more hours weekly. Twitter, Facebook, LinkedIn and blogs were the top four social media tools used by marketers, in order. A significant number of marketers plan on increasing their use of blogs. A majority of the marketers are employing social media for marketing purposes and small businesses were slightly more likely to use social media. More than fifty percent of marketers are spending at least 4 hours each week on their social media marketing efforts (Stelzner, 2010).

In the present context, it is increasingly becoming pertinent for companies to build a favorable base of consumers, and involve them in decision making. According to Softpedia, during the last quarter of 2009, 86 % of online retailers in US had a Facebook page. It was expected that this figure would reach 99 percent very soon. During this same period, e-marketer pointed that 65 percent of its surveyed online retailers were active on Twitter. Another 26 percent were planning to incorporate Twitter in their plans (Softpedia, 2010).

Social media gives marketers a voice and a way to communicate with peers, customers and potential consumers. It personalizes the "brand" and helps the company to spread the message in a relaxed and conversational way.

Beverage companies, exotic automobile manufacturers, pastry shops have been using social media tool. Pepsi Coke, Nokia and many of the top brands have effectively used social media for achieving their business objectives. Few companies that have become involved in social media are: Absolute Vodka - Online Video on YouTube and Using Facebook to house their Top Bartender fan page. BMW - Utilizing Facebook to promote their 1-Series Road Trip and they have created a Rampen fest Page for fans. Dunkin Donuts - They've found value in social media and have set up a micro blogging Twitter account. General Motors - GM leverages the social media to improve the online equity of its brand and make consumers feel more connected.

Until recent past, social media effectively served as another customer outreach activity of organizations essentially building brand awareness and generating leads. However, trends are now changing towards utilizing social media for positively impacting sales. A mindset shift towards making social media a committed engagement channel is already underway. An analysis by Wet paint and Altimeter – engagementdb.com, concurs that the most successful companies on social platforms were maintaining profiles on 7 or more channels (Wet paint & Altimeter, 2011).

### **2.3.2 Role of Social Media in Marketing**

Social media is now increasingly becoming an ingrained aspect of political campaigns, national defense strategies, public policy, public relations, brand management and even intra company communication. Since the major task of marketing as tool used to inform consumers about the company's products, who they are and what they offer, social marketing plays an important role in marketing as explained below.

Social media can be used to provide an identity about the companies and the products or services that they offer, this happen after join social media network such as Facebook and this can also help the company to establish an association with their peers that may be serving the same target market (Stelzner, 2012).

Social media helps in creating relationships with people who might not otherwise know about the products or service or what the companies represent simply because after putting the products in any social media followers can suggest other people to like and automatically particulars of that product or company can be open for reading (Stern, 2010).

Social media makes companies alive to consumers. If they want people to follow them they need not just talk about the latest product news, but share their personality with them by google or search company profile or page in any social media that company is available (stokes, 2011).

### **2.3.3 Social Media and Marketing Communication**

Social Media Marketing is marketing that focuses on people, not products (Diamond, 2008). The products can be presented by the company with as many qualitative features and promotional tools as possible, but what really matters is the comments and appreciations left by the customers (Irwin, 2010). People provide the content, and this is the reason why Social Media Marketing is so scary and challenging for marketers. They do not control the marketing content anymore. Negative word-of-mouth can be spread worldwide in a couple of minutes only.

With the explosion of Internet-based messages transmitted through the Social Media, they are now a main factor in influencing many aspects of consumer behavior, such as awareness, consideration, information gathering, opinions, attitudes, purchasing decisions and post-purchase evaluation. International marketers need to recognize the power and critical nature of the conversations being hold by consumers using Social Media. Consequently, the ability of influencing the crowd effectively is the main quality needed by the marketing team (Evans, 2008).

Also, what is important about Social Media Marketing is that marketer can listen, track and measure what is shared on the Social Media Sites in order to improve the offered message and adapt it more to the customers' needs. Thanks to the Social Media analytics and metrics available, the impact of Social Media on a company's marketing strategy can be measured and evaluated relatively easily.

### **2.3.4 Growth of Social Media Marketing**

A study, “The State of Small Business Report,” sponsored by Network Solutions, LLC and the University of Maryland’s Robert H. Smith School of Business, points to economic struggles as the catalyst for social media’s rapid popularity. The study results show that social media usage by small business owners increased from 12% to 24% in just the 2008, an almost 1 out of 5, actively uses social media as part of his or her marketing strategy. In 2009, only 23% of marketers were using social media for years. Now that number has grown to 31% (Network Solutions, 2009).

Here’s a breakdown of what the small businesses in United states of America (USA) reported as the main uses of social media marketing:75% have a company page on a social networking site, 69% post status updates or articles of interest on social media sites, 57% build a network through a site such as LinkedIn, 54% monitor feedback about the business, 39% maintain a blog, 26% tweet about areas of expertise and 16% use Twitter as a service channel. All of these show that, social media are now taking part in marketing strategies in the companies (Network Solution, 2009).

According to the study, different industries are adopting social media marketing at different rates, and while many industries have started using social media marketing in their efforts to reach more customers, many still have not positioned it as their top priority. A research shows that charitable organizations are still outpacing the business world and academia in their use of social media. In a study conducted in 2008, a remarkable eighty nine percent of charitable organizations are using some form of social media including blogs, podcasts, message boards, social networking, video blogging and wikis.

A majority (57%) of the organizations are blogging. Forty-five percent of those studied report social media is very important to their fundraising strategy. While these organizations are best known for their nonprofit status and their fundraising campaigns, they demonstrate an acute, and still growing, awareness of the importance of Web 2.0 strategies in meeting their objectives(Network Solution, 2009).

In just the last few months, marketers have shifted their attitudes toward social media marketing spending. This was recently affirmed in the new study, The CMO Survey, from Duke University's Fuqua School of Business and the American Marketing Association.

According to [tocosurvey.org](http://tocosurvey.org)(2012) Social media marketing budgets in many companies continue to rise. According to the results, businesses currently allocate 6% of their marketing budgets to social media, an allotment they expect to increase to 10% during the next year and 18% over the next 5 years.

Marketing budget it can be understood that even though many are still experimenting and learning how best to use social media tools, these results indicate that marketers think social media marketing is here to stay and will play an increasingly important role in their work in acquiring and retaining customers in the future ([cmosurvey.org](http://cmosurvey.org), 2012).

### **2.3.5 Customer Engagement in Marketing**

Customer engagement refers to the engagement of customers with one or more company or brand (McEwen 2004). The author says this is a relationship between the company and the customer, indicating emotional and rational tie that has been developed towards a brand. Therefore, engagement is argued to include feelings of confidence, pride and passion in a brand. The initiative for engagement can be either consumer or company led and the medium of engagement can be on- or offline. Others define customer engagement as it is a long-term process, encouraging customer loyalty and advocacy through word-of-mouth with the ultimate goal of high level conversion (Anderson 2006).

Basically, customer engagement has five different stages on which consumers can go through as they interact with a particular brand (McEwen 2004). This is called as customer engagement cycle or customer journey:

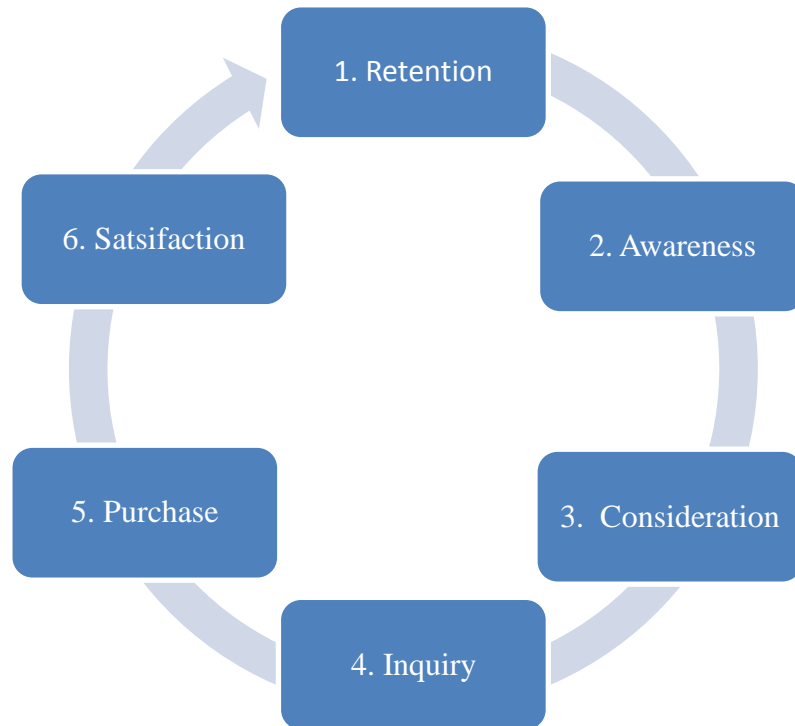
- i. Awareness,
- ii. Consideration,
- iii. Inquiry,
- iv. Purchase,

v. Retention.

In my opinion, the logical flow of the five stages is basically correct; however I miss Satisfaction between Purchase and Retention as satisfaction is a key element of brand loyalty. Furthermore, the cycle describes the engagement progress of a non-social network situation when the interaction with a brand is initiated by a one-way marketing communication(McEwen 2004).

Social media is a completely different dimension where customer engagement is influenced not merely by businesses but by the members of the community too. Consequently, people who have already gone through the five stages in a non-social network situation can have impact on others within the network. Therefore, it can be assumed that customer engagement on a social site such as Facebook begin with Retention as a retained customer, who is supposed to be satisfied, make others aware of a brand via word-of-mouth. Then the progress continues until it reaches the retention again.

**Figure 2.1 Online Customer Engagement Cycle**



Source: (McEwen 2004).

Online customer engagement is qualitatively different from offline engagement as the nature of the customer's interactions with a brand, company and other customers differ on the internet (Chak, 2003). Social networks are spaces where people can communicate and socialize in ways that cannot be replicated by any offline interactive medium. Online customer engagement activity aims to create, stimulate or influence customer behavior differ from the offline one-way marketing communication. Although, customer advocacy has always been a goal for marketers, the rise of online user generated content can take advocacy to another level.

### **2.3.6 Social Media Tools Used In Business Communications**

Social Media is no longer an option or debatable. It is critically important to all businesses, without prejudice. It represents a powerful, and additional, channel to first listen to customers, stakeholders, media, bloggers, peers, and other influencers, and in turn, build two-way paths of conversations to them. Yes, conversations are

taking place about your company, product, and service, right now, with or without you. This represents priceless opportunities to build relationships and shape perceptions at every step. In the process, you become a resource to the very people looking for leadership, expertise, vision and solutions. The most important driver for outbound and proactive online relations is that it's measurable and absolutely tied to the bottom line (Brown, 2009).

The real power of people can be noticed in the new revolutionized media channel, namely social media. According to Mayfield (2008), social media is best understood as "a group of new kinds of online media", which share most or all of the following characteristics.

- i. Participation and engagement: social media is a means of making everybody interested provide contributions and feedback. Thus the border between media and audience seems to disappear.
- ii. Openness: participation imposes some freedom that the audience enjoys through voting, comments or sharing information.
- iii. Conversation: unlike traditional media which is focused on one-way communication, social media provides a two-way conversation, thus communication is instantaneous.
- iv. Community: the most important outcome of social media is forming communities. The backbone of these communities is a sharing of common interests.
- v. Connectedness: social media creates a sort of chain effect, making use of links to different sites, resources and persons.

Drury (2008) suggests that when analyzing social media, marketers too often concentrates on the media factor, when social element is the key, because marketing within social media is about building a relationship and conversation with the audience, where the simple message delivery is changed by ongoing exchange of perceptions and ideas between company and the consumer.

- i. Reach – A tribe, a family, friends, neighbors or the local community have been social habitats which we belong to. Nowadays the new technologies offer a new opportunity of crossing the local borders in order to reach a global audience.
- ii. Accessibility – The advantage of new technologies is to reduce the costs of traditional media and to allow freedom to access to everybody.
- iii. Usability – One consequence of accessibility is the freedom provided to everybody to create and operate the means of production. Creative and technical skills are no longer compulsory.
- iv. Transparency – Nowadays it has been observed a craving for information. The new technologies provide the space where everything can be posted by everybody. But this sort of transparency might fire back sometimes since there is little control on the content.
- v. Recent – Instantaneity seems to be the governing word nowadays. People become addicted to emails, Facebook or twitter and they seem to have forgotten the pleasure of holding a letter in their own hands.
- vi. These features show that social media is an encompassing term which combines technology, social interaction, pictures, videos and audio materials.

### **2.3.7 The Impact of Social Media in Customers Relationship**

Hubspot(2012) wrote that nowadays, for any more or less important purchase, it has almost become vital to learn about the brand, product or service, and compare it with the equivalent of competing brands before considering purchasing it. While potential consumer do so, they interact with friends, google the products, search on Twitter and read experiences of those who have used the brand, product or service earlier. This section will analyze the Social Feedback Cycle, taking into account the effects of Social Media on consumers' buying behaviors, comparing it to the classic purchase funnel for traditional media.

The internet has now become the most common tool that consumers use to find information on products and services that they are considering buying. Besides opinions of friends and family, people use the internet as first source of information

when making a major purchase decision. Whether they like it or not, people are holding conversations on the internet about the products and services they have used, sharing both good and bad experiences and feedbacks. Actually, almost two out of every three conversations online refers to a brand, product or service (Hubspot, 2012). These opinions have far more weight and value, and are considered more trustworthy, than any information provided by marketers. Indeed, word-of-mouth is considered to be the most trusted source of information.

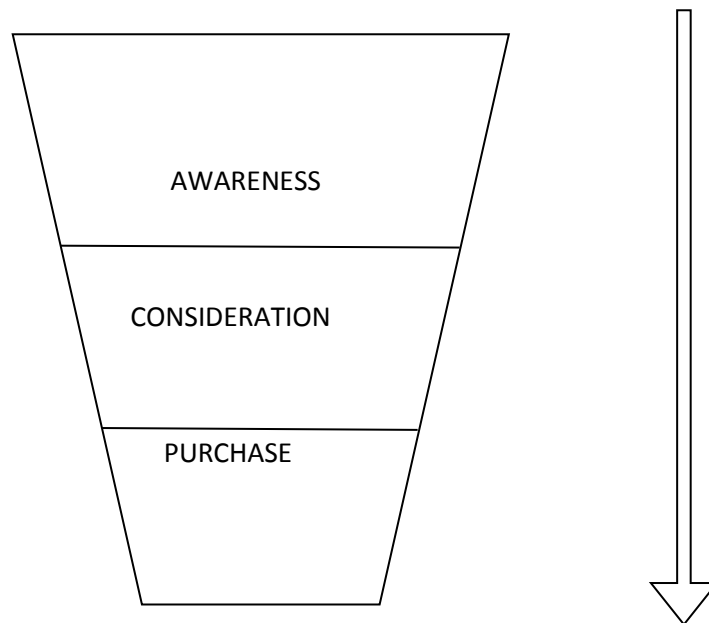
Therefore, Social Media largely affects customers' purchase decisions, because consumers usually seek other opinions and recommendations. Indeed, 78% of global consumers declare that they trust and believe other customers' recommendations for products and services more than any other medium (Hubspot, 2012). This is mainly due to the fact that consumers are seen as more objective than the companies' own marketing message (Hubspot, 2012).

On the study that was conducted by Celine (2012) on the impact of social media, she tried to compare consumers purchase behavior that is influenced by traditional media and social media using the purchase funnel. She wrote that, regarding the purchase funnel, the effects of Social Media are really important as a social feedback loop is created through the use of Social Media and will highly influence the consideration stage of the purchase channel. For the past fifty years, media was largely concentrating on awareness, because awareness drives demand, and on point-of-sale, affirming pending purchases or shifting them to a competing brand. The consideration process through which consumers evaluate purchase options has been under-utilized by too many marketers (Celine, 2012).

On the one hand, when looking at the traditional media perspective (Figure 2.2), we can recognize the basic three stages of the purchase funnel. Many more stages can be added, but those three are the basics one. First, the audience becomes aware of the brand, product or service. Then, he considers it as an eventual future purchase. And finally, he takes the purchase decision. With the traditional media, marketers were able to buy market share through awareness-focused media (Evans, L, 2010).

Therefore, marketers had a high power on influencing the awareness of the brand, product and service. The goal of the marketing messages was to make the consumer aware of the product or service and what it has to offer. The more aware the consumers are of the product, the more likely they are to choose it when making their purchase decision.

**Figure 2.2: The Classic Purchase Funnel for Traditional Media**



Source: (Celine 2012)

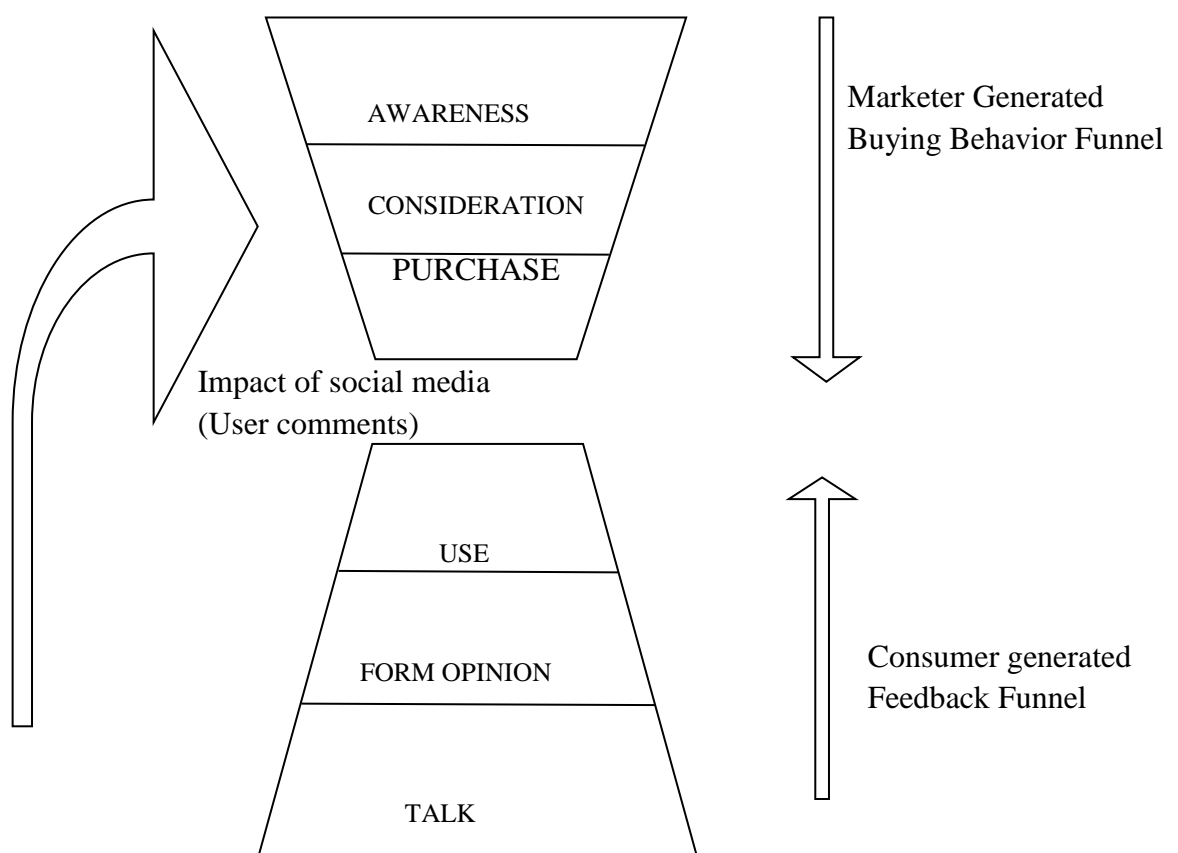
On the other hand, the contemporary version of the purchase funnel (Figure 2) incorporates the Social Media by showing how the user-generated media in the post-purchase experiences can have impacts on the basic stage of consideration which is usually only part of the marketer-generated content. On the business perspective, user-generated content are based on the degree to which the experience matches the expectations set. Indeed, with the Social Media, once a customer has purchased the brand, product or service, he will use it, experience its advantages and disadvantages and form its personal opinion(Celine 2012).

He will then obviously talk about its personal experience with this brand, product and service on the Internet, and more particularly the Social Media platforms. He might leave a comment on the company's website or the company's Social Media

Sites, but also on more general forums that the company’s marketers might never see. This conversation that the customer is holding on the Social Media channels will be seen by other people already aware of the brand, product or service. These people will be in the second stage of consideration in the purchase channel. They will look for information about the brand, product or service on the Internet, and will quickly and easily find the content generated by the customer who has experienced it (Celine 2012).

As an objective source of information, they will certainly trust the appreciation of the previous customers and base their purchase decision on this user-generated content. If it is recommended, they will consider buying it. If the feedback is negative, they will certainly decide not to buy the product and will look for an alternative

**Figure 2.3: The Social Feedback Cycle**



Source: (Celine 2012)

The consideration phase turns out to be the central link between the Social Web and Marketing. This is the Operations connection of social media based marketing, where conversations between consumers based on experiences carry further and with greater trust than traditional media. The Social Feedback Cycle is created by a post-purchase feedback and conversational loop which is based on the results between the expectations set and the satisfaction of the performance(Celine 2012).

This feedback engendered word-of-mouth on Social Media platforms, and ultimately gets back into the purchase funnel in the consideration stage. Consequently, Social Media play an important role in the current purchase channel, as they connect the experiences of previous customers back to the purchase channel through the Social Feedback Cycle. While the consideration phase of the purchase channel is an area that has always been almost inaccessible for marketers, it is now extremely influenced by the content shared on the Social Media platforms.

This is why listening and responding to the customers is becoming more important than ever before. Spending more time on getting the Operations and Marketing relationship right along with the Social Feedback Cycle and the effective use of Social Media is the best challenging option for marketers. On the whole, the Social Feedback Cycle developed and maintained over time, is a key planning tool that marketers need to take into account when developing their Social Media plan.

### **2.3.8 The Benefit of Social Media in Business**

For the Public Relation practitioners sustain that social media is a great opportunity to marketers for a number of key reasons:

- i.) Stickier than traditional media – According to a study conducted by Insight Express (a market research firm) consumer trust in advertising has decreased 41% over the past three years (Elkin 2005). The prototypical consumer of social media seems to enjoy the trust and the message retention provided by this means of communication. The traditional forms of marketing and advertising are downplayed by word-of-mouth which, according to

WOMMA (Word of mouth Marketing Association), is favored by 92% of consumers.

- ii.) Viral nature – social networking provides an instantaneous passing of information which might be interpreted either as a substantial opportunity and threat for communications professionals (Savar, 2009).
- iii.) Interactive – (Corporate) blogging is the means of getting immediate response from the public. The possibility of enabling comments should be taken into account by organizations since they might gain valuable customer feedback (Elkin 2005).
- iv.) High visibility on the net – Besides immediate communication, visibility is another key point that organizations should take into account. Wikipedia is perhaps the most notable example of this phenomenon. Spanner works, a search engine marketing specialist, recently reported that social media platform Wikipedia appears in the top 20 Google search results for 88 percent of searches for the top 100 global brands (Mayfield, 2007).
- v.) Social Media Marketing (SMM) offers three distinct advantages for the company in marketing their product. One, it provides a window to marketers to not only present products / services to customers but also to listen to customers' grievances and suggestions simply because social media allow direct conversation though online. Also, it makes it easy for marketers to identify various peer groups or influencers among various groups, who in turn can become brand evangelist and help in organic growth of a brand. And, three, all this is done at nearly zero cost (as compared to conventional customer outreach programmes) as most of the social networking sites are free (Drury, 2008).

Social media marketing helps in generating exposure to businesses, increasing traffic/subscribers, Building new business partnerships, Rise in search engine ranking, Generating qualified leads due to better lead generation efforts, Selling

more products and services and Reduction in overall marketing expenses (Stelzner, 2012)

Companies in America and Europe are investing increasingly in Social Media Marketing (SMM) to get in touch with their customers. They are indulging in constant interaction with their prospects in order to understand their needs and hence make products better. It's the best way to learn from your customers about their needs and your own shortcomings. However, SMM is a very personalized way of advertising and promotions can be targeted only to particular groups which are interested in a particular domain, quite unlike conventional advertising (cmosurvey, 2012).

### **2.3.9 The Importance of Social Media Marketing Services**

Recently, the use of social media in marketing services has bought highly impact in marketing as shown under this section:

- i.) Size - Facebook has over 1.32 billion users globally. On an average, 70-100 tweets happen by the second. An average user on Facebook has 120 friends. This is the kind of enormity Social networking sites espouse and with this comes the license to communicate powerfully. This is marketing opportunity as the product advertised in such group will have an opportunity to be seen with large group of people at once (Stelzner, 2012).
- ii.) Transparency - Everything that happens in the social networking landscape is fool proof. Companies cannot fake authenticity in an attempt to get more people involved. Members can choose to associate with the company or opt out. Opinions made on social networking platforms are taken seriously and the more authoritative the companies get, more seriously they are taken (Baruah, 2012).
- iii.) Reach - after product being in social media it will be simple to reach all over the world in every short period of time. As the matter of fact social network it does not have boundaries people all over the world are sharing information.

- iv.) Boost website traffic - Social media is probably the fastest and easiest means of redirecting traffic to company's website. By simply placing their website URL in their profile, the company can have all their profile visitors check out their website and a percentage of traffic is sure to get converted in course of time. This is the virtual way version of word-of mouth (stelzner, 2013).
  
- v.) Branding - Buying a candy may have been impulsive all your life, but if it is discussed on a social networking site, there is likely to get brand conscious even a candy. Social media is a smart way to build brands. Social media platforms are known to be one of the most powerful and fast means of branding. Some of the big brands like Coke, Ford, Dell, IBM, Burger King are some of the well known brands have powerfully used social media platforms to endorse themselves (Plasad, 2011).

### **2.3.10 Barriers to Social Media Marketing Strategies**

Social Media Marketing (SMM) is still in its infancy. Most of the online retailers though appreciate its positives fallouts on the brand awareness and promotion; they are still in the early stages of adoption. For an organization willing to invest in social media marketing, it is important to understand why SMM is an important marketing strategy and how it can help:

This is the age of consumer satisfaction. It is not about selling it is more about interacting. There is a lot to learn from the customers. Using social media one can identify customers, listen to their feedback and use them to improve and innovate on products or services.

Social Media Marketing SMM is not a mass advertising strategy. It can be used to identify peer groups and advertise to that particular group. Social Media can help in identifying influencers and through them one can guide a prospective customer into making a purchase (Neti, 2011).

Social Media Marketing SMM calls for novel advertising methods as the attention span online is very low. This is largely due to the multitasking phenomena. A person watching a video clip on YouTube might be simultaneously updating a blog, while reading another one and watching friend's photographs on Facebook. In order to garner their attention away from distractions the advertisement must be innovative and interesting to hold the imagination and attention of the prospect. At the same time the message must also provoke the recipient into action; like seeking a detailed description of the product/service, or suggesting to a friend, or initiating purchase. So, if the advertisement is trying to sell something then it should be conveniently placed with links so that the prospect can make a purchase with least effort (Cutis, 2013).

Similarly Social Media can be used to increase customer loyalty through customer support services and hence improve customer retention. Social Media Marketing can also be used by brands to ward off any negative publicity (Macrory, 2010).

But the brands will have to be cautious here as over doing it may further aggravate their customers / stakeholders.

Companies using traditional marketing methods (e.g. surveys, focus groups, test marketing often spend millions to locate their target markets. Establishing a social media strategy will help them see where potential customers are hanging out. The companies can search for related groups and Fan Pages through Facebook, start accounts on social bookmarking sites such as Digg or Stumble Upon, and check on who is linking to their site to find out who is interested (Sullivan, 2010).

Social media gives businesses on small budgets the ability to find out what people are saying about them (and others) in their industry, without paying large sums on market research. With its ear to the ground on social media, the company will be the first to know if its product is working or if changes need to be made.

To successfully implement one's SMM strategy the following points must be kept in mind:

The company shouldn't just jump on to the bandwagon just because others are jumping into it. The market should be analyzed first to understand whether their brand would really benefit from SMM. It should try and find out whether SMM strategies fit its brand (Scott, 2009).

The company shouldn't expect results over night. SMM is a long term strategy. It will not happen overnight. The results might become visible anywhere from three to six months. SMM is not a standalone tool for marketing. It has to be used along with all the other conventional marketing strategies.

There are many things that social media can do for business. Developing a strategy for using it means that the firms need to think about what they want to accomplish this year and determine how social media fits into the plan. One of the benefits of a social media strategy is the fact that the available tools can be customized for their particular needs. The firms can choose to concentrate their efforts on the sites that seem to offer the best return on investment, while taking a "wait and see" stand on the others (Evans, 2008).

### **2.3.11 The Risks Evolved With Social Media**

In an article that was published by Besse (2012) the author unveiled some of the risks that a company faces when it opts to use social media for marketing.

The way news travels today – The way news travels today is a whole lot different than back in the day. Almost instantly when something happens it goes up on social media platforms for everyone to see. Bad news can go viral just as fast as good news. All it takes is a couple of negative reviews to ruin all the months of work the company has invested into social media marketing campaign. It's very easy for a customer to state their unpleasant experience with the business and turn a lot of potential customers off (Turner & Shah, 2011).

It takes a lot of time – When business's decide they want to use social media to get more customers for their business they rarely take into count how much time it's going to take. First you need a strategy that works and then you need someone to do the work. If you are personally doing the work then obviously you will be investing your time on various social media sites interacting with potential customers and developing a brand. You could be doing a few hours of work per day and this is one of the major “disadvantages of social media” because it takes you away from doing other things in your business (Besse, 2012).

Have to have a proven strategy or system – A lot of businesses thinks that social media marketing is easy and if everyone else is doing it then they should. They do not take into consideration that like anything else, social media marketing is a skill. It needs to research businesses that have had success with social media and do exactly as they did(Besse, 2012).

Competition – Most of businesses regardless of their size are doing social media marketing nowadays. Social media is becoming very popular marketing strategy, this is because of free access that most of social networks offer and increase in number of users in these sites. This results to a business having numerous competitors for whatever product or service the company may be providing. Without having a strong strategy that will help the business to outperform others, the efforts that are employed with a marketing team might not yield the expected result because every business competing for users attention. Hence the main disadvantages of social media marketing (Besse, 2012).

### **2.3.12 Social Media Marketing Strategy**

Prior to starting a social media marketing activity, it is important to define what the company wants to achieve with the activity. Social media marketing can achieve various objectives including increased traffic, increased brand awareness, improved search engine ranking, increased sales and established thought leadership. The social media goals should be defined with the help of SMART principle being specific, measurable, attainable, realistic, and timely (Weinberg, 2009)

There are only three true business goals which are increasing the revenue, lowering the costs, or improving the customer satisfaction. These goals steer the marketing programs on the high level (Sterne,2010). Mangold and Faulds (2009) point out that the popular business press and academic literature offers marketing managers very little guidance for incorporating social media into their marketing communication strategies. Social media should be included in the promotion mix when developing and executing their integrated marketing communications strategies.

It is a hybrid element of the promotion mix because it combines characteristics of the traditional integrated marketing communications tools with a highly magnified form of word-of-mouth whereby marketing managers cannot control the content and frequency of such information. Social media is also a hybrid due to it springs from mixed technology and media origins that enable instantaneous, real-time communication. It also utilizes multi-media formats and numerous delivery platforms, with global reach capabilities (Mangold&Faulds 2009).

With the right strategy, Social Media can be utilized to corporate advantage. It can be used as tools to influence the conversations that are of concern to the company (Safko and Brake 2009). A company cannot have direct control and to tell customers what to think. However, they can listen to what customers say, measure it, and monitor progress over time. Thus, the information can be used to modify and improve what is offered and the way it is offered in (Evans, 2008).

The main purpose of social media in business context is to engage people. (Safko& Brake 2009) Engagement is the level of involvement, interaction, intimacy, and influence customers have with a brand over time. (Haven and Vittal, 2009). Engagement leads towards a desired action or outcome. For a customer, the desired outcome may be an additional purchase of a product or a service or a strong recommendation to a friend. There are four primary ways to engage people including communication, collaboration, education and entertainment (Safko& Brake 2009).

Also Mangold and Faulds (2009) support the view that customers engaged with a product, service or idea are more likely to communicate through social media. This engagement may come naturally for supporters of causes, political candidates, and trendy new technological products. The engagement can also be creatively stimulated for products and services which generate less psychological involvement of customers. Both traditional and Internet based tools can be used in engaging customers. Customer can be engaged by using online customer loyalty programs or arranging contests where the participants are asked to do different things. Online voting used as a tool gives a user a sense of ownership and increased engagement. Allowing consumers to see others using the product can entertain and engage customers while communicating product benefits. Also online games provide a natural and obvious venue for engaging and entertaining (Mangold&Faulds, 2009).

Consumers are more likely to talk about companies and products when they feel they know a lot about them. One another tactic is to provide exclusivity for some customers because they like to feel special. Feelings of being special can be produced by offering products, information and special deals that are available exclusively to a few customers. Consumers are more likely to talk to others about products when those products support their desired self-image, or the way they want others to see them. Both product design and promotion efforts should be undertaken with the desired self-image in mind. Consumers tell others about products and services to which they are emotionally connected. Organizations can leverage emotional connections by embracing one or more causes that are important to their customers (Mangold & Faulds 2009).

### **2.3.13 Relevance of the Study**

Social media as explained by Mayfield (2011) is changing the way information is communicated to and from people around the world. The rapid use of social media is changing the way organizations respond to consumer's needs and wants and changing the way they respond to their competitors (Mayfield, 2011)

Marketers now have the opportunity to engage in broader and more innovative forms of online mass media communications by using social media marketing tools

(Stelzner, 2010). Social media marketing is about passion, emotion and genuine expression towards a brand. The growth of social media and by association eWOM (electronic word of mouth) has enabled consumers to interact with each other in the virtual world and to share their perceptions and opinions of brand value (Gruen, Osmonbekov & Czaplewski, 2005). Social media marketing thus represents communication opportunities for marketers to reach wider audiences (Kweskin, 2007) and allows for marketers to access valuable information which affects building and maintaining consumer relationships (Evans, 2010).

The growth of social media has allowed for increased situational awareness in global online environments (Mayfield, 2011) thus social media marketing is playing an increasingly important role in marketing strategy (Cuming, 2008).

The findings are interesting and promising for social media networks as a tool that will continue to grow in use. A full 88% of respondents use social media networks, and 81% of them reported gaining business exposure as a result. As far as experience level, 72% reported being beginners or being at it for a few months.

These results alone suggest that while the tool is getting a lot of attention now, it will get more in the future as those benefits (such as the added exposure) are experienced by more of the 72% of respondents who are only beginning to experience social media network marketing.(Stelzner, 2012).

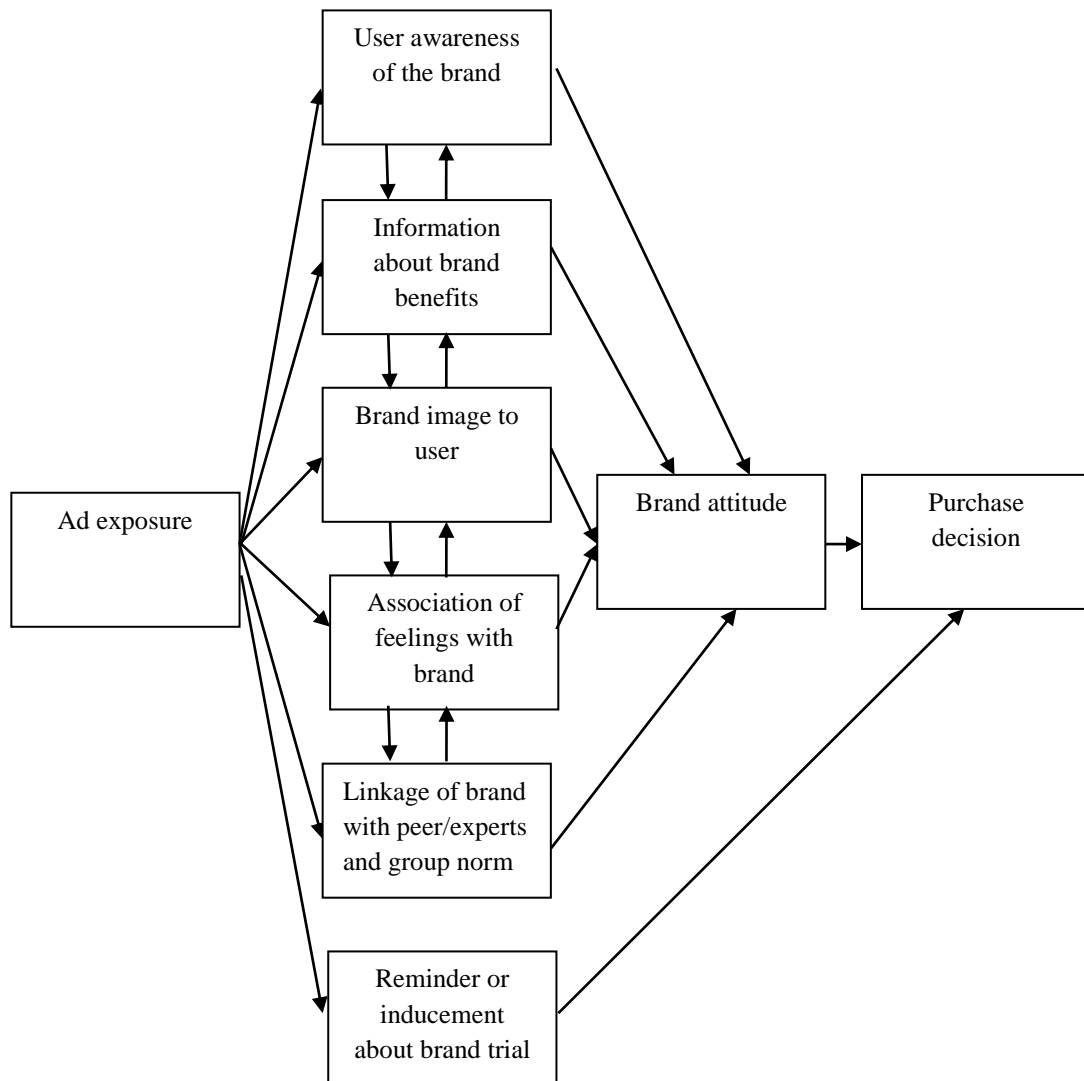
## **2.4 Conceptual framework**

The previous theoretical consideration is reflected and combined to the empirical part of this study by adapting the following framework models. In this chapter we go through the elements of this model one by one.

Basically this framework presents company's marketing communication/persuasion process. The ad exposure is the independent variable, while Awareness/ Familiarity with the brand, Information of brand attributes/ benefits, Creation of brand image/personality, Association of feelings with brand, Linkage of brand with peer/experts and group norm and Reminder or inducement about brand trial are intervening variables. Brand attitude and purchase decision are dependent variables

This study examined this particular phase through the communication persuasion model introduced in figure

**Figure 2.4:A Model of Brand Persuasion Process**



Source: (Ressiter & Percy, 1985)

### 2.4.1 Description of the variables

#### i.) Ad exposure

Advertising exposure is a presentation of an advertisement to the consumer (Sauerland, et al2012)The general advertising objective is to motivate consumers to buy or use a product or service, change their thinking about a brand, or build excitement.

## **ii.) User Awareness Of The Brand**

One of the major goals of advertisement promotes brand familiarity. The emergence of Internet-based social media has made it possible for one person to communicate with hundreds or even thousands of other people about products and the companies that provide them. Thus, the impact of consumer-to-consumer communications has been greatly magnified in the marketplace.

## **iii.) Linkage Of Brand With Peer/Experts And Group Norm**

One thing that distinguishes social media with other means of marketing is the ability of user to have conversations with their peers and friends. When it comes to product/brand choice people tend to trust their peers or friend's word more than the brand's advertisement (Edelman, 2012). Social media websites help generate interest in the brand and also to build trust in the company.

This is because of the social nature of the sites, customers that interact with the brand online will start to consider a brand as a friend to them because of the knowledge of company's internal information like how they work, when is the CEO's birthday and other things. Not only that the brand becomes a friend but also it creates its position as an expert due to instant solutions and recommendation it is providing to users. All these increase the chances of a buyer to think of the same brand when making purchase decision.

## **iv.) Reminder Or Inducement About Brand Trial**

Retailers' social media activities influence a significant proportion of fans to try new products and make unplanned purchases, according to a report from Ryan Partnership (2012, September). Some 36% of consumers surveyed who follow a retailer on social media said that the retailer's updates had led them to try a new product they had not bought before. Similarly, 32% of those who follow a brand on social media reported having been motivated to try a new product.

#### **v.) Brand Attitude**

Customer brand attitude can be thought of as having two components: 1) The strength of positive or negative valence that a customer experiences with regard to a particular brand and 2) the conviction that the positive or negative valence is accurate. In other words, how much does the customer like/dislike a brand, and how convinced is the customer that this perception about the brand is correct (DeVault, 2009). The customer's attitude towards brand has an effect on the purchase decision.

#### **vi.) Purchase Decision**

The whole company's marketing department target consumers to choose their products over the competitor's ones. According to Kotler et al, (2009), the final purchase decision can be disrupted by two factors: negative feedback from other customers and the level of motivation to comply or accept the feedback. Social media platforms like Facebook and Twitter have allowed brands to effectively market to a wider audience. For consumers, these platforms allow easy access to brands, but also help to guide product decisions and purchases. On Twitter, 53% of consumers recommend companies or products in their tweets. Of those, 48% follow through with the intent to buy that product or service (Beese, 2011).

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter explains the research methodology. The chapter includes the following sections and sub sections: Research Design, Research techniques, Research Population, Sampling techniques, Judgmental sampling, Sample size, Data Collection Method, Primary data, Interview, Questionnaire, Participant observation, Secondary data, Documentation and Data Analysis Method.

#### **3.2 Research Design**

In this study, the case study design was used. The reason for choosing case study as a study method in this study was the desire to examine complex and special subject in detail. Case studies are particular useful where one needs to understand one particular problem or situation in great depth, and where one can identify cases rich in information (Noor, 2008). As a method it is applicable to real business situations and it focus on investigating a contemporary phenomenon within its real-life context (Soy 1997).

#### **3.3 Research techniques**

The approach in this is study is exploratory. The used methodology in this study was qualitative, with a focus on Precision Air as a case. The use of qualitative methods in management research has increased in response to the failure of quantitative techniques to address new theory development (Fillis, 2006). According to Cassell (2006) qualitative methods have a long history and tradition within business and management research, and have a well-established pedigree. Qualitative methods have been used in various types of management research field ranging from organizational analysis to traditionally more quantitative areas of accounting. Cassell (2006) refers to various authors like Boje (2001), Crompton and Jones (1988), and Prasad and Prasad (2002), who have highlighted the considerable contribution that qualitative research can make to the field, suggesting that utilizing qualitative techniques can provide rich insights in to the issues that interest both management practitioners and researchers (Cassell, 2006).

### **3.4 Research Population**

The target population was company representatives who are involved with social media marketing campaign at the corporate level. And the external company representatives, who have experience on social media marketing in consumer marketing. The sampling frame includes Precision Air staff and Marketing agencies.

### **3.5 Sample Size**

The sample size was done basing on the area of study and proposed research questions. The research studied a total of 15 respondents, whereby 5 were from Precision Air staff and other 10 came from Precision Air's social media marketing agency Popote Media.

### **3.6 Sampling Techniques**

The sampling technique that was employed in this study was judgmental sampling, this method was used due to the reason that most of Precision Air's staff had little knowledge on social media marketing. Therefore people who were chosen were the ones who had an idea of social media marketing activities that Precision Air was doing, most of them where from marketing department.

### **3.7 Data Collection Methods**

The study has utilised both primary and secondary data in data collection. Therefore, basically data collected through the use of structured questionnaire, personal interviews and documentation review.

#### **3.7.1 Primary Data Collection Method**

Primary data was collected through questionnaires and by actual interviews conducted by the researcher.

##### **a.) Questionnaire**

A questionnaire consists of a number of questions typed and printed in a definite order on a form or set of forms. The study used the structured questionnaires in this study because structured questionnaires are definite, concrete and pre-determined questions. In questionnaire most of the questions was open questions so as to give an

opportunity for the respondents to answer in own words also respondents had adequate time to give well thought out answers.

#### **b.) Interviews**

This instrument for data collection has used to supplement the questionnaires for more information. Some of the respondents who had access to the information required were selected by researcher and made an interview with him.

#### **3.7.2 Secondary Data Collection Method**

In data collection, Secondary data has been also collected from several sources including internet, documentations such as journal, newspaper and text books. The aim is to collect second hand information included both raw data and published.

#### **3.8 Research Quality**

The data scanning and scrutiny technique was used from questionnaires from respondents. This was done in order to examine and validate the survey instrument so as to ensure content validity and reliability before data entry into the computer.

##### **3.8.1 Validity and Reliability**

The triangulation technique was used by using interviews, questionnaires and secondary data analysis concurrently and this has been done through piloting of the data collection instruments used to collect data. The data collection instruments were designed to reveal the truth about the use of social media in marketing of the products. Issues developed from conceptual framework were compared with issues obtained during interview and answers obtained from questionnaires so as to ensure construct validity, statistical analysis was used as well.

To insure reliability the researcher designed the interviews and questionnaires through an elaborated procedure which involved a series of revisions under the guidance of the study supervisors so as to make sure that fieldwork conducted by using high quality data collection. The use of checklist of questions helped to achieve data consistency and completeness.

### **3.9 Data Analysis, Measurement and Presentation**

Data has been analyzed both qualitatively and quantitatively. The reason for using both approaches is due to the fact that they complement each other. Data from interviews has been transcribed to form notes. Then all the data from interviews, and document analysis was re-read and organized to form codes by relating with research questions and literature review. Through re-reading and reflecting from codes and data collected the categories has been formed and developed to themes. To make meaning, data was theorized before being written in narrative form.

Data from questionnaires was analyzed statistically. The main tool which was used for data analysis was Microsoft Excel for calculations and percentages, Tables, figures and charts has been used to provide a quick picture of different situations observed from the collected data.

## **CHAPTER FOUR**

### **PRESENTATION, ANALYSIS AND DISCUSSIONS OF FINDINGS**

#### **4.1 Introduction**

This chapter presents the findings from the field. Data are presented through Tables and figures, analysed and discussed in relation to the research questionnaire used so as to comply with the general and specific objectives of the study which was to evaluate the effectiveness of social media in product marketing in the Tanzanian environments. The chapter also provides information for making conclusion and recommendation in the next chapter.

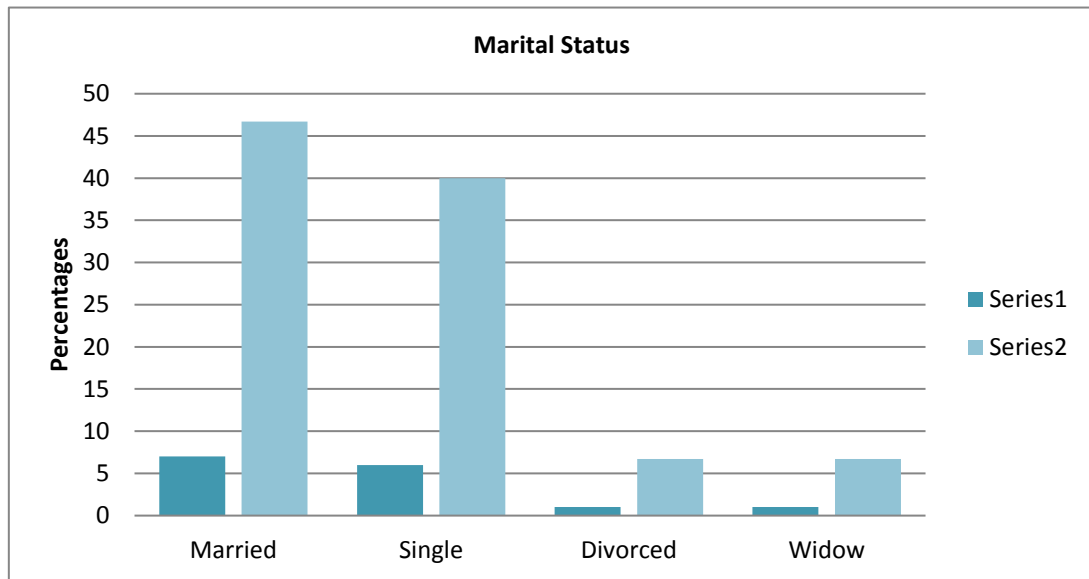
#### **4.2 Demographic Profile of the Respondents**

This section present demographic profile of the respondents and analysis, it has been done to present demographic characteristics of the respondents in connection to the objectives of the study.

##### **4.2.1 Marital status**

The study investigates marital status so as to understand the nature of social media user in cooperation to other demographic characteristics like age. Most of the workers interviewed were married 46.7% as shown in table 4.1 followed by single covered 40% divorced 6.7% and 6.7% for widow. Married people presented by large number because most of the respondents are above 26 where is the good age for marriage according to our society perception and norms.

**Figure 4.1 Marital Status**



Source: Field data

**4.2.2 Education Status**

The investigation of education status has been done to see the education level of the people who are more engaged in social media works and the need of education in operating or using social media. The study found most of the staff from these two companies they attend formal education and all of them reach above secondary level of education as shown in table 4.1 above. This can be justified by the fact that their job is more technical so it needs educated people.

**Table 4.1 Education Status**

Category	Frequency	Percentages
Below Secondary	0	0
Secondary & above	15	100

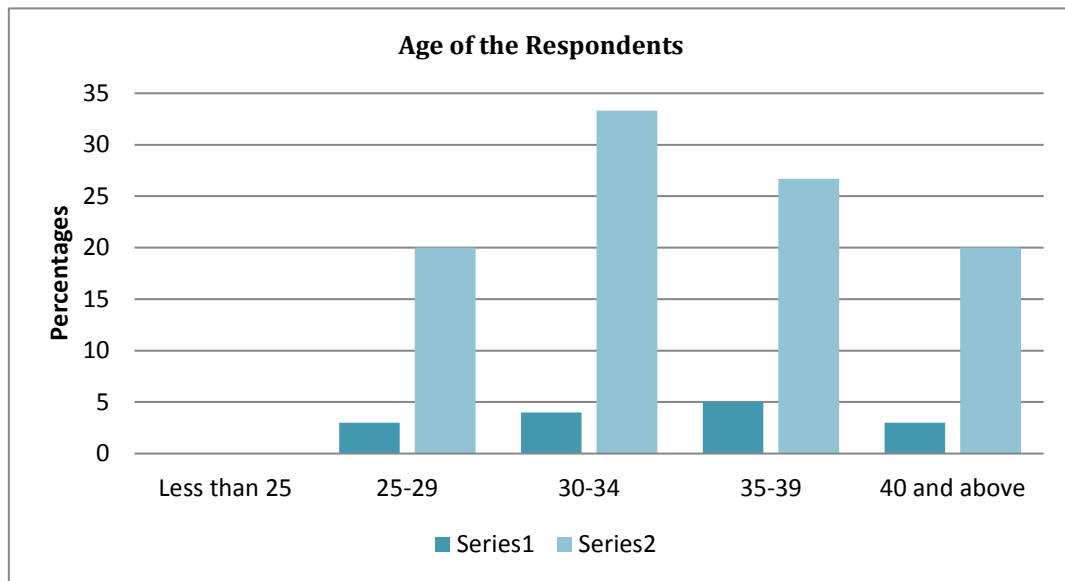
Source: Field data

**4.2.3 Ages**

Through questionnaires the study investigates age distribution of the respondent so as to observe the age group dealing with social media. As it shown in figure 4.1 above respondent with the age less than 25 were 0%, 26-29 were 20%, the age group between 30-34 (33.33%) respondents fall in the age category of 35-39 (26.7%) and

lastly are 20% of respondent with age above 40. Most of the populations fall in the age of 30-39 to imply that most of the people dealing with Information technology such as social media are youth group as they have born in computer and internet era.

**Figure 4.2 Ages of the Respondents**



Source: Field data

#### **4.2.4 Working Experience**

In this section through questionnaire respondents were asked about their working experience so as to observe if it helps them in effective use of social media in marketing strategies of the products and the timing as when they started to use social media in marketing. In doing so about 4 respondents have been working below one year 5 respondents have been working between 2-5 years. So for that result it means most of the staff at Popote Media and Precision Air they have more than two years working in online marketing business and those companies they started to have social media stuff for more than five years now.

**Table 4.2 Working Experience**

Below 1 year	2-5 years	5 years and above
4	5	6

Source: Field data

#### **4.2.5 Age Group In Relation To the Use of Social Media**

The study investigate the age group in relation to the use of social media so as to relate between the use of social media as a marketing strategies and target group in marketing, selling or introduce new product in the market.

Youth group with the age between 25 and 35 are more active in the use of social media followed by people with age 15-25 and 36-47, then followed by people with the ages 48-59 and lastly ages above 60 as shown in the figure 4. 4.

**Table 4.3 Age Group and Social Media**

<b>Age group</b>	<b>Very active</b>	<b>Active</b>	<b>Fairly active</b>	<b>Not active</b>
13 to 24		✓		
25 to 35	✓			
36 to 47		✓		
48 to 59			✓	
60+				✓

Source: Field data

This imply that the use of social media network goes with the ages, as youth use more because they are born in the era of information and communication technology compare to older people who are just fastest growing slice of social media adopters as they have no choice since online access has moved from a luxury to a basic business requirement in the world market. While social media is today's darling, a monetization formula continues to elude marketers and social interaction.

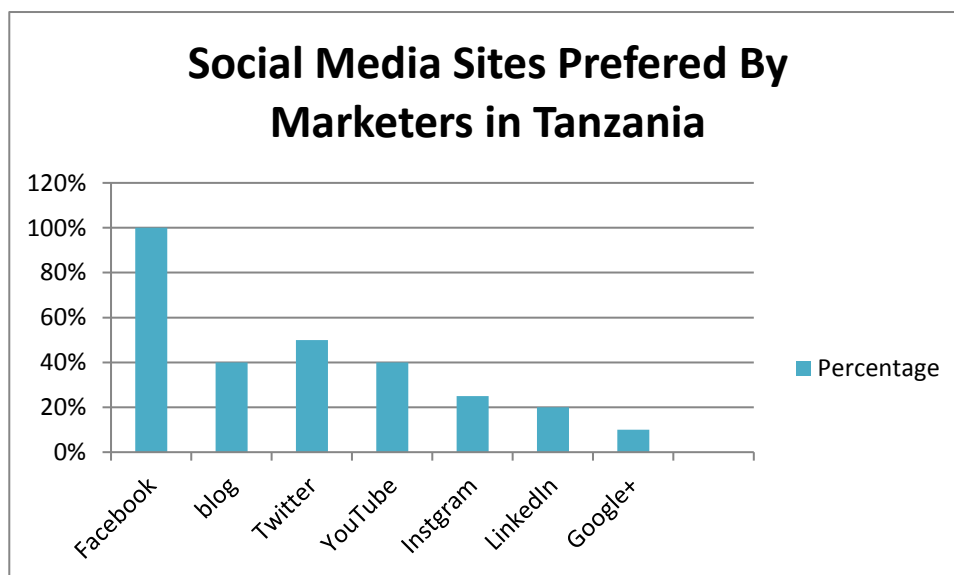
For that case, the study reveals that social media can be most useful marketing strategies for youth group related products like drinks and clothes. Also because of

the relationship between youth and their elders, youth can be also used to transfer the information from the marketers to the elders. So, generally social media it's useful in marketing and communication.

### 4.3 Social Media Tools Preferred By Clients in Information Sharing

Respondents were given a chance to choose multiple social media sites which clients prefer to use in their marketing activities. The figure below ranks the social media tools that are most preferred by the client, the aim is to correlate with objectives number one. Most of the clients such as Precision air preferred to use social media tools like Facebook, Twitter, Instagram, YouTube, Google+, Blog, and LinkedIn. The respondent was asked to rank the top seven social media sites in order, Facebook ranked as the site used most frequently by 100%. Blog 40% while YouTube is used by 40%, twitter is the second ranked with 50% of the respondent, LinkedIn is preferred by 20% of marketers, Instagram is preferred by 25% and the last one is Google+ chosen by 10% as shown in figure 4.3.

**Figure 4.3 Stakeholder Ranking Of Social Media Sites**



Source: Field data

Most of companies in Tanzania are engaging in more than four (4) social media sites. The platforms mostly used are Facebook, blog, twitter and Youtube. Precision

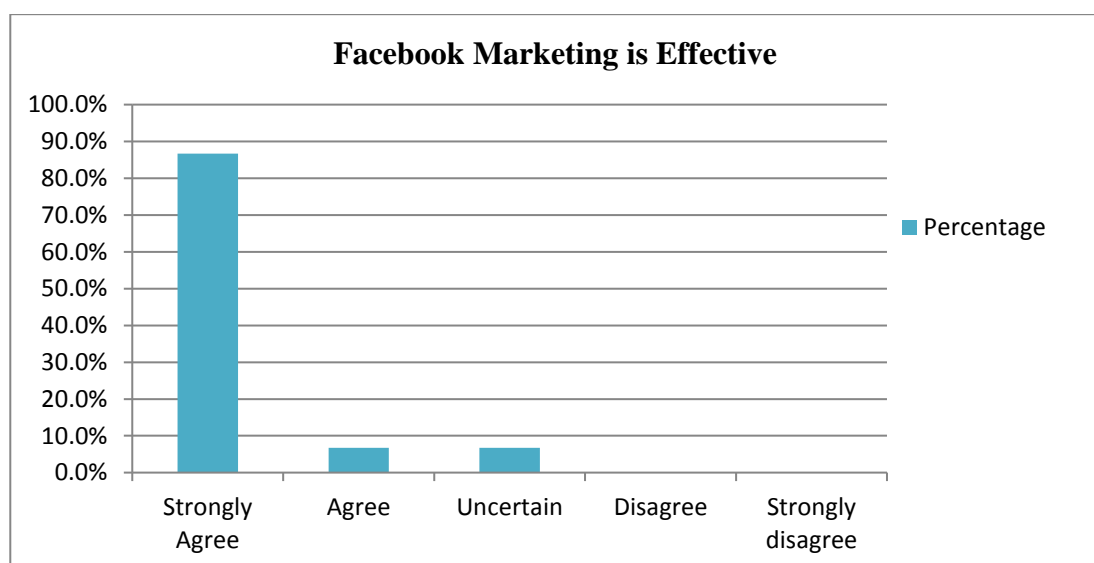
Air has presence in three social media sites these are Facebook, Twitter and YouTube. 100% of Precision Air staff ranked Facebook as the most important social media site in their marketing activities. This is because most of engagements on the social media are conducted on Facebook. Precision Air has no blog but it uses third party blogs to post some of their important information which they would prefer the public to be aware and give their opinions. Some of the blogs that Precision Air use to post their blog posts are, Millardayo.com, Michuzi.blogspot.com, hakingowi.com and others.

#### 4.3.1 Effectiveness of Facebook Marketing

Facebook is the dominant social media site in Tanzania with more than two (2) million users and 4.3% penetration in Tanzania population (Facebook.com cited on 23/09/2014).

Both Popote Media and Precision Air staff were asked if Facebook is an effective channel for marketing. 86.7% strongly agreed Facebook is effective, this is evidenced by Precision Air's online marketing budget whereby more than 60% of their online spending is on Facebook. 6.7% Agree and 6.7% are uncertain.

**Figure 4.4: Facebook Marketing is Effective**



Source: Field data

### **4.3.2 Twitter**

In using twitter is not simple as other social media as most of Twitter users are young, smart, affluent, & tech savvy. According to the study twitter users are more educated than the general population, twitter users have higher incomes than the general population, and twitter users tend to be early adopters. Twitter plays an active role in purchasing decisions as it's seek customer support purchase products/services, look for discounts/sales, ask for opinions about products/services, provide opinions about products/services and learn about products/services (Heinonen, 2011).

Twitter users are more likely to recommend brands they follow also more likely to buy brands they follow. According to the respondents 50% of the companies preferred to use twitter for online marketing in Tanzania. Twitter is effective for Precision Air because most of their clients are middle and upper class people, educated people and Business executives who according to Heinonen are most of users on twitter.

### **4.3.3 YouTube Marketing**

Unlike Television where companies are limited to produce a 30 seconds or one minute video due to cost, YouTube gives business a chance to create more detailed videos because is free and it does not limit length of the Video.

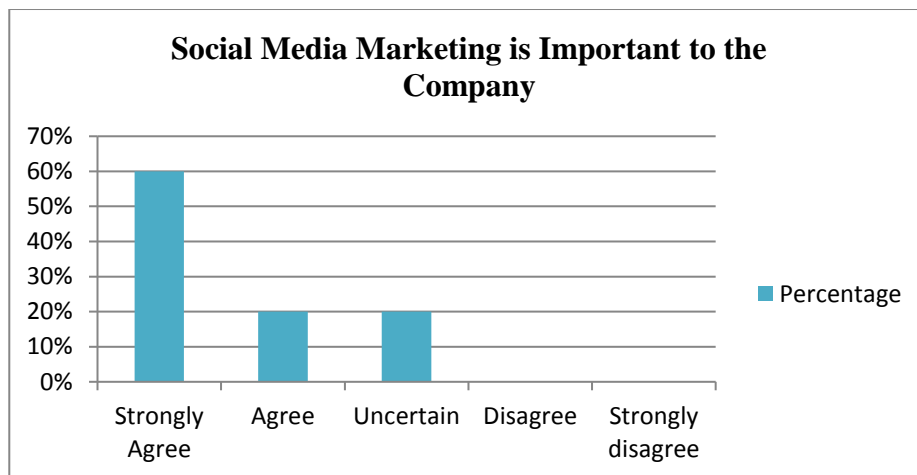
Precision air's YouTube channel has more than 2000 views. The video that has been viewed more is the video that was uploaded describing Paa royal services, the video has 633 views. A video that has lowest views is a press release of the launch of M-pesa ticket payment. In generally Precision air does not perform very well on YouTube.

According to Miller(2011)people do not watch videos that are overtly promotional in nature. People watch videos that are valuable to them, the video that provide information or Instruction for example industry news or technical developments. Most of videos that are uploaded in Precision Air's YouTube Channel are promotion

videos this explains why few people are viewing video on Precision Airs YouTube channel.

#### 4.3.4 Importance Of Social Media Marketing

**Figure 4.5: Social Media Marketing is important to the company**



Source: Field data

Precision Air Staff were asked to rate the importance of social media marketing the company, 60% strongly agree social media marketing is important to them due several reason such as. Social media breaks the geographical boundaries because the internet can be accesses by people in different parts of the world this gives them a chance to connect with their clients globally rather than Tanzania alone. And this can be done in a more cost effective way because most of social media sites a free. 20% Agree that social media marketing important because now their customer can have a chance to instantly know the current fare for certain route simply by logging in their Facebook account visit Precision air page on Facebook and post their questions there and in a matter of seconds he gets a reply. Customer queries can now also be handled in their social media sites this increases customer satisfaction due to immediate response to their queries but also it give the company a chance what customers think about their services but most importantly what customers want from their services. 20% Are uncertain of the importance of social media marketing in their company they still have not been able to measure the Return on investment (ROI) that social media gives to the company, It is true there is a lot of conversation

and engagement on the social media sites but the company have not been able to certainly determine how those activities turned to sales.

In addition, 80% of Precision Air staffs said social media increase exposure of their company and services to more people because their Facebook report shows that they reach people in more than 32 countries which is more than how their other marketing efforts can reach. 100% agree that social media have increased traffic in their website by almost 300% compared to the time when they were not using social media. For example in their Facebook there is a Paa royal application which direct visitor to the Paa royal page on the website, apart from that, in almost all their post on social media pages there is a URL that directs people to their website.

#### **4.4 Effectiveness of Social Media in Products Marketing**

Analysis of the data employed open coding, which Creswell (2009) says allows for identification of categories or themes for analysis. The main objective of this section is to determine the effectiveness of social media in introducing new products in the market. The effectiveness of social media in product marketing can be justified by the following ways;

##### **i.) Communication**

Effective communication remains critical to any transformational change effort (Kotter, 2006). Of the stakeholders questioned about the effectiveness of social media as a communication tool, most of the respondent agreed that social media is an effective for communication than other traditional communication tools like newspaper adverts, TV and radio broadcast. Most stakeholders agreed that social media would only grow in its prominence and potentially become our main method for communication. Social media will just continue to be implemented in our daily lives at exponential rates. Everything goes hand in hand with social media, so our reliance on it will keep increasing dramatically.

There were a minority of stakeholders who didn't see social media as an effective communication tool, their primary reason included concerns about too many social media sites causing fatigue and pulling people away to other platforms, they used to

introduce products in the market using traditional marketing methods like newspaper adverts and TV and radio broadcast.

Different respondent cited a number of fastest communication advantages of using social media especially when they introduced new product in the market including the immediacy of social media and the ability to allow for a faster response when their stakeholders had questions or concerns regarding the product. One respondent from Precision Air called social media as “A two-way street to communicate with customers. A way to get messaging/branding out, and a way to answer customer questions, hear customer concerns, and change perceptions if necessary”

Other respondents spoke to the lifting of the geographic communication boundaries that social media provides. “It opens communications across the world. It is especially great for allowing people understand product from one continent and another. The study reveal that due to the rapid growth of science and technology in communication industry, social media is very effective in communication since its allow direct conversation between two people or marketer and customer example twitter, Facebook etc.

## **ii.) Engagement**

By using social media as a platform it allows participants and buyers of the product to interact, engage, comment and transact with one another especially sellers or company. When used to its fullest potential, social media is a two-way dialogue, rather than a top-down method of marketing organizational communication.

When respondents were asked to rate the effectiveness of using social media engagement opportunity in launching new product or service, they comment according to their age as most youth agrees and comments that it is very effective compare to the older people who still agreed with the traditional ways of communication such as TV, Radio and Newspaper.

A majority of respondent also agreed, generally it is easier to resolve issues through social media. A marketing officer can be able to share compliments and complaints concerning the product at any time and the response can be very quickly, either by customer appreciation or trying to find a solution for the problem. Example

passenger need to book or cancel the trip can use social media to get the procedure on what to do and also can get cell phone number to call and express his or her need. For customer it is important that organizations or companies use social media as they will be able to interact with a company such as before and after purchasing their new products such as new trip in the markets since it is a very good way to learn more about them, and help them to improve. According to the respondents from Popote Media, experience shows that some of the customers use Facebook page to look for the new products from different company. In this case social media stand as effective tools in marketing and also it's a strategy that should be used to introduce new product in the market.

### **iii.) Personal Connection**

The engagement is further improved when a personal connection can occur. Respondents from Precision Air rated the level of their company engagement with social media as “very effective” said that the “the use of social media allows them to connect with their customers in more of a personal way rather than business which brings them even closer to the company and also some times to communicate with other stakeholders whenever they need to. To this end, social media breaks down the communication hierarchical boundaries that typically exist in large organizations or company.

Social media created a closer relationship with the company and its customers, It is the two-way dialogue and personal connection social media creates is critical to allow stakeholders of the product to understand the direction and feedback of their products and services in the market. It allows the market department to provide messaging to a much broader audience that can be viewed on their terms and allows people to interact with it.

The personal connection that users have with friends on their own social media sites also can create and engagement and/or relationships with the company that may not have happened. Its happen nowadays because of social media the relationship between friends via social media has created more interest and engagement about certain causes, but it comes with a caveat. They said “When you see friends liking something, it peaks your curiosity and you click on the link to find out more

information about the organization/products and either like it because you agree or are just inclined to like it because all of your friends have done it”.

The response about the personal connections created by social media speaks to the ability to create social capital. Lin (2001) defines social capital as essentially the profit or gains that individuals make through their social relationships. As one might expect those with strong social relationships have a greater level of social capital and consequently a greater level of satisfaction. How social capital is gained through social media has been the subject of some research.

#### **iv.) Brand Recognition**

One of the most powerful ways to use social media is brand-building tool. With social media, business organizations get to decide how the firm wants to position itself in the market, and to determine what people need to know about the Organizations. With consistent effort and greater content, business Organization can build brand around the company’s values while still highlighting the benefits, and advantages of the firm.

#### **4.5 Marketing Strategies through Online Media**

According to Precision Air Company, creating rigorous social media strategies is necessary to ensure consistent customer experiences, reliable content creation, data governance and regulatory compliance. And the company tries to differentiate itself from other companies in social media marketing strategies. The strategies goes together with the company corporate culture factors (e.g., risk-averse versus risk-taking). According to Popote Media there are some basic steps in social media strategy development that tend to be universal and their also used by Precision Air Company:

To identify business areas that can benefit from social media, such as sales, marketing, support, customer relationship management (CRM), human resource and research and development to involve stakeholders from the affected areas, investigate how social media can support the goals of each business area identified, determine what processes each area should use to engage in social media, Identify

metrics for success and how they will be measured and to continually optimize your engagement processes based on the measurements i.e., social media listening.

According to the respondent from Precision Air Company, a serious marketing research and analysis should be done so as to provide critical information for decision-making purposeful before using social media. The main objective is to understand the strategies to be use in marketing online. The following are the main questions before engaging social media;

How do our employees, vendors and customers use social media now? What is the growth and benefit potential for social media for our company? What is our vision for social media? Which business areas can benefit most? How can social media support our goals? Which stakeholders should we involve? What are the best ways for us to engage? How should we measure and optimize?

For that case the marketing strategies in Precision Air Company has been done after doing a marketing research and give the deep understanding of its customer and market wave in general.

## CHAPTER FIVE

### SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Introduction

This chapter presents conclusions on key findings of the study, it covers summary of findings, conclusion of the study, recommendation and it gives out some areas for further studies.

#### 5.2 Summary

This study intended to evaluate the effectiveness of social media in product marketing in the Tanzanian environments with the following specific objectives to identify social media tools preferred by clients in information sharing, to determine the effectiveness of social media in introducing new products in the market and to evaluate the strategies used in marketing by business companies through online media.

Respondents from client of social media that is Precision Air and service provider Popote Media both made a total number of 15 respondents. They provide information on different matters according to the questionnaires provided and interview.

The result of the study shows the increased number of social media users and different companies including Precision Air, had to adapt to this new generation marketing platform, in the way of introducing the product or a marketing campaign and even way of communicating with their stakeholders. Study reveals that young generation are most people who are familiar and most active group in social media and most of the companies use them as way of communicating to the general community.

In connection to objective one of the study reveals that most of Popote media's clients including Precision Air prefer to use the following social media tools; Facebook, Twitter, YouTube, Blog and little use LinkedIn as it's shown in figure

4.3. Most clients had similar trend in relations to social media. The experience level with using social media was almost split equally between service provider and user or company use social media in introducing product in the market.

Responding to the question of working experience both respondent from Popote media and Precision Air shows that department had few experience staff and the department for Precision depending on outsourcing the work as they don't have enough staff for managing social media tools as shown in table 4.2, so it would be a fair conclusion that the use of social media in organizations and with other stakeholders is a relatively new phenomenon.

Because of the relative newness of social media especially in introducing products in the market it's still too early in some efforts to claim successful sales of the products as a result of social media. One respondent speaking about his company blog said 'the blog laid the groundwork for transformational change in products marketing but, "we're just at the beginning of the road, so I don't think we can claim success yet"

In connection to the objective number two, the combined responses obtained from Client and service provider present a clear picture that there is a favorable opinion on the effectiveness of socio media in introducing product in the market. As previously mentioned in this study, in introducing product to the market there should be transformational change which requires engagement, effective communication and the development of a relationship that is forged on the concept of dialogue as it also discussed by (Craig & Muller, 2007).

For the question on how effective is social media when introducing new products in the market. Given the responses by respondents and review of the literature, it's clear that when there are tools introduce product in the market by engagement, effective communication and socialization will be easy for the customer to understand the product and be familiar with. Social media tools and tactics that best achieve engagement socialization will likely be the most successful in introducing product in the market.

In last objectives as its need to evaluate the strategies used in marketing by business companies through online media, the study reveal that due to its complication in running the social media tools the companies such as Precision Air tend to outsource other companies like Popote media to manage those social media tools and other online media like hosting a website and blog updating and having a direct dialog or conversation online. For example Popote media have contract with different companies apart from Precision such as Akiba commercial Bank, CRDB bank, and Twiga Cement to manage their online media tools.

For that case it can be concluded that in this new world of science and technology especial in the era of information and technology there is no escaping social media these days, either for individuals or for businesses. Today, it is impossible to separate social media from the online world. The social media conversation is no longer considered a Web 2.0 fad; it is taking place in homes, small businesses and corporate boardrooms, and extending its reach into the nonprofit, education and health sectors. From feeling excitement, novelty, bewilderment, and overwhelmed, a growing number of people now speak of social media as simply another channel or tactic. Blogging can have a very positive effect on your Company's branding & growth. Customers with blogs gathered more leads than customers without blogs. It is imperative to understand that today, social media have exponential potential. They are part of an ever-growing online network of people who discuss, comment, participate, share and create.

### **5.3 Conclusions**

It is clear from the available literature and the results reveal in this study that social media has been proven to be effective tools in introducing product in the market and it has the potential to significantly flatten the hierarchy of traditional way of marketing the products.

The engagement level in social media is growing exponentially as more users including customer of the products and companies or organization embrace social media as not just a new set of tools, but rather a new evolution in communication. At the heart of social media is the concept of collaboration and shared understanding,

all factors that are important key to the successful implementation of transformational change and communication. The rapid growth of social media has resulted in frantic and disconnected communications. Usually not uncommon for people to pursue their own interests and connections when using social media tools, but when brought together the collaboration and relationships created with social media can bring powerful results.

Despite the effectiveness of social media in communication and its role in marketing, it still in the line that the normal traditional mode of introducing product in the market such as direct sales, promotion and billboards can still work out in some areas where there is a need to introduce product in the market and there are few number of people who are using social media like Facebook, Blog and Instagram.

For that case social media cannot be the panacea for all the difficulties organizations have with communicating to customers especially where they want to introduce product in the market. This is because effective communication is not about social media, but rather what managers or companies and their stakeholders such as customers do with social media and ultimately it's about the increasing tendency among stakeholders in organizations to put conversation at the center of their work lives. And it's about the way that conversation based practices both generated and release organization energy.

The results of this study, coupled with the ongoing research and available literature confirms that social media provides leaders and stakeholders with tools that flatten the communication hierarchy, thereby given organizations the potential to improve the effectiveness of communication and ideally achieving the transformational change so many organizations seek. It is true that not every organization will be successful, but the blame cannot rest on social media. Social media has the power to create unprecedented opportunities to discover and nurture relationships free of any type of boundaries that once existed. The social media tools will change, but the evolution of communication between company and customer spawned by social media will continue. Social media has truly transformed the way we communicate as a society.

Conclusively, as the result of this study it can be said that whether you are an individual, a startup small business or a large corporation, an online presence and an ongoing conversation with your constituents is a baseline requirement and will take time and expertise. Companies are diverting resources and rethinking their traditional outreach strategies. And as the social media wave dissipates into the vast ocean of connected experiences, the term itself will become an entry in dictionaries and encyclopedias and we will embark on a new era of knowledge, accessibility and experiences unbound by distance, time or physical walls. It is high time that every business adopts social media in marketing generally including introducing new product in the market and takes it seriously

#### **5.4 Recommendations**

Based on the observations from this study, the researcher recommends the following; Authorities given power by Government to monitor and limit owner of social media tools and companies who use social media tools like blogs and website in bad manner should take serious measures in supervising those social media tools. Most of them use to post pictures and video which go against with our culture, traditional and norms.

Marketers they should know the tactics and engagement as the most effective social tactics and the best ways to engage their audience or customers with social media, but in consideration with demographic data, simply because there some products for older people and not for children like condoms. So they should consider age's differences when they use social media tools to market their product and find proper way to transfer their message.

Government of Tanzania should also encourage its ministries and institutions to change from tradition way of communicating with their citizen and engage fully in the e-government which include the use of social media tools like website, blog and you tube.

### **5.5 Areas for Further Study**

Information and technology it's still growing and the study found that there is a need to have more studies in that field of social media network. So the following area has been recommended for further study;

- i. Social media and its role in marketing of local products
- ii. The effectiveness of social media in advancing transformational change
- iii. Social media and its role in behavioral change
- iv. To investigate the cost of using the internet to do business in Tanzania
- v. To investigate how widespread is internet usage amongst the Tanzania Population.

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## APPENDIXES

### APPENDIX 1

#### QUESTIONNAIRE FOR POPOTE MEDIA (ONLINE MARKETING AGENCY)

##### A. Personal Profile

1. Name
2. Age
3. MaritalStatus
  - a) Married
  - b) Single
  - c) Widow
  - d) Divorced
4. Level of Education
  - a) Below Secondary Education
  - b) Secondary and Above

##### 1. Background information

- How many years have you been working with the company
- a) Less than a year
  - b) 2 – 5 years [\_\_\_\_\_]
  - c) More than 5 years

##### 2. Social media and social media marketing

- Social media services your agency offer (*Tick all appropriate answers*)

- Design/ Development
- Analytic
- Monitoring
- Content creation
- Strategy
- Status update
- Research
- Community management

- Years managing social media marketing activities for clients
  - a) Less than 12 months
  - b) 1 to 2 years
  - c) 2 to 3 years [\_\_\_\_\_]
  - d) 4 to 5 years
  - e) More than 5 years
  
- For what purpose do your clients use Social Media in marketing? ( *Tick all appropriate answers*)
  - Social Media is used to create brand awareness
  - Social Media is used to increase sales
  - Social Media is used to find new customers
  - Social Media is used to improve communications with customers
  - Social Media is used in product development

Is there any other purpose for using Social Media? Please specify

\_\_\_\_\_
  
- Do you measure your clients marketing activities carried out via Social Media?
  - a) Yes
  - b) No [\_\_\_\_\_]
  
- The measures or Key performance indicator(KPI)you do follow in your activities ( *Tick all appropriate answers*)
  - The number of visits
  - Number of comments
  - Number of fans or subscribers
  - Other sites and blogs that make links to the company
  - Sales/Turnover
  - Engagement

Is there any other measure/KPI you use? Please specify

\_\_\_\_\_

- Reason for outsourcing social media activities (*Tick all appropriate answers*)

- Lack of competent staff
- Save time
- Reduce cost

Others, Please specify

---

- What are Effectiveness in use of social media for marketing.....
- Social media platforms that your clients like to engage in. (*Tick all appropriate answers*)

- Facebook
- Twitter
- Instagram
- YouTube
- Google+
- Blog
- LinkedIn

Others, Pleases specify

---

- One social media platform mostly preferred by your clients

\_\_\_\_\_

- Considering the current trend, what are future changes on the use of social media channels for marketing (*Tick the appropriate answer*)

**Launch Increase Maintain Decrease Terminate**

- a) Facebook
- b) Twitter
- c) Instagram
- d) YouTube
- e) Google+
- f) Blog
- g) LinkedIn

➤ Age group in relation to the use of social media (*Tick the appropriate answer*)

- |             | <b>Very active</b>       | <b>Active</b>            | <b>Fairly active</b>     | <b>Not active</b>        |
|-------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a) 13 to 24 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b) 25 to 35 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c) 36 to 47 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d) 48 to 59 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e) 60+      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**Age Group and Social Media**

<b>Age group</b>	<b>Very active</b>	<b>Active</b>	<b>Fairly active</b>	<b>Not active</b>
13 to 24				
25 to 35				
36 to 47				
48 to 59				
60+				

THANK YOU

QUESTIONNAIRE FORM FOR PRECISION AIR

**A. Personal Profile**

3. Name

4. Age

5. MaritalStatus

a) Married

b) Single

c) Widow

Divorced

6. Level of Education

i. Below Secondary Education

ii. Secondary and Above

**B. Background information**

➤ What is your current role in the company

\_\_\_\_\_

➤ How many years have you been working with the company

d) Less than a year

e) 2 – 5 years [\_\_\_\_\_]

f) More than 5 years

**C. Social media and social media marketing**

➤ Does your company use social media for marketing

a) Yes

b) No [\_\_\_\_\_]

➤ Benefit your organization gain from using social media for marketing (

*Tick all appropriate answers)*

Increase exposure

Increase traffic

Provide marketplace insight

Develop loyal fans

Improve search rankings

Reduce marketing expenses

Improve sales

Specify others, if any

---

---

➤ Social media is important to your business

a) Strongly agree

b) Agree

c) Uncertain [\_\_\_\_\_]

d) Disagree

e) Strongly disagree

➤ Years using social media for marketing

f) Less than 12 months

g) 1 to 2 years

h) 2 to 3 years [\_\_\_\_\_]

i) 4 to 5 years

j) More than 5 years

➤ Are capable of measuring return on investment for your social media activities?

a) Yes

b) No [\_\_\_\_\_]

➤ Facebook marketing is effective

a) Strongly agree

b) Agree

c) Uncertain [\_\_\_\_\_]

d) Disagree

e) Strongly disagree

➤ Weekly time commitment for social media activities

a) 1 - 9 hours

b) 10 – 19 hours

c) 20 – 29 hours [\_\_\_\_\_]

d) 30 – 39 hours

e) Others, Please specify \_\_\_\_\_

➤ Social media platforms that your company uses (*Tick all appropriate answers*)

Facebook

Twitter

Instagram

YouTube

Google+

Blog

LinkedIn

Others, Specify

\_\_\_\_\_

➤ Based on your answer for the previous question, arrange social media platforms you use from the most used to the least used.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

➤ One most important social media platform

a) Facebook

b) Twitter

c) Instagram

d) YouTube

[\_\_\_\_\_]

e) Google+

f) Blog

g) LinkedIn

Others, Specify

---

- Future changes on the use of social media platforms (*Tick the appropriate answer*)

	<b>Launch</b>	<b>Increase</b>	<b>Maintain</b>	<b>Decrease</b>	<b>Terminate</b>
○ Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
○ Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
○ Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
○ YouTube	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
○ Google+	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
○ Blog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
○ LinkedIn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Have you outsourced your social media activities

a) Yes

b) No

[\_\_\_\_\_]

- Reason for outsourcing social media activities (*Tick all appropriate answers*)

Lack of competent staff

Save time

Reduce cost

Are there any other reason, Please specify

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THANK YOU