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Abstract

As the development of the world is a technology-driven one, social media has become an essential tool where businesses can expose their marketing campaigns to a broader range of consumers. In marketing today, social media is not just an optional element in the promotional mix but a mandatory one. Those platforms constitute a connection between brands and consumers, making it possible for individuals to easily communicate, share information, and form new virtual brand communities online.

As social media has become an essential factor in our lives, with an increased number of users each day, companies are obliged to have a solid online presence as an integral part of their marketing plan. Being active on social enables businesses to get direct and indirect customer feedback. Consumers can express their opinion and satisfaction with the company or products by commenting, liking, and following or unfollowing the company/brand's page. This way, businesses can better understand their customers' needs, allowing them to improve and build effective relationships with them.

Social media platforms are a promising tool for marketing campaigns, especially when introducing a new product. This is because they facilitate social interaction and online word-of-mouth, accelerating its exposure. By learning how social media platforms work, figuring out the target audience, and delivering creative and original content, businesses can increase their brand awareness and consumer loyalty, which, in turn, will increase their sales.

This paper intends to explore how building effective social media marketing campaigns will impact the growth of businesses in terms of ROI.

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Introduction

The introduction chapter of this thesis serves as a critical foundation for the rest of the paper. By providing an overview of essential concepts in social media marketing, readers will have a comprehensive understanding of the topic and its importance. The chapter starts with a review of key concepts, such as the marketing funnel, inbound marketing, marketing metrics, and content marketing. Each of these concepts is explored in detail, and their relevance to social media marketing is explained. The goal of this section is to ensure a strong understanding of these concepts and their role in social media marketing.

Next chapter outlines the steps involved in building an effective social media marketing campaign. This includes identifying your target audience, selecting the right social media platforms, creating engaging content, and measuring the success of your campaign. By following these steps, businesses can increase their chances of creating a successful social media marketing campaign that generates tangible results.

After establishing the fundamentals of social media marketing, we will delve into the impact of social media on business growth. This includes analyzing general statistics that demonstrate the importance of social media marketing, as well as an in-depth analysis of a company's growth in return on investment (ROI) that can be attributed to social media marketing. By examining the effects of social media on business growth, readers will gain a better understanding of how it can be leveraged to drive success.

Finally, the thesis concludes with a summary of the main findings and draws conclusions based on the research, highlights of the most important takeaways from the study, emphasizing the key factors that contribute to successful social media marketing campaigns. The conclusion also provides recommendations for future research and suggests ways that businesses can continue to leverage the power of social media for growth and success.

1. Social Media Marketing

1.1. Social media

The need for human connection is right smack in the middle of Maslow's hierarchy of needs, and has been a psychological truth of our species for ages. Humans have a deep-rooted desire to be part of communities where they are accepted and have opportunities to contribute (Butow E. e., 2020). The well-known online platforms, LinkedIn, Instagram, Facebook, Twitter, Pinterest, and YouTube share 2 common characteristics: The first is fulfilling some basic psychological need as they help connecting between individuals, and the second is that they were not invented for businesses, However, businesses later recognized their potential and started using them as marketing and advertising tools.

All those platforms usually keep on post-launch implementation and this constant evolution of social media is why it is very challenging for businesses to develop a successful, straightforward social media strategy. It is ever-changing and unclear. In many respects, traditional advertising is easier, but more expensive.

Social media is an integral part of modern society and is slowly becoming an important marketing tool that provides companies with plenty of opportunities to interact with their consumers. Social media is a group of Internet applications based on the Web 2.0 platform (Kaplan, 2016), allowing user-generated content creation and exchange. Social media is an important cultural event worldwide; therefore, active social media users are increasing significantly every year. In 2022, the number of social media users increased by 10% globally compared to the previous year and amounted to 4.62 billion people. In January 2023, the number of social media users reached 4.76 billion, where 64.4% of the population is connected to the Internet (Statista, 2023). Social networks are one of the most popular types of social media in all countries.

One of the known phenomena often seen in social media platforms is network externalities, also known as network effects, a phenomenon in which the value of a product or service increases as more people use it. The more users a platform has, the more valuable

it becomes to each individual user (Edward G. Anderson Jr., 2014). The value of a social media platform to an individual user is derived from the ability to connect with friends, family, and other individuals who use the same platform. As more people join the platform, the likelihood of finding and connecting with people of interest increases, thereby increasing the value of the platform to each user. Additionally, network externalities can lead to a positive feedback loop, where the more users a platform has, the more likely it is to attract new users. This is because a larger user base often signals a higher quality of the platform, and potential new users may be more likely to join a platform that has a large user base and a high level of activity. Network externalities can also create barriers to entry for new competitors. As the dominant social media platforms gain more users, it becomes more difficult for new competitors to enter the market and attract users to their platform. It plays a significant role in the success and growth of social media platforms, as the value of the platform to each user is closely tied to the size and activity level of the user base (Shapiro, 1985).

The user profile is vital to social media sites because it enables social interaction and connections; the basic identification of users makes finding and connecting with people possible. This also humanizes the accounts, making them feel like a real person is behind the screen. Social media is a tool that anyone can use, including businesses that use it to connect with their target audience. Using social media, organizations can strengthen customer relationships, build brand trust, and identify new opportunities.

Social media has revolutionized how people connect, share, and communicate with each other. When talking about social media, its essential also to consider its various characteristics. One of the most significant characteristics of social media is social connectivity, as it allows users to connect with others and build relationships through sharing content, commenting, and messaging. Social media platforms rely heavily on user-generated content, which means that users create and share their own content, such as photos, videos, and text. Real-time communication is another important characteristic of social media, as it enables users to communicate in real-time with friends, family, and followers through messaging, commenting, and live video.

Social media platforms use algorithms to curate and prioritize content for each user based on their interests, engagement, and behavior on the platform. These algorithms analyze factors such as user behavior, relevance, engagement, and friend connections to deliver personalized and engaging content in user's feeds. They also play a role in delivering targeted advertisements based on user data. The goal is to enhance the user experience by showing them content that aligns with their interests and keeps them engaged on the platform. (Jiang, 2021)

Additionally, social media platforms allow users to share a variety of multimedia content, including photos, videos, and audio. Many social media platforms are designed with a mobile-first approach, making them accessible and easy to use on smartphones and other mobile devices. However, there are also privacy concerns associated with social media, as platforms often collect and use user data. Many platforms have implemented measures to address these concerns, such as privacy settings and two-factor authentication. Overall, social media has become a ubiquitous part of modern life, enabling people to connect, share, and communicate in ways that were not possible just a few decades ago. As the social media landscape continues to evolve, it will be interesting to see how these characteristics develop and change over time (Liu, 2018).

The widespread popularity of social media platforms has led to the generation of massive amounts of data, referred to as "big data." More than a billion people around the world use social media platforms, and the data generated by these users is the result of the integration of their background details and daily activities. This data includes user-generated content such as statuses, tweets, comments, posts, and reviews, which can be images, text, or videos. User-generated content is not necessarily in a standard form, which can lead to various quality distributions, ranging from high-quality to low-quality (Aggarwal, 2011).

The data generated by social media sites are naturally fuzzy and unstructured, making it challenging to extract high-quality information from them. However, these data incorporate users' personal opinions, behaviors, and thoughts, making the task of extracting

information from them increasingly important. The massive amount of data generated by social media platforms includes various types of structured, semi-structured, and unstructured data, such as microblogging, news articles, blog posts, internet forums, reviews, and Q&A posts. The variety of data types poses challenges for real-time analytics, but it also provides an opportunity for businesses and researchers to extract valuable insights (Ghani, 2018).

One of the significant benefits of big data in the social media context is the ability to gain insights into user behavior and preferences. By analyzing social media data, businesses can identify patterns and trends in user behavior, such as which types of content are most engaging, what time of day users are most active, and what types of products and services users are interested in. Additionally, businesses can use social media data to build user profiles and tailor their marketing strategies to specific user segments. However, there are also challenges associated with big data in social media, including the sheer volume of data generated by social media platforms and privacy concerns associated with the collection and use of social media data (Adedoyin-Olowe, 2014).

Social media has also changed the conventional ways of working. It can be explained by the concept of platform economy. It refers to the collection of businesses and individuals that operate through online platforms to offer goods and services to consumers. The platform economy is becoming increasingly popular among businesses as they adopt digital strategies to stay competitive. Companies such as Airbnb, Uber, Amazon, Google, Salesforce, and Facebook are creating online networks that connect people and facilitate digital interactions. There is a wide range of digital platforms available today that provide various services, products, payment options, software development, and more.

This digitally-based economy has been given different names, but they are often used interchangeably. It is different from conventional ways of working as it disrupts the concept of traditional jobs. The platform economy uses the internet to connect dispersed networks of individuals and facilitates digital interactions between people. It involves a triangular relationship between the platform, the worker, and the customer. The platform's

role is to connect those who provide supply (the worker) with those who have demand (the customer). Unlike traditional linear business models, platform-based models create value by connecting users on an online network. The platform creates the means of connection rather than owning the means of production. The strength of the platform economy lies in its ability to eliminate trade barriers by using increased information sharing between different players and circulating data to its advantage. This creates a more open economic system with greater participation from its users (Daisy Chan, 2019).

The platform economy has the potential to provide advantages for transitioning and developing countries. One such benefit is the creation of employment opportunities within struggling markets, particularly for individuals who face obstacles to finding work or experience exclusion, such as young people, women, persons with disabilities, and those residing in remote areas. Additionally, it can serve as an alternative for individuals who might otherwise migrate, preventing a country from experiencing a "brain drain." Due to its ability to withstand disruptions caused by the Covid-19 pandemic, remote work has become more prevalent in the platform economy compared to traditional physical businesses (European Training, 2021).

Social media can be used to gain a positive return on investment, and it should be done by sharing the right content to engage an audience. The commonality of successful social media posts is their effect on the audience. The effectiveness of social media posts can be measured through engagement, which is essential because it decides whether the post is displayed more often in users' aggregated timelines. The more views of the post, the more likely they are to engage with it.

Social media can be a cost-effective way for businesses to reach their target audience. While traditional advertising can be expensive, social media advertising allows businesses to target specific demographics, interests, and behaviors, and to adjust their budget and bidding strategy to maximize their return on investment. Additionally, social media can provide businesses with valuable insights into their audience's behavior and preferences

through analytics and social listening tools. This data can help businesses to refine their social media strategy, improve their content, and better understand their customers' needs.

It has revolutionized the way businesses interact with their customers and prospects. With its broad reach, powerful targeting capabilities, and engaging content formats, social media has become an essential tool for businesses of all sizes and industries to build brand awareness, drive traffic, and generate leads. However, to succeed with social media, businesses must develop a comprehensive strategy that aligns with their overall marketing objectives, and that speaks to their target audience's needs and interests. They must also measure and analyze their social media performance continually, optimize their tactics, and stay up to date with the latest trends and best practices. As the social media landscape continues to evolve, businesses must remain agile and adapt their social media strategies to stay relevant and effective. Overall, social media presents enormous opportunities for businesses to connect with their customers, build their brands, and drive long-term success. With the right approach, businesses can unlock the full potential of social media and achieve lasting success in the digital age.

Social media, encompassing digital platforms like Facebook, Twitter, Instagram, and LinkedIn, provides an environment where individuals and organizations can create, share, and interact with content. It's a space for online conversation, community engagement, and networking. The strategic application of these platforms to promote products, services, or brands to specific audiences is social media marketing. As a subset of digital marketing, it utilizes the expansive and interactive nature of social media to achieve business objectives.

While social media is a component of the digital landscape where communication and interaction occur, digital marketing leverages these and other digital tools and tactics to strategically achieve business goals.

1.2. Digital marketing

Social media marketing is the strategic application of various social media platforms to advertise a product or service (Bullan, 2023). This method has emerged as a fundamental component of the broader digital marketing landscape, gaining prominence due to the surge in the usage of these platforms by individuals globally.

At present, social media boasts of billions of active users worldwide. The vastness of this audience presents an unprecedented breadth of marketing opportunities waiting to be harnessed. The sheer volume of potential customers within these platforms can help businesses to extend their reach, enhance brand visibility, and improve customer engagement. Advancements and refinements in technology have dramatically reshaped the marketing landscape, transforming it into a more dynamic ecosystem. Social media has played a pivotal role in this shift, enabling new patterns of interaction and communication that have fundamentally altered the rules of marketing.

As a result of this transformation, social media has also catalyzed the creation of innovative business opportunities. It has opened new avenues for businesses to connect with customers, gather real-time feedback, and tailor their offerings to meet ever-evolving consumer needs and preferences. Consequently, businesses that can effectively leverage social media stand a better chance of thriving in the highly competitive and constantly changing market.

It is the online environment where people with common interests come together to share their thoughts, comments, and ideas (Weber, 2007). The use of these online communication platforms based on the usage of the Internet and mobile-based technologies in marketing actions by businesses is critical in two aspects. The first is the consumers' effect on their products and brands and the share they create with other consumers (Dimosthenis, 2009). Research has shown that social media influences the intention of trust and purchasing and facilitates sharing of knowledge and experience among consumers (Hsiano, 2010). Social media advertising as a business strategy leads to increased sales, value, and communication with consumers.

The critical takeaway is that people use social networks to connect with, talk to, and learn from others. If a business can insert itself into that process and help the audience fulfill that need, it will take the first step toward constructing a successful social strategy. Social media offer cost-effective marketing research tools to gather consumer feedback and an easier way to dialogue with them. Moreover, it allows businesses to reach a wide range of people in cost-efficiency since platforms such as Facebook, Instagram, and Twitter have billions of users. By creating a social media presence, businesses can reach potential customers who already spend a significant amount of their time online. Being present on social media allows brands to engage with customers. Therefore, businesses can enhance loyalty and trust among their audience, leading to increased brand awareness and sales. In addition, businesses can focus their advertising and content on reaching their target audience thanks to the amount of data collected by social media platforms on their users.

It is essential to mention that among all the advantages social media provides, there are also many challenges. The main one is the need to continuously create relevant and valuable content to engage customers and keep them close. Additionally, those platforms use constantly changing algorithms, making it harder for businesses to reach their audience. As a result, companies must invest in paid advertising and adapt their strategies to adjust to the changing algorithms and stay ahead. Every social platform offers the ability to "promote" posts, allowing them to be seen by far more people than the existing follower base.

Of course, each business has to make sure it uses the best platform for the business, targeting the right audience and sending that targeted traffic to the best possible content. As the first step in developing a successful marketing plan, social media strategies should be well understood and planned in advance.

Evaluation of the performance of a business on social media platforms can demonstrate whether a business is thriving on social media. It can be measured in terms of brand reputation or equity and can be seen through the amount of "likes" and follows a business has, which can be translated into online support. Performance can also be measured by the

quality of customer service and relations, seen in public interactions with users in comments. Moreover, sales of products or services are a great indicator of performance, and it can be counted by a post-sale questionnaire or by counting the number of link clicks on a post.

Wu, Martinez, and Martin (2020) defined social media strategy in terms of six social media use variables: advertising and promoting products and services, creating brand visibility, conducting market research, communicating with customers, receiving customer feedback on existing products or services, and providing product information. Social media, which include online channels for sharing and participating in various activities, represent an increasingly important way for brands to communicate with attractive audience segments (Murdough, 2009).

Branded social campaigns provide additional touchpoints to encourage ongoing interaction between the consumer and the brand story throughout the day, which can deepen consumer–brand relationships, help marketers uncover common themes in consumer feedback, and persuade consumers to engage with online content (Murdough, 2009). Thoughts, feelings, perceptions, images, and experiences from these touchpoints form a set of associations with the brand in consumer memory (Keller, 2009) Marketers have several options within the social media landscape for branding, including placing paid display advertising, participating in social networks as a brand persona, developing branded engagement opportunities for customer participation within social networks, and publishing branded content in social channels (Solomon, 2013).

Social media advertising has become an increasingly important part of modern marketing strategies, as businesses look to capitalize on the vast audience and engagement potential offered by social media platforms. With over 3.8 billion active users on social media worldwide, advertising on these platforms presents a unique opportunity to connect with customers and reach a large audience. Advertising on social media platforms allows businesses to create targeted campaigns that can be customized to meet specific marketing goals, such as increasing brand awareness, driving website traffic, or generating leads. One

of the main advantages of social media advertising is the ability to target ads to specific audiences based on their demographics, interests, behaviors, and other relevant factors. This level of targeting allows businesses to deliver highly relevant messages to their target audience, increasing the likelihood of engagement and conversion (Tuten, 2008). Social media advertising also offers sophisticated analytics and testing tools, which allow businesses to monitor the performance of their campaigns and make data-driven decisions about how to optimize their ads for maximum ROI. Overall, social media advertising is an essential component of any modern marketing strategy and offers businesses a powerful tool to connect with customers, build brand awareness, and drive sales (Dwivedi, Kapoor, & Chen, 2015).

Social media may serve as a channel for many marketing activities, including customer relationship management, customer service, buyer research, lead generation, sales promotion delivery channel, paid advertising channels, and branding. However, regardless of the goal, information about the brand must be relevant to the consumer to engage with the brand in self-relevant ways (Schmitt, 2012).

Another form of social media marketing is influencer marketing which is involving endorsements and product placements from influencers, people and organizations who possess a purported expert level of knowledge and/or social influence in their respective fields. The value of word-of-mouth recommendations has never been higher as we seek products and services from people we trust. As consumer usage increases, partnering with influencers offers the chance for advertisers to stand out in the News Feed in a much more meaningful and visible way than a standard ad. (Glenister, 2021). Social media marketing has transformed the way businesses communicate with their target audience. In the past, businesses had limited options for promoting their products or services to the masses. However, with the advent of social media platforms such as Facebook, Twitter, Instagram, and LinkedIn, businesses can now interact with their customers in real-time and create highly targeted marketing campaigns.

One of the biggest advantages of social media marketing is the ability to reach a wider audience at a lower cost compared to traditional marketing methods. With the vast majority of people using social media, businesses can take advantage of social media's highly targeted advertising options to reach specific demographics or interest groups. Moreover, social media marketing provides businesses with a platform to build brand awareness and improve their online reputation. By creating high-quality content, such as informative blog posts, eye-catching images, and engaging videos, businesses can increase their visibility and establish themselves as industry leaders.

Additionally, businesses can utilize social media to address customer complaints and feedback, demonstrating their commitment to providing excellent customer service. However, businesses must also be mindful of the potential pitfalls of social media marketing. Due to the nature of social media, businesses must be careful when crafting their marketing messages to avoid appearing too promotional or pushy. Businesses must be prepared to respond to negative comments or reviews, which can spread quickly on social media if left unaddressed. It is a powerful tool for businesses looking to increase their online presence, engage with customers, and ultimately, drive sales.

Each digital platform has its own business model that instructs them how to act in front of their users. For instance, Facebook's business model is based on the belief that everyone should have a voice and be able to connect. Being committed to serving everyone require them to have a service that is affordable to everyone. The best way to do that is to offer services for free, and ads enable them to do it.

People want the ads to be relevant in order for them to watch them. For this reason, Facebook first understands its users' interests. Then, based on what pages people like, what they click on, and other signals, it is possible to create categories and then charge advertisers to show ads to that category. Although advertising to specific groups existed well before the internet, online advertising allows much more precise targeting and, therefore, more-relevant ads.

The internet also allows far greater transparency and control over what ads people see than TV, radio, or print. For example, on Facebook, users have control over what information can be used to show them ads, and they can block any advertiser from reaching them. In addition, users can find out why they see a specific ad and change their preferences to get ads they are interested in. Furthermore, users can use the transparency tools to see every different ad an advertiser is showing to anyone else.

In an ordinary transaction, the users pay a company for a product or service they provide. They get these services for free on Facebook—and Facebook works separately with advertisers to show them relevant ads. This model is sometimes unclear, as people assume Facebook does things it does not do. For example, people assume it sells private data. Selling people's information to advertisers contradicts their business interests because it would reduce the unique value of their service to advertisers.

Facebook is very focused on helping people share and connect more because the service aims to help people stay in touch with family, friends, and communities. However, from a business perspective, their time must be well spent, or they will use the services less over the long term. The company collects some information for ads—but that information is generally important for security and service operations. People have complete control over whether Facebook can use this information for ads but do not control how it uses it for security or operating its services.

Facebook believes it has to be clear about how information is used. People must have clear choices about how their information is used, and it can be kept by using a regulation that codifies these principles across the internet. For them, technology has always been about putting power in the hands of as many people as possible (Zuckerberg, 2019).

Instagram for example, generates revenue through various channels, including online advertising, creator tools, and Instagram shopping. However, its primary and oldest source of income is digital advertising. Instagram displays ads in various formats, such as photos, videos, carousels, collections, and shopping advertising, across different sections of the app like stories, feed, Explore Tab, IGTV, and Reels.

Shoppable posts were introduced in late 2016, allowing businesses to tag items in their posts, but users had to complete the transaction on the brand's website. Instagram received a percentage of the transaction as compensation. In March 2019, Instagram enhanced the functionality of Shoppable posts, allowing users to purchase items directly from the app, making the purchasing process smoother.

Content and creators are crucial to Instagram's user engagement and development. Therefore, paying users to create content may motivate them to generate more material regularly. In addition to sharing ad revenue, Instagram enables artists to earn money through badges, which fans can purchase to support creators during live broadcasts. Instagram doesn't take a cut from badge sales, and creators receive the full amount.

Facebook acquired Instagram for \$1 billion in April 2012, offering the founders independence and access to Facebook's resources. In exchange, Instagram would operate as an independent business and avoid Facebook's influence. Today, Instagram's focus is on reels, videos, and shopping features while emphasizing freedom and power. The app plans to enhance its search technology beyond usernames and hashtags, add AR filters to stories, and provide better shopping features.

By staying up to date with the latest trends and best practices in social media marketing, businesses can leverage this platform to build a loyal customer base and achieve long-term success. Businesses must adjust their social media marketing into the larger picture of a company's marketing strategy. Moreover, marketers should understand how to target their audience effectively at each stage of the process in order to optimize their efforts during the process. In order to do that, marketers use the marketing funnel which provide them a clear framework for understanding how social media fits into the larger marketing strategy and demonstrates the importance of using data to measure and optimize marketing efforts.

1.3. Marketing funnel

A marketing funnel is a visual representation of a customer's journey when making a purchase decision (see Figure 1). The funnel is typically divided into several stages: awareness, interest, desire, action, and loyalty. The goal of a marketing funnel is to guide potential customers through each stage until they take the desired action, such as making a purchase. Businesses can create a more effective marketing strategy by understanding the customer needs and what motivates them at each stage.

Marketing managers should consider the real goals before choosing the proper strategies for the company, since different objectives often require different strategies to achieve. Nowadays it is possible to focus on brand awareness, a long-term strategy or funnel for customer acquisition, or a direct lead generation approach, where data-driven marketing through online advertising campaigns can generate sales in a short-term time frame. Attracting customer in the first impression is the principle step that decides the success of marketing funnel overall (Nguyen, 2017).

In this online era, the most basic strategy is optimizing the funnel to achieve reduced marketing costs without losing potential customers. The customer decision journey is a multi-phase process that consists of four distinct stages. The initial phase, known as the "initial consideration," occurs when the customer first recognizes a need and has a pre-existing set of brands that could potentially satisfy their demand. Brand perceptions, brand awareness, and recent touch-points all contribute to the formation of this initial brand set. While it is important to be present as a potential brand during this stage, it is not the determining factor in winning the customer's purchase decision (Lindblom, 2019).

During the second phase, known as the "circular active evaluation," customers evaluate and consider various brands, which may result in either the reduction or addition of brands to the original set. The company's ability to create effective touch-points is crucial at this stage. While the number of brands typically decreases during the subsequent phase, which is the "moment of purchase," the game is not entirely over. To gain a competitive advantage and foster customer loyalty, firms must pay close attention to the fourth phase, which is

the "post-purchase experience." Customers build expectations both before and after the purchase, and evaluate their actual experience based on these expectations. The more closely the actual experience aligns with their expectations, the more likely customers are to choose a particular brand the next time the same need arises. Therefore, it is critical for firms to deliver a positive post-purchase experience to customers to gain a competitive advantage and foster brand loyalty (Rantanen, 2012).

The traditional marketing funnel has been a four- or five-step process. The first step is Awareness: businesses advertising in order to make potential customers aware to a service or product that is exists and available. For example, businesses can create content that educates potential customers about their product or service. This first step is very expansive, but most people hope it will be worth it later. Then the next step is Interest: offering with the product or service some added value for the customer's personal or business life. In other words, it is a value proposition- the amount the customer will pay and what is the value they can extract from the offer. In this case, businesses can create content that highlights the benefits of their product or service. Next is the Desire: this step is all about offering the answer to some needs or wants of the customers. When people find the product or service as a solution to serve some physical or emotional lack, want, or need, they will make the financial commitment required. In this step, businesses can create content that shows how their product or service solves a specific problem. Next up is the Action: after following all the previous steps, in this one, businesses hope their promotion process was irresistible, encouraging the forthcoming customer to act right now rather than at some point in the future. Businesses can generate calls-to-action at the action stage that encourages customers to purchase (Ricart, 2022).

In the traditional funnel the last step has been Satisfaction: Businesses' willingness and hope the customers are satisfied with their purchase and appreciate the added value it delivers. although it is not fully effective since the model assumes people are linear and predictable in their behavior, while in theory it is obviously false. (Jaffe, 2016).

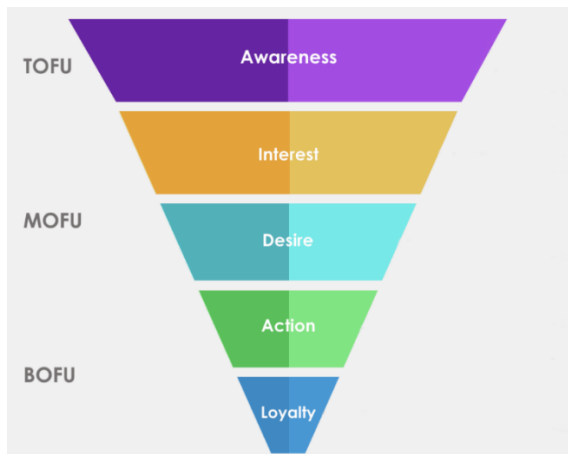
Moreover, the amount of money spent at the top of the funnel (generating awareness and interest) almost always outweighs the amount spent at the bottom. The marketing funnel is incomplete; it produces customers but does nothing with them. Businesses focused their resources and time on attracting strangers instead of encouraging existing customers, buyers who have shown they have the desire to purchase, to buy more.

This is why these days the last step is called Loyalty: delivering value before and after the purchase in order to attract new people to buy, to encourage existing customers to buy more often and spend more on other services or products they offer, and to recommend it to their friends. A business should do everything to enrich the experience which made people buy from it in the past. Deliver a remarkable customer experience and send a clear and straightforward message to target customers. This way, Customers will feel more loyal and enthusiastic about making future purchases since they got the extra value, and they will also tell others about their wonderful experience. It is all about using customer relationships to grow the business (Tran, 2020).

The CMO Council finds that marketing funnels are “no longer linear,” which makes customer journeys more complex to understand than ever (Anon, Why customer service is the new marketing, 2010). Marketing funnel is a powerful tool that helps businesses understand and optimize their customer acquisition and conversion processes. By breaking down the customer journey into stages, businesses can better target and engage potential customers at each stage, ultimately leading to higher conversion rates and revenue.

The key to success with the marketing funnel is to develop a deep understanding of your target audience and to create targeted and personalized content that addresses their needs and interests at each stage of the funnel. As the marketing landscape continues to evolve, businesses must remain agile and adapt their marketing funnel strategies to keep up with changing customer behaviors and preferences. By embracing the marketing funnel as a framework for their marketing efforts, businesses can build stronger customer relationships, improve their ROI, and achieve long-term growth and success (summary, 2016).

Figure 1: Marketing Funnel Diagram



(Johnson, 2022)

By using a methodology that focuses on attracting potential customers by the creation of valuable content and experiences tailored to their interests and needs, businesses can create content that aligns with each stage of the marketing funnel. This methodology is known as Inbound marketing.

1.4. Inbound marketing

Inbound marketing is a strategy that focuses on attracting customers through relevant and valuable content rather than interrupting them with traditional advertising methods and schedules. Traditionally Marketers have used outbound advertising; the advertiser pays for the coverage of his advertising to reach potential buyers to make them aware of products and services. Inbound marketing reverses that dynamic; it aims to build a relationship with customers by providing them with helpful information and solutions to their problems. The importance of is to create remarkable content, making it easy for people to discover that content on a Web site using Google, blogs, or any social media services (Lindblom, 2019).

The fundamental job of a marketer is to spread the word about what is the offer. Marketers use a combination of outbound techniques including e-mail blasts, telemarketing, direct mail, TV, radio, and print advertising, and trade shows (or expos) in

order to reach their potential buyers. As for today, consumers are more likely to use the Internet to gather information and to shop.

There are three main areas of the Internet that are used for shopping today; first come the search engines, like Google, where people search for Websites that offer the products or services they need. Then the blogosphere, with more than 100 million blogs, mostly because people feel that blogs are more sincere and candid than advertising. And last is social media sphere which includes the entire collection of social media sites like Twitter, Facebook, StumbleUpon, LinkedIn, Digg, Reddit, YouTube, and many others. These sites provide a platform for ordinary consumers to make their opinions heard (summeries, 2016). Inbound marketing matters because in growing a business successfully and generating sales, a business should match the way of marketing its products with the form of shopping by consumers today.

Most inbound marketing sales consist of a few steps. First comes converting visitors into prospects, upgrading them to leads, and transitioning them to sales opportunities before they become paying customers. Reaching the stage where inbound marketing works for a business requires it to influence its marketing decisions, the people it hires, and the professional agencies it chooses to work with, all while watching and monitoring the competitor's work. Progress has to be tracked periodically and persevere until reaching the point the inbound marketing works for the business (Halligan, 2014).

Inbound marketing tactics include search engine optimization, content marketing, social media marketing, and email marketing. For example, search engine optimization (SEO) involves optimizing website content and structure to improve visibility in search engine results pages. Content marketing involves creating and distributing valuable, relevant, and consistent content that educates and inform the target audience. Finally, social media marketing involves creating and sharing content on social media platforms to drive website traffic and increase brand awareness (Miller, 2015).

Inbound marketing differs from traditional marketing since they are two distinct approaches to marketing that differ in their strategies, techniques, and goals. Inbound

marketing is a customer-centric approach that focuses on attracting and engaging potential customers through relevant and valuable content, while traditional marketing is a company-centric approach that uses mass media and advertising to push messages to a broad audience (HubSpot.). Inbound marketing relies heavily on content marketing, which involves creating and sharing valuable content to attract and engage potential customers, while traditional marketing relies on more interruptive forms of advertising, such as print and TV ads, direct mail, and telemarketing. Inbound marketing tends to be less expensive than traditional marketing since it relies on content creation and distribution through digital channels, and it focuses on tracking metrics such as website traffic, lead generation, and customer engagement. In contrast, traditional marketing measures metrics such as reach, frequency, and impressions, and often involves costly advertising campaigns and media placements. Overall, inbound marketing is a long-term strategy that focuses on building relationships with potential customers over time, while traditional marketing often has a short-term focus on generating immediate sales (O'brien, 2022).

It has overtaken outbound marketing. Some of the primary reasons for this are the costs. Inbound marketing costs less than outbound marketing since the cost per lead in outbound marketing is more than in inbound and because outbound marketing tries to target audiences even when they are not interested, so it becomes a waste of time, money, and energy. In addition, 44% of direct mails, one of the outbound marketing tools, are never opened. Thus, it is a waste of time, postage, and paper. 86% of people skip television advertisements and change the channel when ads are displayed, considering that TV and Radio Ads are very expensive to create and broadcast (Chandrani A. A., 2020).

Inbound marketing also has a downside. The audience of inbound marketing messages is very limited since only they can view such messages that were chosen in order to get them. In addition, Companies have less control over what a potential customer may see while surfing a company's website. Therefore, there is a high chance of missing out on an offer. Since too many kinds of inbound marketing content exist, it can overpower a potential client and drive the company's content to get lost in the shuffle. Moreover, understanding Return on Investment (ROI) is more challenging in inbound marketing

because it is possible that an audience might not immediately be ready to buy the specific product or service. It also tries to establish two-way communication. The customer's feedback and review of the company's product or service are used to attract other people. Sometimes, a frustrated or unsatisfied customer may post negative comments instead of positive ones. Thus, several disadvantages exist associated with Inbound marketing, but still, the merits of Inbound Marketing far exceed the same's demerits (Agrawal, 2016).

Some marketing philosophers believe that consumers do not want to have products pushed at them" but are willing to search for them if they want to and have the facility to do so. According to this concept, an ad campaigner is not supposed to disturb the audience; rather, it should focus on creating an informational message consisting of specific content for a limited number of people who want an answer to their specific problems and are willing to receive such messages and help the people to find solutions to their problems. This is the reason why the scope of Inbound marketing is limited. Though it aims to transform the strangers to the business into customers and eventually into promoters of the business's product or service, it only targets some, drawing people towards the product or service rather than the other way around. Thus, the scope of Inbound marketing is limited to enable companies and company-related information to be easily found by the consumer. (Chandrani, 2020).

Inbound marketing focuses on earning a person's attention and not buying it. The content must be interesting, informative and to deliver some added value. It seeks to create a positive connection in the eyes of the consumer. The concept methodology of inbound marketing revolves around 4 fundamental processes, where the goal is to transform strangers into consumers and at the end into brand ambassadors. The first stage is Attract. In this stage the audience gets the displayed informative content as per their need. Marketers can achieve it by using quality and compelling content that tries to respond to specific questions and afford solutions for needs. Commonly practiced techniques include blogging, social media, keyword, and SEO strategy (hubspot, 2021). The next step is Convert. Here efforts are taken to convert visitors who are strangers into Leads. Again, measures are taken to drive the visitors to the desired step. For this purpose, marketers have

to Optimize the landing pages and formats and to use persuasive calls-to-action. The goal here is to get the contact information of those visitors by compelling them to fill-in their contact details. To achieve that, attractive offers are presented.

Next up comes the Close stage. At this stage, efforts are taken to transform the leads into customers, or in other words, making an eventual sale. Here the vast of tools used are tools like lead scoring, closed-loop reporting, lead nurturing, and vast lead intelligence, paired with lead follow-up best practices and sales tactics. Eventually, the last stage is Delight. It is an essential element of any marketing technique but also the one stage most marketers tend to ignore. Millions can be spent on Ads, but in the end, word of mouth by the customers has the best influence. The concept behind this is that if an existing customer tells another person they are delighted with a specific product they have bought, this non-biased publicity by the consumer might significantly influence others. It might encourage them to buy the product and become aware of the brand.

Returning customers is a case of showing loyalty and allowing business continuity. Therefore, the company must look for ways to delight the customer- make him happy and satisfied. It is crucial to keep the customer in mind once they buy a product and keep in touch with them. Companies must send them contents they like and are related to the product, and ways by which they can use the product in a more useful way. Moreover, sending new product updates, feedback on the product, and renewal notices. Some even send birthday greetings and gifts in the form of a sale discount. This is all about customer relationship management; customers should feel they are the leaders. (Chandrani, 2020).

Furthermore, as the digital landscape continues to evolve, businesses must keep up with the latest trends and best practices in inbound marketing to remain competitive. This includes staying up-to-date on changes to search engine algorithms, social media algorithms, and consumer behavior. Businesses must also be willing to adapt their inbound marketing strategies to changes in the market and their target audience's needs and preferences.

Inbound marketing also offers businesses the opportunity to personalize their marketing messages and tailor them to specific segments of their audience. By gathering data on their target audience's interests, preferences, and behavior, businesses can create personalized content and offers that are more likely to resonate with their audience and drive engagement and conversions.

In conclusion, inbound marketing has become an essential strategy for businesses to attract and engage their target audience. By providing valuable content and building relationships with potential customers, businesses can create a sustainable and effective marketing approach that drives growth and increases revenue. Through the use of SEO, social media, content marketing, and other tactics, inbound marketing can generate high-quality leads and help businesses establish a strong online presence. By adopting inbound marketing practices, businesses can stay ahead of the curve and build a loyal customer base that will continue to support them for years to come.

When establishing the inbound marketing strategies, it is important to measure their effectiveness, track the progress and identify areas for improvement. This is where metrics enter the picture, as key performance indicators (KPIs), are used to measure the success of the marketing efforts. Inbound marketing and metrics work together in several ways. Metrics can help to measure the effectiveness of inbound marketing strategies, identify which inbound marketing tactics are working and which ones are not, and help to optimize inbound marketing efforts over time. By continuously tracking and analyzing metrics, businesses can identify areas for improvement and make data-driven decisions to optimize their marketing campaigns.

1.5. Marketing metrics

Marketing metrics are critical to the success of any business. They provide a way to measure and understand whether or not marketing efforts are working. However, misusing them correctly might do more harm than good. In the past, metrics were usually limited to simple dimensions such as website visits, click-through rates, and open email rates. These

days they are still important, though they cannot provide a complete overview of the marketing performance of a business.

In addition, the development of big data led to new metrics. Some of these metrics make it possible for businesses to understand how to interact with consumers. For example, it helps determine where customers are coming from, what they are looking for in your brand's website, and how likely they are to purchase from you. Big data also allowed for the development of predictive analytics that help determine future customer actions. This information can help firms target their marketing measures effectively and increase their chances of success. Along with the increase in data, brands must make sure they have on hand a range of metrics that allow them to see the complete picture to keep their customers and become better. 80% of consumers say they are more likely to purchase from a brand that uses their data to personalize offers, messaging, and other aspects of marketing (Anon, 2018). Moreover, 64% of managers feel that data-driven marketing is critical to competitive advantage. In addition, 63% of companies have increased their conversion rates using data have used customer journey metrics, while 83% have used consumer data for personalization. One-quarter of marketers look to their metrics every time they make decisions (Anon, 2020).

In order to utilize data effectively, a metrics-driven culture should be developed by companies. The idea is to empower workers to base their decision-making on the available data. Of course, the existing data has to be viewed open-mindedly and used to help shape the overall strategy and not only a specific niche. After considering that and analyzing the data, a new metrics-driven approach can be created. Once a business has the data and acts in the decision-making process depending on this information, it can start working systematically, considering challenges, opportunities, and problems as an integral part of the complete picture. Businesses must identify patterns and insights inside the data available to keep improving their decisions on a daily basis.

Likewise, marketers must understand the difference between all the marketing parts and make it possible that they will work together in harmony. Moreover, one should

understand how and if changes in one marketing channel can impact other channels. For instance, if a company decides to change its branding in order to appeal to the older audience, could it impact the sales coming from the younger audience? Systems thinking is a beneficial tool essential when dealing with data. Data can be overwhelming, and it is easy to get lost in the numbers. Nevertheless, with well-positioned paradigms, it is possible to extract more meaning in less time and effort since when the big picture is clear, one can see it through the metrics. Setting theories and reference points are crucial to the process since it helps make sense of the metrics in front of you. In addition, it states the grounds for the aspects one wants to measure.

An experiment is another thing marketers should be willing to do. Test new channels, try new things, and think open-mindedly while creating new campaigns. (Inge, 2022). Metrics were developed to help businesses enhance the alignment between marketing activity and its influence on reaching business goals. Figuring out what the most suitable metrics to use to measure the impact of the marketing activities in each channel are, and as a whole, is fundamental. Marketers tend to focus on measuring the business in terms of sales rather than market share. It is essential to understand that the value of content and services offered is much more critical than the volume.

Using metrics should be considered as a comprehensive strategy for managing the firm's marketing process. Each business must run an analytical process; it must think carefully about which metrics it should use to achieve each goal while considering its position in the market. In addition, a business must ask itself what it is willing to do or pay in order to increase its profit by x per cent. A new metrics model to measure marketing effectiveness is the marketing value metrics model is a framework designed to assist organizations in answering key questions related to marketing, such as how to identify the impact of marketing on business goals and how to allocate resources effectively to achieve these goals. This framework is based on established business processes and strategy analysis tools that have been proven effective in helping organizations to optimize their operations.

One of the key features of the Marketing Value Metrics model is that it recognizes that different organizations will have different goals and strategies, even if they are competing in the same market. Therefore, the model is tailored to the specific needs of each organization, in order to identify the suite of key metrics that will be most relevant to their objectives. Once these metrics have been identified, the model can be used to prioritize scarce resources, set targets, and measure outcomes. This helps organizations to track the impact of their marketing efforts and to identify the resources that are necessary to achieve their objectives within their particular market. (Malcolm McDonald, 2014). Companies often look at several metrics to measure the impact of their social media efforts to expand their reach and connect with consumers.

These metrics can include the Influence of consumers reached; this metric measures the number of people exposed to a company's social media content and took action as a result, such as sharing or commenting on a post, making a purchase, or visiting the company's website. By analyzing this metric, companies can gain insight into the effectiveness of their social media content and understand how well it resonates with their target audience. Another can be the Influence of publishers reached; this metric measures the number of third-party publishers who share a company's social media content and the reach of those publishers' audiences. By analyzing this metric, companies can understand how publishers amplify their content and which publishers drive the most engagement.

In addition, the Influence of brands participating in social channels; This metric measures the impact of a company's brand presence on social media. By analyzing this metric, companies can understand how their social media presence compares to their competitors and identify areas for improvement. Demographics of the target audience engaged with social channels is another metric to measure the age, gender, location, interests, and other demographic information of the people who engage with a company's social media content. By analyzing this metric, companies can understand their target audience and tailor their content to meet their needs better.

Demographics of the audience reached through social media is a metric that measures the age, gender, location, interests, and other demographic information of the people exposed to a company's social media content, even if they did not engage with it. By analyzing this metric, companies can gain insight into how well their content reaches their target audience and identify opportunities for improvement. One more metric is the target audience's social media habits/interests; This metric measures a company's target audience's social media usage habits and interests. By analyzing this metric, companies can gain insight into the types of content their target audience is most likely to engage with and develop a content strategy that meets their needs.

Finally, buzz by stage in the purchase funnel: This metric measures the volume and sentiment of social media conversations related to a company's products or services at each purchase funnel, from awareness to consideration to purchase. By analyzing this metric, companies can gain insight into which stages of the purchase funnel are driving the most buzz and identify areas for improvement in their social media strategy. By identifying and addressing these issues, businesses can improve the performance of their marketing campaigns.

The AARRR metrics framework, known as the pirate metrics or AARRR funnel, provides a way to measure and influence key user behaviors that drive business growth. The acronym stands for acquisition, activation, retention, referral, and revenue (see Figure 2). Startups worldwide have adopted this framework to determine if they are on the path to growth and identify specific stages of the funnel that require optimization. Investors also pay close attention to these metrics. The framework was created by investor and entrepreneur Dave McClure as a simple and universal solution for startups to develop a model of customer behavior that leads to business growth. By focusing on meaningful metrics, businesses can improve their marketing and development efforts. The ultimate goal of using this framework is to build a sustainable and scalable business by ignoring vanity metrics and concentrating on what truly fuels growth. It is not just for marketers; CEOs, entrepreneurs, product managers, and investors can all benefit from using these metrics (Makosiewicz, 2022).

Figure 2: AARRR Funnel



(Farshad, 2022)

Each letter in the AARRR acronym represents a stage in the customer journey: Acquisition is the first stage of the customer journey, where businesses attract visitors to their website, social media accounts, or other channels. they can measure acquisition through metrics such as website traffic, social media followers, or email signups. Activation is the next step, once businesses have acquired visitors, the next step is to convert them into active users by encouraging them to take specific action, such as signing up for a trial or making a purchase. They can measure activation through metrics such as conversion rate, time to first purchase, or average order value. Retention, comes after users have become active, it's important to keep them engaged and coming back to the product or service. It can be measured through metrics such as churn rate, repeat purchase rate, or customer lifetime value.

Referral is a stage where customers which are satisfied with the product or service are likely to recommend your product or service to others, so it's important to encourage and track referrals. You can measure referral through metrics such as net promoter score, referral rate, or social media shares. Ultimately, Revenue- businesses needs to generate revenue to be sustainable. They can measure revenue through metrics such as average revenue per user, customer acquisition cost, or customer lifetime value. By tracking these

metrics, businesses can identify areas where they need to improve and optimize their customer journey (Cuofano, 2022).

Metrics play a pivotal role in evaluating the success of any digital strategy. They provide actionable insights into user behavior and campaign performance, which are crucial for refining strategies and making informed decisions. These metrics are particularly essential in the realm of content marketing. Content marketing involves creating and distributing valuable, relevant, and consistent content to attract and engage a clearly defined audience, with the objective of driving profitable customer action. Metrics guide content marketers in understanding which content resonates best with their audience, indicating what to continue, what to optimize, and where to allocate resources. Therefore, the connection between metrics and content marketing is not just complementary, but integral: metrics offer a way to measure the success of content marketing strategies and provide direction for future content creation and distribution.

1.6. Content marketing

Content marketing involves the creation of various forms of content that provide value to consumers, in order to promote a business, brand, products, or services, either directly or indirectly. This type of marketing takes place both online and offline, but with the advent of free and user-friendly tools available on the social Web, companies of all sizes can now compete for influence and recognition, rather than just market share. While content marketing has been around for some time, it has evolved to become much more than simply producing promotional materials like company brochures with overt marketing messages and images. In today's landscape, content marketing focuses on producing content that is meaningful and helpful to consumers, with promotion playing a secondary role to the primary goal of adding value, particularly in online conversations occurring across the social Web (Baker, 2022).

In the current era, customers actively seek to avoid being disturbed by advertisements and marketing messages. In the past, companies had to resort to tactics such

as using provocative ads or sexual references to catch customers' attention, but these methods are no longer as effective in the age of online ads and DVRs that allow customers to skip commercials. Even the most eye-catching ads go unnoticed by customers who fast-forward through them. Furthermore, customers today are highly connected, with access to a wealth of information through their homes, offices, and mobile devices. In other words, simply interrupting customers and presenting marketing messages is no longer enough to succeed. Instead, companies must quickly demonstrate the additional value they can offer, especially if they are interrupting customers to deliver that value (Papagiannis, 2020).

To achieve success, companies must engage with customers rather than interrupt them. For example, consider a pop-up ad that appears on a website today. Pop-up ads were once popular among marketers, but today they are a sure way to annoy customers and drive them away from your brand. Instead of taking control of customers' online experiences, businesses should enhance those experiences by providing content that adds value and engages customers. An effective and influential content marketing plan is not built quickly, just as a brand is not built overnight. It's important to view content marketing as a critical component of building your brand and reputation online. A strong brand can lead a business to great success (Dzamic, 2018).

Through content marketing, businesses can establish their own brand and position yourself for long-term growth and success. To do so, it's important to apply three fundamental steps of brand building to your content marketing initiatives: consistency, persistence, and restraint. All of your messages and activities must consistently communicate your brand image and promise to avoid confusing consumers, who may turn away from your brand if their expectations are not consistently met. Building a brand takes time and continual effort, and it's important to stay focused and resist extending into areas of business or activities that contradict the brand promise.

Content marketing has become an essential component of a business's marketing plan due to the evolving purchasing behavior of consumers. Traditionally, people used to rely on TV or print ads to gather information about products and services. However, with

the rise of the social web, the number of resources available for consumers to obtain referrals and reviews has grown significantly. Recent studies show that a majority of consumers conduct their research online before making a purchase. They read feedback from both experts and ordinary consumers, browse comparison-shopping sites, and post questions on various platforms such as forums, blogs, social networking profiles, and Twitter. Consumers can now evaluate products and services and make a purchase decision that suits their needs from the comfort of their homes, either anonymously or not. In just a few seconds, consumers can access genuine opinions online and engage in conversations about a product or service (Baltes, 2015).

It is crucial for businesses to maintain an online presence and monitor their industry's online conversations to ensure that their brand, products, and services are accurately represented. Although not all reviews are of the same quality, this is the platform where most consumers conduct their research and make their purchasing decisions. Therefore, it is vital for businesses to participate in online conversations and manage their online reputation effectively (Gunelius, 2011).

Marketing has undergone significant changes in the last decade, and businesses must adapt to the new way in which people purchase products and services. To bridge the gap between how people like to buy - primarily through online research and recommendations from social networks - and how businesses like to sell, which involves demonstrating empathy, purpose, and usefulness, a new form of marketing has emerged, where valuable content is the main focus. The companies that succeed in their marketing efforts are those that prioritize online marketing, building relationships on social media and perfecting their web strategies. Instead of pushing self-centered sales messages, successful companies create and share content that is useful or entertaining to their customers. They use this valuable content to initiate conversations and build relationships online and offline, targeting a niche audience with a clear understanding of their customers' interests and preferences. Moreover, successful companies have an inspiring purpose and a compelling story that explains why they do what they do. According to a 2012 study by Hinge Marketing (Frederiksen, 2012), high-growth professional services firms focus more

heavily on a variety of online tools, while average firms' efforts are more restrained. For example, companies that generate at least 40% of their leads online grow more than four times faster than companies with no online lead generation.

Behaving appropriately on social media is of paramount importance, regardless of the specific platform a business chooses to use now or in the future. The fundamental rule for businesses is to be personable and helpful on social media, just as they would be in any other aspect of their operations. While the tone and nuances may vary, remaining grounded in humanity and helpfulness will always be a winning strategy. Content and social media are inextricably intertwined, and businesses must leverage both effectively to succeed. For instance, Facebook is a place where people go to be entertained, stay connected with loved ones, and socialize, making it a very human platform. Therefore, businesses should aim to share amusing, inspiring, or aesthetically pleasing content to capture the attention of their target audience (Gunelius, 2011).

To excel on social media, companies must adhere to some enduring principles. They should be actively present, engage in conversations, and foster sociability, while communicating and maintaining a consistent presence. Valuable content is key; businesses should strive to educate and entertain their audience, positioning themselves as a valuable source of information. Generosity should also be exhibited through sharing other people's content, especially if it is valuable to their customers. By offering something of value to others, businesses will attract more followers and enhance their reputation. To keep things interesting, companies should vary the types of content they share and ensure that they have a message that resonates with their audience. This "golden thread" should shine through all their communications, making it clear what the business stands for and what it represents (Jefferson, 2015).

When a business embarks on a content marketing campaign, it exposes its business and brand reputation to the public. It is crucial for businesses to be aware of the laws governing content marketing and publishing, as well as the unwritten codes of conduct that are expected within the online community. Failure to do so can lead to serious legal and

ethical consequences. Therefore, before publishing any content or engaging in online conversations, it is imperative to become familiar with the laws and regulations that govern online behavior.

The design of a branded online destination plays a critical role in content marketing efforts as it directly impacts consumers' perceptions of the brand. As a result, businesses should devote time and resources to designing branded destinations that accurately reflect the brand's promise and positioning. Fortunately, design does not have to come at a high cost, and it is possible to find affordable designers who can assist in creating these branded destinations. As businesses publish content on various branded online destinations, they must also include images and audio to enhance the content. For instance, incorporating images in blog posts and eBooks can transform an otherwise dull branded destination or content piece into an engaging and professional-looking material. Content marketing has become an essential strategy for businesses of all sizes and industries (Jefferson, 2015).

By creating valuable and informative content that resonates with their target audience, businesses can attract and engage potential customers, build brand awareness and credibility, and ultimately drive conversions and revenue. The success of a content marketing strategy depends on factors such as understanding the target audience, developing a content strategy that aligns with business objectives, and measuring and optimizing performance. As the digital landscape continues to evolve, content marketing will remain a critical tool for businesses looking to establish a strong online presence and connect with their audience in meaningful ways (Rowley, 2008).

2. The Impact of Social Media Campaign on Business Growth

The purpose of this chapter is to examine the effect of social media campaigns on businesses growth. Specifically, we will look at two areas: general statistics on the influence of social media marketing (SMM) on businesses, and a company analysis of the effect of SMM campaigns on return on investment (ROI). By examining these two areas, we aim to gain a better understanding of how SMM can impact a business's growth and success. This chapter will provide valuable insights for businesses looking to leverage social media in their marketing strategies.

The acronym ROI stands for return on investment. In the context of social media, ROI refers to the return on investment from social media activities and expenses. Specifically, social media ROI can be defined as the measure of the value created by all social media actions divided by the investment made to achieve those actions. Essentially, social media ROI provides insight into the tangible return on investment for a business after factoring in the time, money, and resources devoted to social media efforts. Assessing the return on investment (ROI) of social media is a crucial responsibility for any social media manager. Doing so enables a clearer understanding of the impact of their efforts, validates their contributions to the organization, and allows for refinement of strategies to improve returns as knowledge is gained over time. (Newberry, 2022) As long as ROI is positive, the business investments are making it money.

Executives face a constant challenge of weighing competing strategic marketing initiatives, with their decisions primarily focused on maximizing profits. However, traditional ROI measures present various obstacles when establishing meaningful metrics for social media. For example, ROI measures fail to account for the long-term impact of brand equity, leading to an underestimation of the financial impact of social media initiatives. Additionally, while senior management relies heavily on financial metrics, such metrics are insufficient in quantifying and justifying marketing investments, necessitating the use of non-financial metrics. However, non-financial metrics often lack the level of approval that hard financial figures enjoy, despite their increasing use. This makes it crucial

to address the challenges associated with establishing meaningful metrics for social media to effectively guide executives in making decisions that drive business growth. (Kaske, 2012).

Companies may adopt social media for various reasons, such as knowing its effectiveness or feeling compelled to use it due to fear of missing out. However, the amount of investment in social media and the continued spending will ultimately depend on its effectiveness in the long run. Measuring the ROI of social media and its overall effectiveness is therefore crucial for the long-term success of social media marketing activities. This underscores the significance of accurately measuring social media ROI and effectiveness as a vital factor in guiding investment decisions and driving business growth. (Gilfoil, 2012)

Organizations should be willing to shift away from traditional ROI calculations. Instead of focusing solely on their own marketing investments and calculating returns based on customer response, managers should prioritize understanding consumer motivations for using social media. From there, they should measure the social media investments customers make as they engage with the marketers' brands. This approach acknowledges that ROI cannot always be measured solely in financial terms, but rather by considering customer behaviors, or consumer investment, in relation to a specific social media platform. Therefore, organizations should be willing to broaden their perspective on ROI and consider non-financial metrics that align with customer behavior to better gauge the effectiveness of their social media marketing efforts. (Hoffman, 2010)

Measures of consumer investment in social media include factors such as the frequency and duration of website visits, the sentiment expressed in online reviews, and the number of tweets or posts about a brand. These investments can be leveraged to measure key marketing outcomes such as changes in customer engagement, increases in brand awareness, and improvements in electronic word of mouth (eWOM) communications. Marketers must focus on objectives that allow them to accurately assess the value of social media environments. By developing social media programs that align

with company objectives, such as increasing awareness, engagement, and word of mouth communications, marketers can fully capitalize on opportunities offered by social media. Metrics used to measure social media applications should be determined by the objectives being pursued (Hoffman, 2010).

As social media has become a ubiquitous part of modern life, its impact on businesses cannot be overlooked. However, measuring the return on investment (ROI) of social media campaigns can be a daunting task. The next section aims to provide a comprehensive guide to the latest social media ROI statistics, as well as actionable insights to help businesses optimize their social media efforts. It will cover key metrics for measuring success, popular social networks, and best practices for tracking ROI. By the end of this part, we will have a better understanding of how to effectively measure and track the impact of their social media campaigns.

2.1. General statistics on the impact of SMM on businesses and ROI

Today, there are more than 3.5 billion active social media users worldwide, highlighting the enormous reach and potential of social media marketing. In fact, more than 50 million small businesses are already using Facebook Pages to connect with customers, demonstrating the importance of social media for business growth and customer acquisition. According to a survey conducted by Social Media Examiner, 90% of marketers reported that their social media marketing efforts have increased their business's exposure, and 75% say they have increased website traffic. These statistics demonstrate the positive impact of social media marketing on business growth (Kangur, 2023).

A positive social media experience can have a significant impact on brand loyalty, with 71% of consumers who have had a good social media experience with a brand likely to recommend it to others. Additionally, 21% of consumers are more likely to buy from brands that they can reach on social media (statista, Social media - Statistics & Facts, 2022). Over one-third of online users report using social media to research brands and products, with younger demographics being more likely to utilize these platforms for research

purposes. Specifically, nearly 40% of internet users aged 18-34 in the US express interest in purchasing products via social media, while only 11% of those aged 55 and older express the same level of enthusiasm.

According to GlobalWebIndex, over half of all social media users employ these platforms to research products, and almost half of all consumers rely on recommendations from social media influencers to inform their purchasing decisions. Additionally, 71% of consumers who have a positive experience with a brand on social media are likely to recommend that brand to friends and family (GlobalWebIndex, 2018).

Given these statistics, it is clear that social media marketing is a critical strategy for businesses looking to connect with potential customers. By maintaining an active presence on social media platforms, businesses can demonstrate their commitment to serving and satisfying customers while fostering positive relationships with their client base. Responding promptly and efficiently to customer inquiries is also crucial for building a strong and positive reputation on social media, which can lead to increased brand awareness and customer acquisition.

Partnering with trusted social media influencers, particularly on platforms such as Instagram and YouTube, can be a highly effective tactic for promoting products and expanding reach to a wider audience. By leveraging social media marketing strategies in these ways, businesses can establish a strong presence online and drive growth and success in their respective industries.

According to a survey, carried out by Buffer, 73% of marketers agree that social media marketing has been effective for their business. The effectiveness of social media marketing is evident as 90% of marketers have reported that their social marketing efforts have increased their business's exposure, while 75% have noticed an increase in website traffic (Buffer, 2019). In addition, over 50% of marketers who have been utilizing social media marketing tactics for at least two years have reported improved sales. Local businesses have also recognized the importance of social media, as 44% rely on it to generate brand awareness, and 41% depend on it to drive revenue. Small businesses have

also capitalized on social media, with 77.6% reporting that they use it to promote their business. Among the various social media platforms, Facebook is the top choice for small businesses, as 68% of U.S. adults are Facebook users (Statista, 2023).

Visual content is crucial for social media success, as it is over 40 times more likely to get shared than other types of content. The popularity of video marketing on social media is evident from the millions of videos uploaded directly to Facebook generating over 199 billion views. In 2015, YouTube accounted for 40 billion all-time views for branded content. Videos on Instagram have been observed to get 21.2% more interactions than images and 18.6% more interactions than carousels. The ad spending on social video in the US increased by 38.1% in 2018, reaching \$7.85 billion (sproutsocial, 2023).

Social networking is the most popular activity on social media in 2020. Over 79% of internet users in the US have a social network profile, and it is projected to increase to 257 million in 2023. Facebook is the most popular social media platform in 2020, with almost 56% of all social media site visits in the US. Commenting on posts is the most popular activity on social media, with over 50% of social media users responding that they "commented on posts" in June 2020. Social networking, Facebook, and post comments are anticipated to remain a steady trend in 2020 (statista, 2022).

Video content is also highly effective in social media marketing, with 74% of consumers sharing video content from brands on social media. This highlights the importance of incorporating video into a social media marketing strategy.

Finally, 80% of social marketers report that their key strategy is to increase engagement across social channels. This highlights the importance of fostering meaningful connections with customers and building a strong community on social media platforms to drive business growth. Overall, these statistics demonstrate the significant impact of social media marketing on business growth and the need for businesses to effectively leverage social media platforms to maximize their ROI.

According to a survey conducted in November 2021, Facebook was found to have the highest ROI among social media platforms, with 21% of respondents reporting this, followed by Instagram at 18%, LinkedIn at 14%, and TikTok at 4%. This information is crucial for businesses when deciding how to allocate their marketing budgets effectively and maximize their social media ROI.

A sustainable social media strategy is also essential for businesses looking to improve their SEO and rank higher on search engines. Although social media does not directly contribute to SEO ranking, the links shared across social platforms can increase brand exposure. An effective social media strategy that incorporates relevant hashtags, compelling captions, and engagement with customers in comments can significantly enhance SEO ranking.

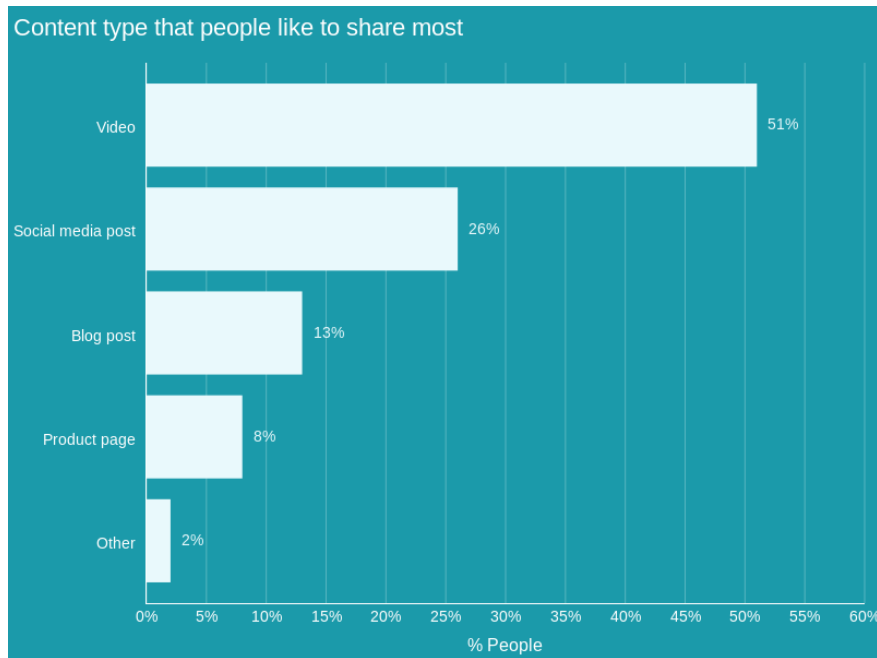
Influencer marketing has also emerged as a highly effective strategy for reaching consumers and driving ROI. Recent statistics reveal that 93% of marketers use influencer marketing, and 61% of consumers trust influencer recommendations. Additionally, 51% of marketers claim that influencer marketing has helped them acquire better customers, and 60% believe influencer-generated content performs better than branded posts on Instagram.

Social media advertising is poised for tremendous growth, with social media ad spend predicted to reach 300 billion US dollars by 2024. The US is the largest ad market, with TikTok being one of the fastest-growing brands worldwide. This offers great potential for growth and investment in social media advertising, making it an attractive avenue for marketers looking to improve their ROI. Overall, understanding the latest social media statistics is crucial for businesses seeking to enhance their digital marketing strategy and drive business growth.

Video content has proven to be one of the most popular and versatile forms of content (see Figure 3), and it is favored by marketers all around the world due to its engaging nature and its ability to offer excellent return on investment (ROI). Recent social media video statistics further reinforce this notion, as studies show that 51% of people are more inclined to share videos with their loved ones over any other content type.

Additionally, 87% of marketers have reported that video marketing has helped them boost their sales. Short-form video content has emerged as the most lucrative social media marketing strategy, providing marketers with the highest ROI. It is projected that video advertising spending in the US will increase from \$67.16 billion in 2022 to \$78.45 billion in 2023. Video content is being utilized in various marketing strategies in almost every industry, and it is constantly evolving in its shape and form. Brands can expect to achieve better outcomes from short-form video content that prioritizes entertainment and humor (sproutsocial, 2023).

Figure 3: Social Media Video Statistics



(sproutsocial, 2023)

Online shopping and social media are strongly interconnected, as evidenced by recent statistics. For instance, 67% of individuals who shop online have reported making a purchase after seeing an advertisement for a product on social media (Newsroom, 2019). Among social media platforms, Facebook stands out as having the most significant impact on consumer behavior, with 52% of consumers indicating that they are more likely to purchase something from a brand they follow on the platform. In comparison, Instagram,

YouTube, Pinterest, Twitter, LinkedIn, Snapchat, and Reddit influence the remaining 48% of consumers. A considerable proportion of social media users, about 54%, use these platforms to gather information on potential products to buy (GlobalWebIndex, 2018). Although the average order value for customers who discover a product through social media is \$74.47, it still lags behind other sources of sales, including email marketing (\$103.00), direct navigation (\$101.72), and search engine results (\$96.01), according to Statista (Statista, 2022).

This section highlights the influence of social media marketing (SMM) on businesses and the return on investment (ROI) it offers. With over 3.5 billion active social media users globally and more than 50 million small businesses using Facebook Pages to connect with customers, social media has become a crucial strategy for business growth and customer acquisition. SMM has been reported to increase business exposure and website traffic, leading to improved sales for those who have been utilizing SMM tactics for at least two years.

Positive social media experiences can significantly impact brand loyalty and customer recommendations. Social media is also used to research brands and products, with younger demographics being more likely to utilize these platforms for this purpose. Therefore, maintaining an active social media presence, responding promptly to customer inquiries, and partnering with trusted influencers can be highly effective for promoting products and expanding reach to a wider audience.

Visual content, especially video content, is highly effective in social media marketing and can offer an excellent ROI. Social networking, Facebook, and post comments are popular activities on social media, and brands can enhance their SEO ranking by incorporating relevant hashtags, compelling captions, and engagement with customers in comments. Influencer marketing has emerged as a highly effective strategy for reaching consumers and driving ROI, with social media advertising poised for tremendous growth in the future.

Overall, it emphasizes the importance of understanding the latest social media statistics for businesses seeking to enhance their digital marketing strategy and drive business growth while focusing on ROI. By effectively leveraging social media platforms and partnering with trusted influencers, businesses can establish a strong presence online and drive success in their respective industries.

The general statistics regarding the influence of social media marketing (SMM) on ROI and business growth are impressive, with evidence suggesting that SMM is a crucial strategy for businesses looking to connect with potential customers and maximize their return on investment. However, analyzing a real-life company can provide a more in-depth understanding of how these statistics translate into actual results. By examining a company's social media strategy and its impact on ROI and growth, we can gain insights into the specific tactics and techniques that businesses can use to achieve success in this area. Therefore, in this next section, we will focus on analyzing a particular company's SMM strategy to demonstrate the effectiveness of SMM in driving business growth and maximizing ROI.

2.2. Case study - Nike

2.2.1. Background on Nike's social media presence

Nike's social media presence has played a vital role in the company's success, driving significant engagement, and increasing brand awareness. According to Statista, as of 2022, Nike had 36 million followers on Twitter, 122 million followers on Instagram, and 34 million likes on Facebook. Nike also has a strong presence on YouTube, where its channel has over 8 million subscribers and its videos have been viewed over 1 billion times (statista, 2022).

Nike Launched its "Equality" campaign in 2017, The campaign served as a powerful reflection of the brand's innovative and strategic prowess, showcasing the influence of a deeply resonating message, thoughtfully curated in response to an increased societal emphasis on equality and social justice. This campaign strengthened Nike's reputation as a

socially responsible brand committed to equity and justice, and not only a sportswear manufacturer. Nike's dedication to issues extending beyond profit found resonance with consumers who value social commitment from brands, amplifying brand awareness and affinity.

The campaign's effectiveness was supercharged through strategic celebrity endorsements. Incorporating prominent athletes like Serena Williams, LeBron James, and Kevin Durant, top performers in their fields and active voices in social issues, ensured a high level of credibility and visibility for the campaign. The powerful combination of these endorsements and powerful, emotive black-and-white videos and photos (see Figure 4), captivated viewers and forged an immediate emotional connection.

Nike extended its campaign message to its product line, introducing "Equality" branded merchandise that symbolized the campaign's ethos and served as a source of funding for mentorship programs in communities throughout the U.S. This tangible reinforcement of their message made the campaign not only a vehicle for a significant social message but also a tool for advancing Nike's branding and market presence in a profound way (Mazumdar, 2017).

The success of the campaign had a resounding impact on Nike's business outcomes. The positive buzz generated contributed to its sales and overall business performance, further entrenching Nike's reputation as a brand unafraid to take a stand, even on controversial issues. Dominating conversations on social media and generating significant organic engagement, the campaign illustrated the power of digital platforms in amplifying brand messages and sparking discussions around equality.

The "Equality" campaign was a compelling example of how brands can leverage their influence for societal good while simultaneously reinforcing their brand message and nurturing their connection with consumers. (O'Shea, 2027)

Figure 4: Nike's "Equality" Campaign



(Mazumdar, 2017)

In addition to the campaigns, Nike's social media pages regularly feature high-quality content that engages followers and drives brand awareness. For example, Nike's Instagram page features a mix of product images, inspirational quotes, and behind-the-scenes footage of athletes training and competing. The company also utilizes Instagram Stories to provide a more immersive experience for followers.

Overall, Nike's social media presence has been a crucial factor in the company's success, helping to increase brand awareness, drive engagement, and promote its products and values. Nike's innovative and impactful social media campaigns have set a high bar for other companies to follow (keyhole, 2022).

2.2.2. Social media strategy

Nike's social media strategy is highly personalized and targeted towards specific demographics. For example, the company's Instagram account showcases different product lines and collections that cater to specific audiences, such as women's sportswear, sneakers, and even sustainable products. Additionally, Nike uses social media to support and

promote various social and cultural issues. The company's "Equality" campaign, which aimed to promote diversity and inclusion, received significant attention and positive feedback on social media.

Nike also uses social media to promote product launches and drive sales. For instance, the company's social media channels provided sneak peeks and teasers of the Nike Adapt BB, its self-lacing basketball shoe, before its official launch. This generated significant buzz and excitement among sneaker enthusiasts and helped drive sales (SproutSocial, 2020). In addition to creating visually appealing and shareable content, Nike's social media strategy also includes a focus on storytelling. The company uses social media to share inspiring stories of athletes and everyday people who use Nike products to achieve their goals and overcome challenges. This strategy helps Nike connect with its audience on an emotional level and build a sense of community around its brand (keyhole, 2022).

Another key aspect of Nike's social media strategy is its emphasis on user-generated content (UGC). The company encourages its followers to share their own photos and videos of themselves using Nike products, which are then shared on Nike's official social media pages. This strategy helps Nike build a relationship of trust and authenticity with its followers and encourages user engagement.

Nike's collaborations with influencers and celebrities have also been a successful aspect of its social media strategy. One notable example is the company's partnership with Colin Kaepernick, a former NFL quarterback who became known for his social justice activism. Nike's campaign featuring Kaepernick sparked controversy but also received widespread attention and praise, illustrating the power of celebrity partnerships in social media marketing (Beer, 2019).

2.2.3. Analysis of Nike's social media metrics

Nike's social media success can be attributed to its ability to effectively measure and analyze its social media metrics. The company uses a variety of tools and analytics to track the success of its social media campaigns and adjust its strategy accordingly. One important metric for Nike is engagement, which measures how much users interact with the brand on social media. Nike has consistently achieved high engagement rates on social media, with an average engagement rate of 1.84% on Instagram, compared to the industry average of 1.22%. Nike's Instagram account also has a high follower growth rate, with an average of 3.5% per month (Katarzyna, 2023).

Another important metric for Nike is reach, which measures the number of unique users who see the brand's social media content. According to a study by Socialbakers, Nike is the most followed brand on Instagram, with over 150 million followers, surpassing competitors like Adidas and Under Armour. On Twitter, Nike has over 36 million followers, while on Facebook, it has over 34 million likes.

Nike also tracks its social media referral traffic, which measures how many users are visiting the Nike website through social media. This metric helps Nike understand the impact of its social media campaigns on website traffic and sales. According to a study by Adobe Analytics, social media referrals accounted for 3.3% of Nike's website traffic in 2020, and visitors from social media spent an average of \$129 per order (Forbes, 2021).

Finally, Nike tracks its social media sentiment, which measures the overall attitude and emotions of users towards the brand on social media. By monitoring sentiment, Nike can quickly identify and address any negative comments or feedback on social media. According to a study by Brandwatch, Nike has a 72.4% positive sentiment on social media, indicating a strong and favorable perception of the brand among its followers.

Overall, Nike's strong social media metrics demonstrate the effectiveness of its social media strategy in driving ROI and business growth. By focusing on engagement, reach, referral traffic, and sentiment, Nike has been able to effectively leverage social

media to build brand awareness, drive sales, and maintain a strong presence in a highly competitive industry (Haleem, 2021).

2.2.4. Comparison of Nike's social media performance to industry benchmarks

Nike is widely recognized as a leader in social media marketing, with a strong presence on major platforms like Instagram, Twitter, Facebook, and YouTube. The company's social media performance is exceptional, consistently surpassing industry benchmarks and outpacing its competitors.

According to a report by Hootsuite, the average engagement rate on Instagram is 1.22%. Nike's engagement rate on Instagram is 3.75%, more than three times the industry average. This high engagement rate is indicative of the company's effective use of visually appealing content, influencer partnerships, and strategic hashtags (hootsuite, 2022). Nike's social media metrics also compare favorably to its competitors. For instance, Adidas, one of Nike's biggest competitors, has a lower engagement rate on Instagram (2.15%) and Twitter (0.5%) than Nike. This indicates that Nike's social media strategy is more effective in driving audience engagement and brand awareness (Isaieva, 2019).

In terms of followers, Nike has a massive following across all social media platforms. As of 2022, Nike had 36 million followers on Twitter, 122 million followers on Instagram, and 34 million likes on Facebook. The company's YouTube channel has over 8 million subscribers, and its videos have been viewed over 1 billion times. These impressive follower numbers demonstrate Nike's broad reach and influence in the social media space (datahut, 2023).

Nike's social media success is not just limited to engagement and follower numbers. It also translates into tangible business results, as evidenced by the company's financial performance. In 2020, Nike's revenues increased by 4% to \$37.4 billion, driven in part by strong sales growth in digital channels. Nike's digital sales increased by 82% in Q3 2020,

fueled by the company's investments in e-commerce and digital marketing (D'Amico, 2019).

Overall, Nike's social media performance is exceptional, outpacing industry benchmarks and its competitors. By leveraging high-quality content, strategic partnerships, and user-generated content, Nike has been able to maintain a strong presence on social media and drive significant business growth.

2.2.5. Impact of social media on Nike's ROI and business growth

Nike's social media presence and strategy have had a significant impact on the company's ROI and business growth. The company has successfully leveraged social media to build brand awareness, drive engagement, increase customer loyalty, reach new markets, and drive sales growth.

One of the primary ways Nike has achieved success through social media is by building a strong following across major platforms like Facebook, Twitter, Instagram, and YouTube. As of 2022, Nike had 36 million followers on Twitter, 122 million followers on Instagram, and 34 million likes on Facebook. The company's YouTube channel has over 8 million subscribers and its videos have been viewed over 1 billion times. This large following has helped to increase brand awareness and reach a wider audience (Nike-Investors, ANNUAL REPORT).

Nike's social media campaigns have also played a crucial role in driving engagement and building customer loyalty. The company's content is visually appealing and often features high-quality images and videos of athletes and sports events. Nike has also created shareable campaigns that generate buzz and engagement. For example, the "Equality" campaign received significant attention and positive feedback on social media, highlighting the importance of diversity and inclusion (Nike).

Nike's social media success can also be seen in its financial results. In 2020, Nike's revenues increased by 4% to \$37.4 billion, driven in part by strong sales growth in digital

channels. Nike's digital sales increased by 82% in Q3 2020, fueled by the company's investments in e-commerce and digital marketing. Social media campaigns, such as the Nike Adapt BB, generated significant buzz and excitement among sneaker enthusiasts and helped drive sales (Nike-Investors, Annual Reports).

Nike's social media strategy has also allowed the company to stay relevant in a highly competitive industry. By leveraging high-quality content, strategic partnerships, and user-generated content, Nike has been able to maintain a strong presence on social media and connect with its target audience. Nike's social media metrics demonstrate the effectiveness of its social media strategy in driving ROI and business growth. For example, Nike's engagement rate on Instagram is 3.75%, more than three times the industry average of 1.22%.

Overall, Nike's social media strategy has had a significant impact on its ROI and business growth. By focusing on building brand awareness, engagement, and loyalty, Nike has been able to drive sales, reach new markets, and improve its reputation and brand image. With the continued growth of social media platforms, Nike is likely to continue leveraging this channel to drive business growth in the future.

3. How to Build an Effective Social Media Marketing Campaign

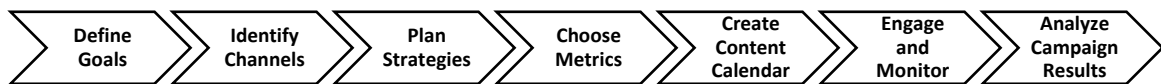
Some people may believe that social media is too fluid and dynamic to be structured by a planned process. Since social media is all about natural conversations and relationships, it may seem counterproductive to use a model to shape social media approaches. However, maintaining the interactive nature of social media is important. While social media is a vibrant environment where the public drives conversations, it's possible to propose a model for professionals to strategically design campaigns that align with the overall organization's vision. Since social media is no longer a new platform, a framework for fully engaging with social media communities is necessary. Without a dedicated focus on relationships, the value of social media to support a brand's vision will decrease.

A model for social media campaigns can help professionals plan, prepare, and align their campaigns with the larger vision of the organization. Additionally, a framework enables them to enhance the quality and value of social media within a business context. Defining goals, identifying channels, planning strategies, choosing metrics, creating a content calendar, designing marketing assets, managing the campaign, and analyzing results are key components to a model for social media campaigns. A model allows professionals to illustrate the value of social media for a brand strategically. Moreover, a model can establish a framework for brands to operate in ethical and transparent ways, which is essential for engaging with social communities.

Social media users expect personal, transparent, and genuine engagement. Sometimes, limited resources and time make it difficult for brands to appear authentic in their interactions. Social media experts are needed to harmonize an organization's vision, resources, and capabilities with the commitment to authentic and trusted engagement within a brand community. It is the ethical responsibility of a social media strategist to balance these competing interests. The founder of VaynerMedia, highlighted and said "There is no ROI in anything if you don't learn how to use it" (Wong, 2014). We must

know how to strategically leverage social media, not just the ways we can string together numerous tactics.

In this chapter we will delve deeper into each of these steps to provide a comprehensive understanding of what goes into developing an effective campaign. By understanding each of these steps in detail, we will be able to understand how to create a social media marketing campaign that drives results for businesses.



3.1. Define the Goals

Developing a successful marketing strategy involves several important steps that are critical to achieving business objectives. The first step is to establish clear goals that are achievable and aligned with the overall marketing plan. These goals serve as a guiding force for the marketing campaign and allow for quick adjustments to changing market conditions and business strategies. Without well-defined objectives, businesses are unable to measure the performance of their marketing efforts.

To identify the right target, many marketers rely on the SMART approach, which stands for Specific, Measurable, Attainable, Relevant, and Time-bound. By using this method, marketers can ensure that their goals are realistic and focused on achieving specific outcomes. Defining goals is crucial in determining the success of a campaign, as they provide a clear direction and purpose for the campaign, as well as metrics to measure its effectiveness.

Once the goals have been set, it is important to determine how they will be measured and to establish a timeframe for achieving them. In order to ensure the success of social media campaigns, it is essential that the goals are aligned with the overall business strategy- this ensures that the social media efforts contribute to the business's overall success. It is

also important to set realistic and attainable goals that motivate the team and avoid disappointment. Setting goals that are too easy can lead to complacency, while setting goals that are too difficult can lead to demotivation.

These goals could range from increasing brand awareness, where the focus lies on amplifying impressions, reach, and engagement on posts, along with boosting follower count, to driving more traffic to your website. Another goal could be to generate new leads, often involving the promotion of a special offer or event on social media and tracking the corresponding sign-ups or registrations. In some cases, the objective might be direct sales increase, measured by tracking sales coming from a discount code exclusive to social media. Enhancing customer engagement is another common goal, urging the increase of likes, shares, comments, or even user-generated content relating to your brand. This gives valuable insight into audience interaction with your content.

The success of any social media campaign depends on how well you listen and research before designing a strategy. Listening is the first and foremost step in any social media campaign. It's like conducting research to gather data for your campaign. You need to know how to listen effectively in the social media environment, and understand what information is relevant to your campaign (Moorman, 1993). The world of social media is vast and filled with all kinds of content, so it's essential to be able to interpret the information you gather and use it to develop a meaningful plan for your organization.

Designing the campaign is the next step. This involves setting goals, objectives, strategies, and tactics that are directly linked to the information gathered during the listening phase. Social media professionals use this information to map out the entire campaign, taking into account the specific features and capabilities of each platform, as well as important business considerations. This phase requires creativity and expertise to develop engaging content that will foster connections and conversations within your brand community. When designing your social media campaign, it's important to keep ethical considerations in mind. Interaction should be rooted in a commitment to the quality and

value of relationships. Therefore, you need to ensure that your interactions are not dissected from this commitment.

It is also essential to have an ethical foundation to guide strategic design, as this will help you develop strong plans that are aligned with your organization's values and goals. In summary, developing a successful marketing strategy involves several important steps, including establishing clear goals, identifying the right target using the SMART approach, and aligning goals with the overall business strategy. Listening and research are critical to the success of a social media campaign, and by gathering the right information and using it to design a well-thought-out strategy, businesses can create engaging content that will help them connect with their audience and achieve the goals. Ethical considerations should also be kept in mind throughout the design process, as they will help ensure that your interactions are rooted in a commitment to the quality and value of relationships.

Coca-Cola's "Share a Coke" Campaign is a great example of such goals: the campaign was launched in 2011 and became a global phenomenon. The campaign aimed to increase sales and engagement by personalizing the brand and creating a sense of connection between consumers and the Coca-Cola brand. The campaign involved printing popular first names and terms of endearment on Coke bottles and cans, inviting consumers to share a Coke with someone special. The campaign was highly successful, with Coca-Cola reporting a 2% increase in sales in the U.S. and a 4% increase in sales in Australia during the campaign period. The campaign also generated significant social media buzz, with consumers sharing photos and stories of their personalized Coke bottles and cans on social media platforms. By personalizing the brand and creating a sense of connection with consumers, Coca-Cola was able to increase sales and encourage brand loyalty. The campaign has since become a case study in successful marketing and has been replicated by other brands around the world (Moye, 2016).

Moreover, Nike's "Just Do It" Campaign was launched in 1988 and has since become one of the most iconic advertising campaigns in history. The campaign aimed to inspire and motivate consumers to achieve their athletic goals, while also promoting the Nike

brand as a symbol of empowerment and success. The campaign featured iconic athletes and celebrities, including Michael Jordan, Serena Williams, and Colin Kaepernick, who embodied the Nike brand values of determination, perseverance, and excellence. The campaign's tagline, "Just Do It," became a cultural catchphrase and a rallying cry for athletes and non-athletes alike.

The campaign was highly successful, with Nike reporting a 40% increase in sales in the year following the campaign's launch. The campaign has since become a cornerstone of Nike's brand identity and has been referenced and parodied in popular culture countless times. By creating a sense of aspiration and connection with its audience, Nike was able to increase sales and reinforce its position as a leading athletic brand. The campaign remains a testament to the power of advertising to inspire and motivate consumers to achieve their goals (CFAR, 2012).

Defining the goals is a crucial step in building a successful social media marketing campaign. It involves setting specific and measurable goals that align with your overall marketing objectives, tailored to your target audience and the platforms they use. By focusing on creating value for the audience and addressing their pain points, businesses can build engagement and trust. Additionally, defining key performance indicators (KPIs) allows you to measure the progress and adjust the strategy as needed.

Finally, regularly reviewing and adjusting goals ensures that the campaign remains relevant and effective in a constantly evolving social media landscape. By following these steps, businesses can create a social media marketing campaign that effectively engages their audience, builds brand awareness, and drives conversions.

3.2. Identify the Channels to Use

Identifying the appropriate channels for an effective social media marketing campaign is critical to ensure its success. The channels selected should be based on where the target audience is active and where they are most likely to engage with the campaign's content.

The most popular social media channels include Facebook, Instagram, Twitter, LinkedIn, and YouTube. However, depending on the target audience and the nature of the business, other platforms such as TikTok, Pinterest, and Snapchat may also be relevant. Moreover, each platform has unique strengths and capabilities, so it is crucial to choose the channels that best align with the content strategy and campaign goals.

With identified social media channels in hand, creating social media platform vision statements is essential. In order to entirely craft a vision statement, businesses must identify the capabilities of each platform. For instance, Facebook is ideal for businesses targeting a broad audience who want to build brand awareness, engage with their customers, and promote their products or services. With over 2 billion monthly active users, it is an excellent platform for businesses to engage with customers, share content, and run ads. Businesses can customize pages to showcase their brand's personality, mission, and values, while also using engaging visuals, sharing relevant content, and interacting with followers.

Twitter, on the other hand, is perfect for businesses looking to share real-time updates, news, and customer service. With its fast-paced nature, Twitter allows businesses to share quick updates and respond to customer inquiries in real-time. The hashtag feature enables businesses to join trending conversations and increase their reach. It is an excellent platform for businesses to share news and updates, provide customer service, and engage in real-time conversations with their audience. To use it effectively, users should keep messages short, use hashtags, share visuals, and monitor the brand.

Instagram is a useful tool for businesses targeting a younger demographic, promoting visually appealing products or services, and building brand identity through visual content. With over 1 billion monthly active users, it is a highly visual platform that allows businesses to showcase their offerings in an engaging and visually appealing way. Posting high-quality photos and videos is essential on Instagram, as the platform emphasizes aesthetics. Relevant and popular hashtags also help increase reach and engagement. Instagram is excellent for engaging with the audience, and businesses can use Instagram Ads to reach a larger audience and target specific demographics, interests, and behaviors.

LinkedIn is another social media platform that caters to professionals and businesses. With over 700 million members, it is an excellent platform for B2B businesses, thought leaders, and professionals looking to network, share industry insights, and build their brands. Users can create a professional profile, an online resume, and share relevant content like articles, infographics, and thought leadership pieces to showcase their expertise, engage with connections, and promote engagement.

Finally, YouTube is a video-sharing platform with over 2 billion monthly active users. It is perfect for businesses looking to share educational and promotional videos to engage with their audience and promote their offerings. The search function on YouTube also allows businesses to increase their visibility and reach a broader audience (Coles, 2017).

Social media has become an integral part of marketing strategies for businesses, but choosing the right platforms to use can be a daunting task. Identifying the right channels is crucial in building a successful social media marketing campaign. By selecting the platforms that align with the audience's preferences and demographics, businesses can optimize their reach and engagement. However, it's important to keep in mind that different social media platforms require unique content formats and messaging strategies to effectively engage their users.

Understanding the unique features and strengths of each platform allows marketers to create content that resonates with their target audience. For example, Facebook users prefer engaging and personal content, while Twitter users respond well to real-time updates and short-form content. Instagram is a visual platform, and LinkedIn is geared towards professional networking, so content should be tailored accordingly. Consistently evaluating and modifying the channel strategy is important to ensure the campaign stays up-to-date and impactful amidst the ever-changing social media environment. By staying aware of the latest trends and user behavior on each platform, businesses can adapt their strategies and stay ahead of the competition.

Identifying the right social media channels to use and tailoring content to each platform are essential for building a successful social media marketing campaign. By doing so,

businesses can effectively engage their target audience, optimize their reach and engagement, and achieve their marketing goals.

3.3. Plan The Strategies

In today's fast-paced digital age, having a social media presence has become more of a necessity than an option for businesses looking to remain competitive. However, simply creating social media profiles and posting content without a clear plan and strategy in place can be a waste of time and resources. A well-executed social media strategic plan can help a brand to achieve its goals and objectives, increase brand awareness and engagement, and ultimately drive revenue growth. By following the steps outlined in the plan, businesses can ensure that their social media campaigns are targeted, measurable, and effective.

As we already learned, when planning a social media strategy, it's important to set specific and achievable objectives for each platform that align with overall business goals. For example, increasing brand awareness could involve increasing followers, likes, and shares. Properly optimizing social media profiles with branding and relevant information is also crucial. Using rich media, like images and videos, can further enhance audience engagement and should be integrated into content distribution strategies (Carolyn-Mae, 2020).

Another key component of social media strategic planning is creating a content distribution strategy that outlines the different types of content that will be shared and the percentage of each type. This strategy should be based on the target audience's interests and behaviors and should be updated regularly to reflect changing trends and preferences (S.Brian, 2010). Developing a social media voice and message map can also help to ensure consistency in the brand's interactions with its audience (Schwab, 2015).

A social media user policy is also important to have in place to ensure that conversations in the online community remain positive and productive. Finally, having a crisis plan in place is critical for responding to negative comments or issues that may arise

on social media. By having a well-prepared crisis plan in place, businesses can quickly and effectively respond to any issues, minimizing the potential damage to the brand's reputation.

Well-executed social media strategic plan is an essential component of any modern business's marketing and business strategy. By taking the time to develop a comprehensive plan, businesses can create a targeted and effective social media presence that drives results and achieves business objectives. In addition to the steps mentioned above, a social media strategic plan should also include regular monitoring and analysis of the brand's social media performance. This involves tracking key performance indicators (KPIs) such as engagement rates, reach, clicks, and conversions to measure the success of the campaign and make data-driven decisions for future optimization.

Regular social listening is also an important part of monitoring social media channels, as it helps brands stay up to date with industry trends and customer sentiments. Social listening involves monitoring social media channels for brand mentions, industry conversations, and customer feedback and sentiment to understand what people are saying about the brand and its competitors. Social media advertising is another important element to consider while building a social media strategic plan. Paid social media advertising can help increase reach, engagement, and conversions by targeting specific audiences with relevant content and messaging.

Developing content forms a pivotal component of social media strategic planning. This includes all the materials and media that a brand creates and disseminates across social platforms to engage audiences. The content, ranging from blog posts, videos, and infographics to quizzes, webinars, and case studies, needs to be carefully curated, reflecting the interests and behaviors of the target audience. It's essential to regularly update this content in tune with evolving trends and preferences, keeping it fresh and relevant to maintain audience engagement. Central to this strategic planning is the creation of a consistent social media voice, a unique personality that a brand assumes in its communications, whether formal, casual or serious. This voice should permeate all content

and social platforms, thereby bolstering brand recognition and trust. Another key element is a message map, which contains the brand's core messages or talking points. This ensures that regardless of the diversity of content created and the multitude of platforms utilized, the brand's key messages are always effectively communicated. Furthermore, it's vital to have a social media user policy in place. This content outlines acceptable behaviors for online interactions, fostering a positive and respectful environment within the brand's online community. Lastly, anticipating potential challenges, it's critical to have a crisis management plan in place to respond effectively to negative comments or issues that may unexpectedly arise on social media.

Regular monitoring and analysis of the brand's social media performance, social listening, and paid social media advertising can also help to enhance audience engagement and increase conversions. It's important to consider the budgetary needs and resources required to make a successful social media campaign. Using free online design tools can create professional-looking marketing assets that help to increase the chances of the content being seen and shared by the target audience. Ongoing education and research are also essential to staying ahead of the curve and adapting to changes in the industry. Overall, planning the strategies is a comprehensive process that requires a deep understanding of the target audience, the brand's values and personality, and the resources available for the campaign.

Brands should consider budgeting for social media advertising and optimizing their campaigns to achieve the best results. It is important to consider the budgetary needs and resources required to make it successful. Although social media is a popular and effective platform, it's not for free. A successful social media campaign requires staff hours, expenses for giveaways, time for creating graphics, and other related costs. Therefore, a social media professional should be able to identify these needs and document them for the campaign. To do this, the first step is to create a list of all the resources needed, such as social media interns, staff time, and creative design. Then, beside each item, it should be added the list of its costs, which will help calculate the total expenses required for the social

media campaign. It's also important to consider the potential income that the campaign may generate.

Moreover, it is important to use also free online tools that can be used to create visually appealing, high-quality marketing assets such as images, videos, and graphics. These tools can save time and money while also allowing the creation of professional-looking assets without any design experience. Some popular free online design tools include Canva and Adobe Spark. Canva is a versatile tool for creating a wide range of assets, such as social media posts, infographics, and brochures. Adobe Spark is a tool that allows one to create videos, graphics, and web pages. It is also essential to consider the image size, aspect ratio, and file format supported by social media platforms and design accordingly. Using free online design tools can create professional-looking marketing assets that help to increase the chances of the content being seen and shared by the target audience. It also allows brands to be more creative and experiment with different design elements to see what resonates best with their audience.

A successful social media strategic plan should include ongoing education and research to stay ahead of the curve and adapt to changes in the industry (Marchi, 2017). Overall, a social media strategic plan is a crucial tool for any brand looking to establish a strong presence on social media and achieve its marketing and business objectives. By following the steps outlined in the plan and regularly monitoring and optimizing social media performance, brands can build strong relationships with their audience, increase brand awareness and engagement, and ultimately drive business success.

Planning the strategies is a comprehensive process that involves developing a detailed plan that outlines the tactics and activities that will be used to achieve the campaign's goals. The planning process requires a deep understanding of the target audience, the brand's values and personality, and the resources available for the campaign. It is essential to consider the type of content that will be created and shared which should be tailored to the specific target audience. This could include anything from promotional posts to user-generated content or influencer collaborations.

When planning the strategies, it is essential to consider the tone and voice of the brand, consistency in tone and voice helps to create brand recognition and trust with the target audience. Budget and resources available for the campaign are crucial for its success, it helps to determine the types of paid advertising or promotions that can be used to boost engagement and reach, which in turn can help to expand the campaign's reach and ultimately drive more conversions. As in every step in the process it is important to regularly review and adjust the strategy and remain flexible as the campaign progresses since social media is dynamic and ever-changing, with new trends and developments.

3.4. Choose The Metrics to Monitor

In the world of social media, measurements are critical for optimizing and improving campaigns, ensuring that social media activities produce the best possible results. To ensure that social media campaigns deliver optimal results, it's important to measure and track various metrics in real-time. These metrics allow social media analysts or executives to adjust campaigns and improve overall performance.

The areas that are typically measured include the day and time of posting, creative and content tests, media tests, channel comparisons, and social advertising tests. By optimizing the campaign delivery in real-time, there is a significant opportunity to improve its performance. Some metrics for paid campaigns are common across various social media platforms, including click-through rate (CTR), conversion rate, cost per click (CPC), and cost per impression (CPM). If video is used as a creative asset, it is important to track video views and the percentage of the video being watched to determine whether people are watching the video in its entirety or abandoning it early. For example, Facebook shares metrics such as through plays, three-second views, and different percentage views of videos. It's also important to differentiate between repeat views versus unique views to gauge heightened interest and the effectiveness of the creative (Atherton, 2019).

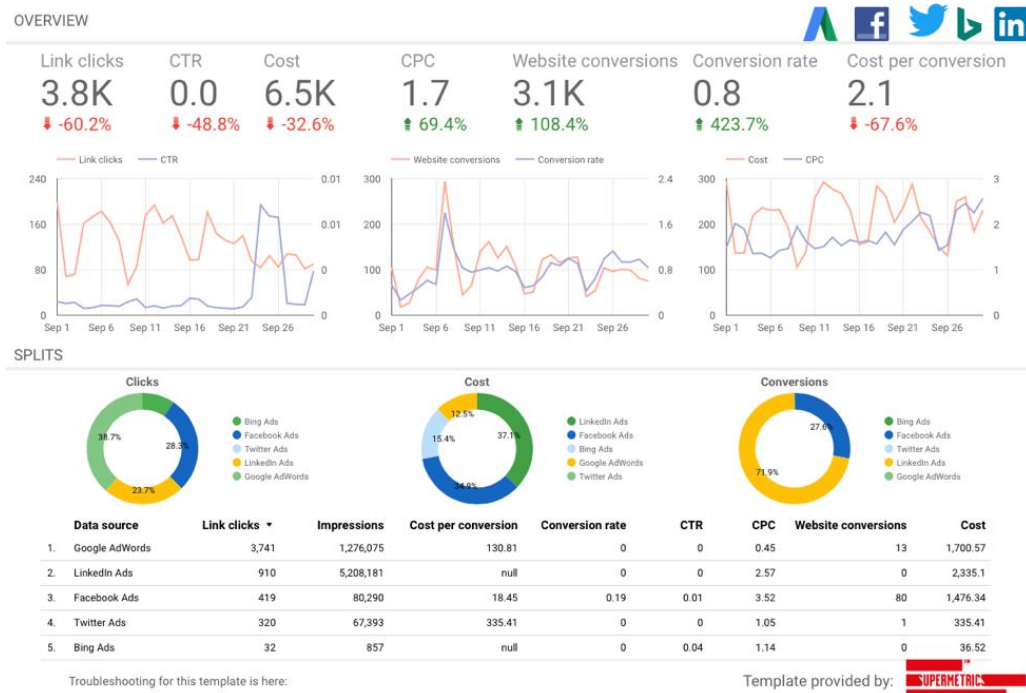
Other essential metrics include reach, impressions, engagement, click-through rate, and conversions. These metrics provide insights into how awareness and conversion objectives

are being met. It's also important to differentiate between repeat visitors and net new ones, similar to repeat versus net video viewers. In addition to volume metrics, it's crucial to understand how much social media activity costs. Metrics such as cost per click (CPC), cost per lead (CPL), cost per thousand impressions (CPM), and cost per view (CPV) allow for understanding the relationship between the volume of activity and its cost. Frequency and relevancy score are other important measures of social media activity's impact on the audience. Frequency refers to the number of times the same person sees a post, and if it's too high, it can cause annoyance, prompting people to unfollow a page or hide posts. Relevancy score, allocated by Facebook to social ads, indicates how relevant an ad is to the audience, with a score ranging from 1 to 10, where 1 is irrelevant and 8–10 is highly relevant. By increasing the relevancy score, the performance of posts can be improved, and the cost of ads reduced (Diamond S. a., 2020).

Choosing the right metrics that align with campaign goals is essential to measure the campaign's performance effectively. If the goal is to measure the number of people who have seen the content, reach metrics would be suitable, while engagement metrics are used to track the number of people who have interacted with it. The CTR metric is ideal when measuring the effectiveness of calls to action. In addition to these core metrics, it's important to monitor other metrics specific to the campaign goals. For instance, to increase website traffic, monitoring the number of clicks on the links in the content is crucial.

Tools like Google Analytics can help businesses to track how much traffic their social media campaigns are driving to the website (see Figure 5). For example, if a company is running a campaign on Facebook to promote a new blog post, it can use Google Analytics to see how many users clicked on the link and visited the site. It is also possible to see what actions they took once they were on the site, such as whether they made a purchase, signed up for a newsletter, or filled out a contact form. Businesses can also use social media tools provided by platforms such as Facebook Insights and Twitter Analytics which allow tracking the campaign's performance in real-time, making data-driven decisions to optimize it.

Figure 5: Google Analytics on Social Media



(Langworthy, 2020)

Selecting the right metrics to monitor during a social media campaign is crucial for its success. It is important to first identify the campaign's goals and objectives, as they will dictate which metrics to track. Some common metrics include engagement rate, reach, conversion rate, and sentiment analysis. It's also important to monitor metrics over time and adjust strategies accordingly. By consistently monitoring metrics, marketers can gain valuable insights into their audience and campaign performance, leading to more effective social media strategies and improved ROI. Overall, choosing the right metrics to monitor during a social media campaign is an essential step in achieving success in today's digital landscape.

Calculating and interpreting various metrics is essential for optimizing social media campaigns and measuring their effectiveness. Click-Through Rate (CTR) is calculated by dividing the number of clicks on a link or advertisement by the number of impressions or views it received. For example, if a sponsored Facebook post had 1,000 impressions and 50 clicks, the CTR would be 5%. CTR measures the effectiveness of the ad or content in

driving traffic to a website or landing page. Conversion Rate: Conversion rate measures the percentage of visitors who take a desired action on a website or landing page. For instance, if a campaign aims to increase sales, conversion rate would track the percentage of website visitors who made a purchase. The conversion rate is calculated by dividing the number of conversions by the number of website visitors and multiplying it by 100.

Cost per Click (CPC): measures the cost incurred for each click on an advertisement. It is calculated by dividing the total amount spent on an ad by the number of clicks it received. For example, if a social media ad had a total spend of \$1,000 and generated 500 clicks, the CPC would be \$2. Cost per Impression (CPM), measures the cost incurred for each thousand impressions or views of an ad. It is calculated by dividing the total cost of an ad campaign by the number of impressions or views it received and multiplying it by 1,000. Engagement rate measures the percentage of people who interacted with a piece of content, such as likes, comments, shares, and saves, out of the total number of people who saw the post. For instance, if an Instagram post received 10,000 views and 1,000 likes, comments, and shares combined, the engagement rate would be 10% (Newberry, 2022).

One is the also in this case, Coca-Cola campaign is a great example of a successful campaign that effectively utilized metrics- the campaign "#ShareACoke" by Coca-Cola. aimed to increase sales and engagement by personalizing Coke bottles with people's names and encouraging them to share pictures with their personalized bottles on social media using the hashtag #ShareACoke (Coca-Cola, 2014). The campaign's metrics included reach, engagement, and conversion rate. Coca-Cola tracked the number of personalized bottles sold and monitored social media channels for mentions and shares of the #ShareACoke hashtag. They also analyzed engagement rates to measure how people interacted with the campaign and used conversion rate to track the number of people who purchased a bottle after seeing the campaign (Tripodi, 2011).

In today's digital landscape, social media has become a vital part of any marketing campaign, and choosing the right metrics to monitor is crucial for its success. By identifying the campaign goals and objectives, marketers can select the appropriate metrics

to track, such as engagement rate, reach, conversion rate, and sentiment analysis. Additionally, monitoring metrics in real-time and adjusting strategies accordingly can lead to more effective social media strategies and improved ROI. With tools like Google Analytics and social media tools provided by platforms, marketers can gain valuable insights into their audience and campaign performance, making data-driven decisions to optimize the campaign. In essence, the ability to measure and track various metrics in real-time is critical for optimizing and improving campaigns, ensuring that social media activities produce the best possible results.

3.5. Create a Content Calendar

Developing a content calendar is a vital part of creating purposeful engagement across all the platforms where a brand is active. A campaign content calendar goes beyond a general social media content calendar as it captures all the information needed to effectively implement the campaign. This type of calendar provides a 30,000-foot perspective of the communication occurring across all platforms, allowing for a unified approach to online audience engagement. In essence, a content calendar is a document that contains all the posts and content to be posted within a specific time period for all platforms and identifies how those posts support the campaign objectives.

Prior to developing a content calendar, businesses have to develop the content they are willing to use. It is crucial to thoroughly consider and evaluate the various types and options available for content since it allows the business to craft a comprehensive and engaging strategy. There are several content types to choose from, each serving a unique purpose and catering to different audience preferences and platform requirements. Blog posts provide an opportunity to deliver in-depth and informative content, showcasing expertise and establishing thought leadership. Videos are highly engaging and versatile, allowing to demonstrate products, share tutorials, or provide behind-the-scenes glimpses. Social media posts encompass a wide range of content formats, including text, images, videos, and links, allowing businesses to connect and interact with their audience on

platforms like Facebook, Twitter, Instagram, and LinkedIn. Email newsletters enable them to deliver updates, exclusive content, and personalized messages directly to their subscribers' inboxes. Infographics comprise complex information into visually appealing and shareable formats, making it easier for the audience to grasp key concepts. By exploring these different content options and selecting the most suitable ones for the campaign, businesses can create a diverse and compelling content to use while constructing their calendar in a way that aligns with their campaign objectives and resonates with their target audience.

To create an effective social media campaign content calendar, several key components must be present. These components include the date, platform, organizational objective being supported, specific campaign goal/objectives being supported, the precise audience the message is intended to reach, the strategy being enacted, the keywords or topic of the content, the action desired from the audience as a result of the content, and the actual content of each post. Creating a content calendar for the entire campaign while also allowing for flexibility in real time is ideal.

The primary goal of developing a content calendar is to understand when it will be most meaningful to deliver a message to a specific audience. As part of this, review the information gathered during the listening stage to identify the best days and times to engage with specific audiences on platforms. It is also important to consider significant events or dates occurring during a campaign that should be kept in mind and leveraged to enhance a message. However, it's equally important to avoid posting on dates that the organization would want to show respect for. Social media strategists must keep in mind the social media community's engagement times and general events throughout the year when developing a holistic social media campaign calendar.

It is a common misconception that a content calendar can be quickly produced. On the contrary, a well-thought-out, strategic content calendar requires a lot of work and expertise. Enough time must be allowed between designing the campaign and the deadline for when the campaign must go live to create an excellent content calendar. Effective content

calendars can be one of the most critical tools throughout a campaign. Once the content calendar is finalized, review it several times to ensure that it is on-message, supports the organization's overall communications, and is strategic for each audience.

The review process involves several steps, including connecting with the marketing or PR department to review the organization's overall communication to ensure that the social media content calendar does not conflict with the timing of other communications from the brand. The content calendar should be sorted by each platform to make sure that multiple posts are not scheduled too frequently, that they are varied in content, and that the timing seems appropriate. Sorting the content calendar by strategies ensures that every tactic is represented to accomplish the strategy being reviewed. The calendar should also be sorted by topics/keywords to make sure that the messaging is consistent, and the tone is engaging and relational. Finally, the content calendar should be sorted by goals/objectives to ensure that the posts are on track to meet the desired goals or objectives.

Developing a content calendar is an essential aspect of creating purposeful engagement for a brand across all its active platforms. A campaign content calendar goes beyond a general social media content calendar as it captures all the information needed to effectively implement a campaign. To create an effective social media campaign content calendar, several key components must be present, including the date, platform, organizational objective being supported, specific campaign goal and objectives being supported, the precise audience the message is intended to reach, the strategy being enacted, the keywords or topic of the content, the action desired from the audience as a result of the content, and the actual content of each post.

A content calendar can be a critical tool throughout a campaign, but it requires a lot of work and expertise to create a well-thought-out, strategic content calendar. Once the calendar is finalized, it should be reviewed several times to ensure that it is on-message, supports the organization's overall communications, and is strategic for each audience. A carefully crafted content calendar is an invaluable tool that can help organizations create a unified approach to online audience engagement and ensure that their messages are being

delivered to the right people at the right time, with the right tone, and with the desired outcome.

3.6. Engaging and monitoring during a campaign

Executing a successful social media campaign requires more than simply launching it. Social media strategists must focus on engaging with their audience and monitoring progress toward the campaign's SMART, outcome-based objectives. It is crucial to maintain meaningful communication with the brand's community throughout the campaign. Regardless of how creative or edgy the campaign may be, it will not fulfill its objective if it fails to effectively communicate and connect with the audience. When dedicating time to social media as a brand, it is essential to recognize that it is not a one-way platform, but rather a dynamic conversation that requires continual interaction.

To foster relationships with the social media community, organizations must be approachable and available. Whether the organization only has a few hours a week or an entire staff dedicated to social media, planning time for engagement with the social media community is crucial. Managing a campaign includes monitoring and measuring the campaign's performance, adjusting as needed, and staying on top of any issues. One of the critical aspects of campaign management is monitoring metrics such as reach, engagement, click-through rate (CTR), and conversions. These metrics help understand how a campaign performs and identify improvement areas. Therefore, checking the metrics and adjusting to optimize efforts regularly is necessary.

Another important aspect of campaign management and engagement is staying on top of any issues. This includes monitoring mentions and hashtags, responding to comments and messages, and addressing negative feedback. There are several helpful approaches to consider. Social media platforms provide the option to set up alerts when something happens on a brand's profile. This feature allows users to receive a notification if someone mentions the brand on Twitter or if someone posts to the brand's Facebook page. The social media team responsible for engagement on a particular platform should customize

notifications, so they are alerted when the community interacts. This quick and easy method helps them become aware of someone engaging with the brand online. Once an alert is received, it is essential to respond promptly. Research indicates that most people expect a brand to respond within one hour (Kim C. M., 2020).

Moreover, while responding to notifications, it is important to use social listening tools to monitor keywords and topics relevant to the brand. Review social sites for common misspellings of the brand name to ensure that no mentions or comments are missing from official platform alerts. It is also helpful to dedicate time each day to respond to these topics, even if the brand has not been directly tagged or mentioned. The brand should interact in a natural, appropriate way that is not intrusive on conversations that are not open to interaction from the brand.

In addition to engaging in general conversations, it is also crucial to interact with specific content being shared as part of the organization's social channels. If the brand gains new followers as a result of the campaign, they should be thanked for following. If people are commenting on an Instagram picture, it is important to respond. Social media is all about being social. Even the best-designed content calendar will not lead to a successful campaign if there is no engagement with the brand's social communities once the initial post goes live.

It is also essential to stay on top of industry trends and adjust the campaign to stay relevant. Managing a campaign also includes monitoring the competition and checking for improvement opportunities. Businesses can do so by keeping track of their social media accounts, analyzing their campaigns, and looking for ways to differentiate efforts.

An example of a successful social media campaign that effectively engaged with its audience and monitored progress towards SMART objectives is Coca-Cola's "Share a Coke" campaign. The campaign involved printing individual names on Coke bottles and cans, encouraging consumers to share a Coke with someone whose name was printed on the packaging. The objective of the campaign was to increase sales and engagement among millennials. Throughout the campaign, Coca-Cola actively engaged with its audience on

social media, responding to comments and messages promptly, and using social listening tools to monitor conversations around the campaign. They also encouraged consumers to share photos of themselves with their personalized Coke bottles, resulting in an influx of user-generated content.

Coca-Cola monitored the campaign's performance through metrics such as reach, engagement, and conversions. They also adjusted the campaign to stay relevant by introducing new names, seasonal packaging, and limited-edition flavors. The "Share a Coke" campaign was highly successful, resulting in a 2% increase in sales and a 7% increase in consumption among millennials. It also won several awards, including a Cannes Lions Grand Prix for Creative Effectiveness. The campaign's success was due in part to Coca-Cola's focus on engagement with their audience and continuous monitoring and adjustment of the campaign's performance (Moye, 2016).

3.7. Analyze The Campaign Results

Digital and social media marketing is gaining popularity due to the rich and transparent data it provides. However, intelligent use of this data requires more than simply measuring clicks. The metrics should be associated with the campaign's overall purpose, intent, and strategic position within the organization. Measurement is a vital aspect of the marketing process as it provides feedback to improve activities and expand practical knowledge. Some even argue that marketing without measurement is not really marketing (Heinze, 2020).

From an analytical perspective, digital marketing's purpose can be broken down into conversion and brand awareness activities, which themselves comprise many elements. Evaluating marketing success through measurement should consider the contextual holistic awareness of organizational and situational conditions. In optimal situations, a mix of qualitative and quantitative inputs should be utilized.

Brand awareness and conversion activities exert force on consumers from two different directions. Traditionally, these two processes produce loyal regular consumers who act as advocates and perpetuate a brand's success. However, in a digital economy, organizations with little brand awareness can compete successfully with traditional brands by building a positive conversion experience. For e-commerce organizations, a brand can ultimately be built around this experience.

Conversion, in general, refers to a progression from a beginning to a concluding action. In e-commerce, the most common form of conversion is pushing prospective customers from website visits to completed sales. This produces revenue for the business and brings a tangible bottom-line benefit. Natural conversions occur without external influences, while transacted conversions require some form of interaction, including that of the marketer. Natural conversions have no direct costs but can restrict marketers' capacity to explain consumer motivations.

Brand awareness is a more complex combination of factors than conversion. Traditional marketing practice has focused on building brand awareness through large-scale advertising investment, which benefits larger organizations. However, high levels of brand awareness do not always correlate with higher levels of conversion. Digital marketing challenges the primacy of brand awareness and reflects the attitude that online businesses can compete with bigger brands through good conversion tactics and engaging brand collateral.

Preferred methods of calculating success differ between traditional and digital businesses. Return on investment (ROI) assesses a campaign against specific objectives, favoring large-scale brand-building techniques. Using ROI also presumes a constant level of marketing activity over a more significant period than the one inspected by the ROI calculation that returns a consistent base level of positive consumer responses in the form of sales.

Customer lifetime value (CLV) takes a longer-term, more strategic view of a business's relationship with individual customers, calculating the average value of

transactions over time. It evaluates the significance and worth of enduring customer relationships, prompting a focus on extensive service parameters beyond just conversion techniques that generate a one-time sale. Instead, the goal is to transform prospects' initial interactions with a brand into long-term loyalty and advocacy. This understanding of the importance of foresight in creating a sustainable business is increasingly prevalent in genuinely digital enterprises, diverging from the conventional brand-building practices of businesses reliant on broadcast media. Measuring marketing effectiveness through CLV enables identification of the unique characteristics of customers and their diverse purchasing behaviors for individual goods and services. Both methods have their benefits and drawbacks and should be used in context with organizational and situational conditions (Diamond S. , 2015).

Analyzing campaign results is an essential process that allows businesses to measure the success of their marketing efforts. By examining metrics such as engagement rates, conversion rates, and return on investment, companies can gain insights into what worked and what didn't in their campaign. These insights can then be used to refine future marketing strategies, optimize spending, and ultimately drive more sales and revenue. It is important for businesses to regularly analyze their campaign results to stay competitive in today's rapidly evolving marketing landscape and ensure they are delivering the most effective messaging to their target audience.

4. Conclusion

This thesis serves as a comprehensive guide on social media marketing, and highlights the importance and impact of social media on businesses. We covered various aspects of social media marketing, starting with its definition and role in marketing, followed by a discussion of marketing funnel, inbound marketing, marketing metrics, and content marketing.

The second chapter outlines the key milestones involved in building an effective social media marketing campaign, including defining the campaign's goals, identifying the channels, planning the strategies, monitoring the metrics, creating a content calendar, engaging, and monitoring during the campaign, and analyzing the results. Practical tips and examples were provided to illustrate these milestones and emphasize the importance of careful planning and execution.

The third chapter explores the impact of social media campaigns on business growth, with a focus on the influence of social media marketing on ROI. The analysis of the case of Nike demonstrated the company's effective use of social media to reach its target audience, create engagement, and drive sales. This analysis of Nike's social media campaign revealed that defining clear objectives, developing creative content, and using the right metrics are crucial to the success of a social media campaign. The study highlights that businesses can maximize the benefits of social media marketing by staying up to date with the latest trends, engaging with their customers, and monitoring their social media performance.

To conclude, this study has demonstrated the significance of social media marketing for businesses seeking to expand their reach and grow their brand. By following the guidelines outlined in this thesis, companies can build effective social media marketing campaigns that generate significant returns on investment.

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