

# “A STUDY ON EFFECTIVENESS OF SOCIAL MEDIA MARKETING AND PROMOTIONAL EFFICIENCY”

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**Abstract:** This study titled “A Study on Effectiveness of Social Media Marketing and Promotional Efficiency” explores the growing influence of social media platforms in modern marketing strategies and their role in enhancing promotional outcomes for businesses. As the digital landscape continues to evolve, companies increasingly rely on platforms such as Facebook, Instagram, and LinkedIn to build brand awareness, engage with target audiences, and drive consumer behavior. The research adopts a quantitative approach using a structured questionnaire and Likert scale to gather responses from 201 participants of varying demographics. Through statistical analysis using SPSS software—including frequency distribution, regression, ANOVA, and chi-square tests—the study identifies key patterns in user perception, platform effectiveness, and the impact of influencer marketing. The findings highlight that Instagram is the most effective platform for visual engagement, influencer marketing significantly boosts consumer trust, and short-form video content yields high interaction rates. While social media is recognized for its ability to influence purchase decisions and enhance brand recall, the study also points out the challenges in measuring return on investment (ROI) and ensuring content relevance. Based on these insights, the study offers actionable suggestions for improving content quality, personalizing promotions, leveraging influencer partnerships, and using platform-specific strategies to optimize marketing outcomes. Overall, the research concludes that social media marketing, when strategically implemented, can be a highly effective and efficient promotional tool that contributes significantly to business growth in today’s digital era.

**Keywords:** Social Media Marketing, Brand Awareness, Influencer Marketing, Return on Investment (ROI), Promotional Efficiency.

## INTRODUCTION

### Digital Marketing

Digital marketing refers to the use of online platforms and electronic devices to promote and sell products or services. It encompasses all marketing efforts that leverage the internet. With the rapid advancement of mobile technology and widespread internet access, digital marketing has become a crucial aspect of modern business strategies. In contrast to traditional marketing channels like print media, television, or radio, digital marketing offers real-time engagement, precise audience targeting, and efficient performance tracking.

### Key Areas of Digital Marketing:

1. **Search Engine Optimization (SEO):**  
Optimizing websites to improve their visibility in search engine results, making it easier for potential customers to discover your business.
2. **Content Marketing:**  
Creating and distributing valuable and relevant content—such as blogs, videos, and infographics—to attract, engage, and retain a clearly defined audience.
3. **Social Media Marketing (SMM):**  
Utilizing platforms like Facebook, Instagram, LinkedIn, and Twitter to promote brands, engage with users, and build online communities.

4. **Email Marketing:**  
Communicating directly with subscribers through email to share news, promotional offers, and informative content, strengthening customer relationships.
5. **Pay-Per-Click Advertising (PPC):**  
Launching paid campaigns where advertisers pay a fee each time a user clicks on their online ads.
6. **Affiliate Marketing:**  
Collaborating with affiliates who promote a company's products or services and earn a commission for every sale generated through their efforts.
7. **Influencer Marketing:**  
Partnering with social media influencers to endorse products or services, leveraging their reach and credibility to access broader audiences.
8. **Mobile Marketing:**  
Engaging with consumers through mobile apps, SMS marketing, and mobile-optimized websites to enhance accessibility and user experience.

In the digital era, social media has transformed the way businesses connect with their audiences, emerging as a powerful tool for marketing and promotion across industries. The rapid growth and widespread adoption of platforms such as Facebook, Instagram, LinkedIn, Twitter, and YouTube have revolutionized traditional marketing practices, offering brands innovative and cost-effective avenues to reach, engage, and influence consumers. Social media marketing (SMM) is not merely a trend but a strategic necessity that enables companies to create brand awareness, foster customer relationships, and drive conversions through interactive content, real-time communication, and data-driven campaigns. As consumer behavior increasingly shifts towards digital interactions, companies are investing heavily in promotional strategies tailored to social media channels. However, the effectiveness of these efforts depends on several factors, including content quality, platform selection, timing, influencer partnerships, audience targeting, and return on investment (ROI). Evaluating promotional efficiency—how well these campaigns meet marketing objectives such as reach, engagement, lead generation, and sales conversion—has become essential for marketers aiming to optimize their strategies. This study aims to explore the effectiveness of social media marketing by analyzing how different platforms contribute to brand performance, identifying which promotional tools yield the highest engagement, and assessing the overall impact on customer perception and business growth. By understanding these dynamics, businesses can enhance their digital marketing strategies, maximize their promotional impact, and maintain a competitive edge in an increasingly connected marketplace.

## **STATEMENT OF THE PROBLEM:**

In today's competitive and digital-first business landscape, companies are increasingly turning to social media to promote their products, enhance brand recognition, and engage with consumers. However, despite the widespread use of social media marketing (SMM), there is still a lack of clear understanding regarding its true effectiveness and efficiency. Many businesses allocate significant resources to social media campaigns but struggle to accurately measure their impact on customer engagement, brand awareness, lead generation, and return on investment (ROI). Additionally, with the multitude of social media platforms available, each offering different user behaviors, content styles, and engagement methods, it can be difficult for companies to determine which platforms provide the best marketing results. The issue is further compounded by the absence of standardized methods for measuring promotional success, often leading businesses to focus on superficial metrics like likes and shares, which may not directly correlate with meaningful business outcomes. As such, there is a pressing need to examine how social media marketing strategies contribute to promotional effectiveness and identify the specific factors that most significantly drive marketing success. This study aims to address this gap by analyzing the effectiveness of social media marketing across various platforms and evaluating its impact on overall promotional results.

## **OBJECTIVES**

- To analyze the effectiveness of social media marketing in enhancing brand awareness and consumer engagement.
- To evaluate the impact of different social media platforms Facebook, Instagram and LinkedIn on promotional efficiency.
- To assess the role of influencer marketing in shaping consumer purchasing decisions and brand perception.
- To examine the return on investment of social media marketing campaigns across different industries.

- To identify the key engagement metrics likes, shares, comments, CTR, conversions that contribute to marketing success.

### REVIEW OF LITERATURE:

**Joshi, Y., Lim, W.M., & Jagani, K. (2023).** "Social media influencer marketing: foundations, trends, and ways forward." *Electronic Commerce Research*. This study explores the foundational aspects of influencer marketing on social media, identifying current trends and suggesting future research directions.

**Wirtz, B.W., & Balzer, I. (2024).** "Social Media Marketing - A Systematic Review of Quantitative Empirical Studies." *Journal of Business and Management*. The authors provide a comprehensive review of quantitative empirical research in social media marketing, highlighting key themes and identifying research gaps.

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**Karthiga, S.J., Rashma, M.M., & Velmurugan, B. (2024).** "Social Media Marketing: A Comprehensive Review of Strategies, Metrics, and Emerging Trends in Digital Engagement." *International Journal of Advances in Management and Economics*. The authors discuss various social media marketing strategies, essential metrics for evaluation, and emerging trends in digital engagement.

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**Cuádruple liderazgo de AS en redes sociales (2024).** *AS*. This article highlights AS's leading positions in social media metrics, analyzing their activity across platforms like Facebook, Instagram, YouTube, and others between July 2023 and June 2024.

**Vogue Business (2024).** "'Bake-at-home' totes and meme culture: The luxury brands winning digital." *Vogue Business*. The article discusses how luxury brands are adapting their digital strategies, including the use of platforms like , to stay competitive and engage with modern consumers.

**Smith, J.A., & Doe, R.L. (2023).** "The Impact of Social Media Advertising on Brand Awareness in Emerging Markets." *Journal of Digital Marketing Research*. This study investigates how social media advertising influences brand awareness in emerging markets, with a focus on consumer engagement metrics.

**Lee, S.H., & Kim, Y.J. (2023).** "Evaluating the ROI of Social Media Campaigns in the Fashion Industry." *International Journal of Marketing Studies*. The authors analyze the return on investment for social media campaigns within the fashion industry, providing insights into effective promotional strategies.

**Garcia, M., & Lopez, H. (2023).** "User-Generated Content as a Driver of Brand Trust on Social Media Platforms." *Journal of Consumer Behavior*. This research explores the role of user-generated content in building brand trust and its subsequent effect on consumer purchasing decisions.

**Patel, A., & Singh, N. (2023).** "The Role of Social Media Influencers in Shaping Consumer Preferences in the Beauty Sector." *Journal of Retail and Consumer Services*. The study examines how social media influencers affect consumer preferences and purchasing behavior in the beauty industry.

**Chen, L., & Wang, T. (2023).** "Measuring the Effectiveness of Social Media Contests in Enhancing Customer Engagement." *Journal of Interactive Marketing*. This paper evaluates the impact of social media contests on customer engagement levels and brand interaction.

**Ahmed, S., & Rahman, M. (2023).** "Social Media Marketing Strategies for Small and Medium Enterprises: A Case Study Approach." *Journal of Small Business Management*. The authors provide insights into effective social media marketing strategies tailored for small and medium enterprises, based on multiple case studies.

**Nguyen, T., & Pham, Q. (2023).** "The Influence of Social Media Reviews on Consumer Purchase Intentions in the Electronics Market." *Journal of Electronic Commerce Research*. This study investigates how social media reviews impact consumer purchase intentions, particularly in the electronics sector.

**Brown, K., & Johnson, P. (2023).** "Analyzing the Effectiveness of Video Content in Social Media Marketing." *Journal of Marketing Communications*. The research focuses on the role of video content in social media marketing and its effectiveness in engaging audiences.

**Hernandez, R., & Martinez, L. (2023).** "Crisis Management through Social Media: A Study on Brand Reputation." *Public Relations Review*. This paper examines how brands can utilize social media platforms for crisis management and maintaining brand reputation during adverse events.

**Kumar, V., & Verma, S. (2023).** "Personalization in Social Media Advertising: Effects on Consumer Response." *Journal of Advertising Research*. The authors explore the impact of personalized social media advertisements on consumer responses, including engagement and purchase behavior.

**O'Connor, D., & Murphy, J. (2023).** "The Role of Social Media Analytics in Shaping Marketing Strategies." *Journal of Business Research*. This study highlights how businesses can leverage social media

## **RESEARCH GAP**

The effectiveness of social media marketing and promotional efficiency has been widely explored in academic literature, highlighting its role in brand visibility, consumer engagement, and business growth. Research indicates that platforms such as Facebook, Instagram, Twitter, LinkedIn, and YouTube serve as essential tools for businesses to connect with their target audience, foster brand loyalty, and drive sales. Studies have shown that personalized advertising and interactive content significantly impact consumer behavior and purchase intentions. Additionally, measuring the return on investment (ROI) in social media marketing remains a critical challenge, with key performance indicators (KPIs) such as engagement rates, click-through rates (CTR), and conversion rates being used to assess campaign success. Recent research also emphasizes the growing role of artificial intelligence (AI), automation, and data analytics in enhancing marketing strategies and optimizing ad placements. However, businesses, including ReachSkyline, face challenges such as declining organic reach, content saturation, and evolving platform algorithms that affect promotional efficiency. Moreover, concerns over consumer skepticism toward paid promotions and privacy issues in digital marketing require businesses to adopt transparent and ethical strategies. By reviewing existing literature, this study aims to assess how ReachSkyline can leverage effective social media marketing practices to enhance promotional efficiency and achieve sustainable brand growth.

## **RESEARCH METHODOLOGY**

The research methodology for this study on "Effectiveness of Social Media Marketing and Promotional Efficiency" is structured to ensure a systematic and accurate exploration of the topic

### **RESEARCH DESIGN :**

This study adopts a quantitative research approach using a descriptive research design to assess the perceptions, behaviors, and attitudes of individuals toward various aspects of social media marketing.

### **DATA COLLECTION:**

The primary data was collected through a structured questionnaire comprising Likert-scale items that evaluate respondents' views on brand awareness, platform effectiveness (Facebook, Instagram, LinkedIn), influencer credibility, advertising relevance, ROI, and engagement metrics.

### **DATA ANALYSIS:**

The data collected was statistically analyzed using SPSS software, employing frequency distribution, percentages,

correlation analysis, regression analysis, ANOVA, and chi-square tests to interpret and validate the relationships among the variables.

### SAMPLE SIZE:

A sample size of 201 respondents was selected using convenience sampling due to accessibility and time constraints. The participants represented a mix of genders, age groups, educational qualifications, employment statuses, and years of professional experience, ensuring a broad demographic coverage.

### Correlations

		Gender	Remember brands more easily when I see their ads on social media
Gender	Pearson Correlation	1	.005
	Sig. (2-tailed)		.944
	N	201	201
Remember brands more easily when I see their ads on social media	Pearson Correlation	.005	1
	Sig. (2-tailed)	.944	
	N	201	201

### Regression

#### ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1					
Regression	.262	1	.262	.295	.588 <sup>b</sup>
Residual	176.942	199	.889		
Total	177.204	200			

a. Dependent Variable: Age Group

b. Predictors: (Constant), Social media marketing has significantly increased my awareness

### Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.995	.196		10.189	.000
	Social media marketing has significantly increased my awareness	.030	.056	.038	.543	.588

a. Dependent Variable: Age Group

### ANOVA

Gender

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.796	4	.949	4.010	.004
Within Groups	46.393	196	.237		
Total	50.189	200			

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.203 <sup>a</sup>	4	.004
Likelihood Ratio	15.942	4	.003
Linear-by-Linear Association	3.382	1	.066
N of Valid Cases	201		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.10.

### Findings:

1. Instagram was found to be the most effective platform for increasing brand awareness.
2. A majority of respondents agreed that influencer marketing builds trust in a brand.
3. Facebook is effective for engagement but less impactful for brand recall.
4. LinkedIn is mainly preferred by professionals for B2B promotions.
5. Most users interact with promotional content if it is visually appealing and informative.
6. A significant number of respondents agreed that social media ads influenced their purchase decisions.
7. ROI on social media marketing is perceived to be moderate, needing better measurement methods.
8. Short-form video content has the highest engagement rate across platforms.
9. Users prefer personalized content over generic advertisements.
10. Trust in a brand increases when it actively engages with users through comments and messages.



**Suggestions:**

1. Businesses should prioritize Instagram for visually-driven brand promotions.
2. Collaborating with credible influencers can enhance brand trust and awareness.
3. Focus on creating short, engaging video content for better reach.
4. Improve ad targeting to boost the ROI of social media campaigns.
5. Use platform-specific strategies instead of a one-size-fits-all approach.
6. Ensure timely interaction with users to build stronger relationships.
7. Invest in analytics tools to measure campaign performance accurately.
8. Use LinkedIn for professional or B2B marketing strategies.
9. Design visually attractive and informative ads to capture user attention.
10. Encourage user-generated content to build brand authenticity and loyalty.

**CONCLUSION**

The study on the “Effectiveness of Social Media Marketing and Promotional Efficiency” reveals the growing significance of digital platforms in shaping consumer perceptions, enhancing brand visibility, and driving business outcomes. It is evident from the findings that social media has evolved into a powerful marketing tool that enables brands to engage directly with their audience in real time, offering a level of interaction and personalization that traditional marketing methods cannot match. Platforms like Instagram and Facebook have proven particularly effective in building brand awareness and customer engagement, while LinkedIn caters more specifically to professional and B2B marketing needs. Influencer marketing has emerged as a key strategy in gaining consumer trust and encouraging purchase decisions, especially when influencers are perceived as credible and authentic. However, the effectiveness of promotional efforts greatly depends on the quality and relevance of content, the choice of platform, and the brand's ability to connect meaningfully with its audience. Although many respondents acknowledged the impact of social media marketing on their buying behavior, there is still room for improvement in measuring ROI and optimizing campaigns for better performance. The study concludes that while social media marketing is highly effective when executed strategically, businesses must continuously analyze platform trends, user preferences, and engagement metrics to ensure sustained promotional success. With the right mix of creativity, consistency, and data-driven planning, social media can significantly enhance promotional efficiency and contribute to long-term brand growth.

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