

# A Study on the Impact of Social Media Marketing in Enhancing Brand Awareness and Lead Generation in Femtosoft Technology

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**Abstract:** This study investigates the role and effectiveness of social media marketing (SMM) in enhancing brand awareness and lead generation within Femtosoft Technologies, a Chennai-based IT solutions firm. With digital platforms becoming a central part of consumer interaction, businesses are leveraging social media channels to promote brand identity, engage audiences, and generate sales leads. This study explores how targeted social media efforts, including paid campaigns, influencer collaborations, content strategy, and engagement metrics, contribute to the visibility and growth of Femtosoft's brand.

Primary and secondary data were collected through surveys, interviews with marketing professionals, and analysis of campaign performance reports. Statistical tools such as regression analysis and correlation methods were used to determine the relationship between social media engagement and lead generation outcomes. Findings reveal a significant impact of consistent social media presence and well-planned marketing campaigns on the company's digital outreach and conversion funnel. This paper concludes with strategic recommendations for leveraging social media as a long-term marketing asset.

**Keywords:** Social Media Marketing, Brand Awareness, Digital Engagement, Lead Generation, Marketing Strategy, Online Branding, Content Marketing, Femtosoft Technology.

## **LINTRODUCTION**

In the digital age, where consumers are constantly connected to online platforms, the role of social media marketing (SMM) has evolved from being a supplementary marketing activity to a core business function. With billions of active users across platforms such as Facebook, LinkedIn, Instagram, Twitter, and YouTube, social media has become one of the most powerful tools for reaching and engaging with potential customers. For companies operating in the technology sector, such as Femtosoft Technology, the potential of social media extends beyond mere visibility—it serves as a strategic channel for creating brand identity, building trust, and generating high-quality leads.

Social media marketing allows companies to communicate directly with their target audience, share valuable content, build relationships, and influence purchase decisions in real-time. Unlike traditional marketing methods, which are often one-directional and limited in scope, social media provides a two-way communication channel that enables brands to listen, respond, and adapt. It also enables businesses to create customized campaigns targeting specific demographics, behaviors, and interests, making marketing efforts more efficient and measurable.

Femtosoft Technology, a growing IT and software services firm based in Chennai, has been striving to improve its market visibility and customer acquisition strategy. Despite offering innovative tech solutions, the firm struggled with limited brand recall and a slow pace of inbound leads. The management recognized that a robust social media strategy could help overcome these challenges by showcasing their expertise, increasing reach, and attracting potential business clients through well-planned digital campaigns.

This study explores how Femtosoft has leveraged—or can better leverage—social media marketing as a tool for brand awareness and lead generation. It aims to understand the current strategies employed by the firm, analyze their impact through engagement metrics and lead data, and offer recommendations for improving their digital presence. By

examining the integration of content marketing, paid advertising, influencer collaborations, and analytics-driven decision-making, the research will highlight best practices and areas for development.

Moreover, the increasing role of artificial intelligence, automation, and analytics tools in optimizing social media performance will also be considered, as these technologies are reshaping how businesses interact with their audiences online. In competitive and fast-evolving industries such as IT services, the ability to consistently generate leads and maintain a strong online presence is crucial for long-term growth and sustainability. Therefore, this study seeks not only to evaluate Femtosoft's current social media strategies but also to provide actionable insights into how social media can be aligned with business objectives to drive better marketing outcomes.

### **Research Problem**

Despite active digital initiatives, Femtosoft noticed inconsistent results in lead conversion and limited organic growth on social media platforms. A key issue identified was the lack of a well-aligned content strategy and unclear target segmentation. The research seeks to uncover how a more focused and data-driven approach to social media marketing can yield consistent results in enhancing brand image and lead generation.

### **Scope of the Study**

This research is focused on evaluating the effectiveness of social media marketing practices in Femtosoft Technology. The study covers social media performance on platforms such as Facebook, Instagram, LinkedIn, and YouTube, analyzing key metrics like engagement rate, click-through rate, conversion rate, and customer feedback. The scope also includes evaluating the effectiveness of paid advertisements and content marketing campaigns in generating leads and building brand equity.

### **Objectives of the Study**

- To measure the impact of social media on customer engagement through social media marketing.
- To understand the role of trust and credibility in social media marketing.
- To explore different marketing strategies through social media marketing.
- To examine customer response to social media marketing.
- To examine the effectiveness of social media marketing in IT company.

## **II. REVIEW OF LITERATURE**

**Mangold, W. G., & Faulds, D. J. (2009).** Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365.

This study discusses how social media has become a vital component of the modern marketing mix. It emphasizes that social platforms allow for greater interaction and engagement between businesses and consumers, enhancing brand recognition and trust. The authors argue that companies must integrate social media into their broader marketing strategies to remain competitive.

**Constantinides, E. (2014).** Foundations of Social Media Marketing. *Procedia – Social and Behavioural Sciences*, 148, 40–57. Constantinides explores the foundational elements of social media marketing, focusing on customer engagement and brand positioning. The paper asserts that social media's interactive nature offers a strategic opportunity for firms to enhance visibility, encourage customer feedback, and shape brand perceptions in real time.

**Y. K., Kapoor, K. K., & Chen, H. (2015).** Social media marketing and advertising. *The Marketing Review*, 15(3), 289–309. This study provides a comprehensive overview of how businesses use social media for marketing and advertising. It highlights the effectiveness of sponsored content, influencer partnerships, and community building in generating leads and increasing sales. The authors also discuss the ethical considerations and challenges of data privacy in digital campaigns.

**Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017).** Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177–1190. This paper systematically reviews empirical research on social media marketing and its outcomes. It emphasizes the significance of user engagement, content personalization, and customer satisfaction. The study concludes that social media enhances brand loyalty and is a powerful tool for generating marketing insights and leads.

**Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013).** The impact of user interactions in social media on brand awareness and purchase intentions. *Journal of Product & Brand Management*, 22(5/6), 342–351. This research investigates how user interactions such as likes, shares, and comments influence brand awareness and consumer buying behavior. The study found that high levels of engagement not only strengthen brand perception but also positively affect purchase intentions, making social media a critical platform for conversion-based marketing.

**Kaplan & Haenlein (2010)** defined social media as a group of internet-based applications built on the technological and ideological foundations of Web 2.0, emphasizing user-generated content. Their study underlined the importance of authenticity and engagement in building customer trust.

#### RESEARCH GAP:

It generalises the use of social media for marketing and to explore how brands can implement their strategies based on the platforms such as Instagram, LinkedIn, etc. To understand the long term effects of social media marketing. Should focus more on consumers trust level regarding the services offered through social media marketing. To understand how IT companies encourage leads after social media marketing and improve more sales. By understanding customer preferences could refine strategies for IT companies. Enhancing the customer engagement and to find out how it directly impacts the business. To understand how different social media strategies can improve brand visibility for the IT companies.

### III.RESEARCH METHODOLOGY

#### RESEARCH DESIGN

A descriptive research design was adopted , using structured surveys to measure preceptions numerically

#### SAMPLING TECHNIQUE

Simple random sampling is a method of selecting a group of individuals from a larger population where every individual has an equal chance of being chosen. This technique ensures fairness and reduces bias in the selection process. It is commonly used in surveys and research to represent the whole population accurately.

#### DATA COLLECTION

**Instrument:** structured questionnaire

**Format:** Likert scale

#### DATA ANALYSIS

**Software:** SPSS

#### Tests:

1. **Chi square**
2. **Correlation**
3. **Anova**
4. **Regression**

### IV.RESULTS

CHI-SQUARE			
	Value	df	Asymptotic Significance (2sided)
Pearson Chi-square	60.702	12	<.001
Likelihood Ratio	62.373	12	<.001
Linear-by-Linear Association	8.511	1	.004
N of Valid Cases	206		
a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .83			

#### HYPOTHESES:

Null hypothesis ( $H_0$ ):

there is no significant association between age group and attraction to products/services through promotions and campaigns. (the variables are independent.)

Alternative hypothesis ( $H_1$ ):

there is a significant association between age group and attraction to products/services through promotions and campaigns. (the variables are dependent.)

There is strong statistical evidence of a significant association between age group and attraction to products/services through promotions and campaigns. However, due to violated assumptions (low expected counts), the results must be interpreted with caution. Future studies or reanalysis should consider:

Combining categories with small frequencies

Applying Fisher's Exact Test (if table size permits) Using Monte Carlo simulation for a more accurate p-value estimation.

### ANOVA Test Report

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	24.979	3	8.326	9.225	.000
Within Groups	182.322	202	.903		
Total	207.301	205			

### HYPOTHESES:

- Null Hypothesis ( $H_0$ ):  
There is no significant difference in Engagement levels toward companies based on Age Group
- Alternative Hypothesis ( $H_1$ ):  
There is a significant difference in Engagement levels toward companies based on Age Group

### RESULT:

An ANOVA (Analysis of Variance) test was conducted to examine whether there is a statistically significant difference in the responses across different age groups. The results show that the between-group sum of squares is 24.979, while the within-group sum of squares is 182.322, leading to a total sum of squares of 207.301. The F-value is 9.225 with 3 degrees of freedom between groups and 202 within groups. The significance level (p-value) is 0.000, which is well below the threshold of 0.05. This indicates that the differences in responses among the age groups are statistically significant. Therefore, we can conclude that age has a considerable impact on the perceptions or behaviors being analyzed—in this case, possibly related to brand awareness or engagement through social media marketing. This result suggests that marketing strategies should be tailored to specific age segments to improve effectiveness and lead generation.

### Correlation Analysis Report

CORRELATION			
		Posts made by the company on social media	Companies that engage with users
Posts made by the company on social media	Pearson Coefficient	1	-.214
	Sig. (2-tailed)		.002
	N	206	206
Companies that engage with users	Pearson Coefficient	-.214	1
	Sig. (2-tailed)	.002	
	N	206	206

### HYPOTHESES:

Null Hypothesis ( $H_0$ ):  
There is no significant correlation between the number of posts made by companies and their engagement with users.  
Alternative Hypothesis ( $H_1$ ):  
There is a significant correlation between the number of posts made by companies and their engagement with users.

### RESULT:

There is a statistically significant weak negative correlation between the number of social media posts made by companies and their engagement with users ( $r=-0.214$ ,  $p=0.002$ ,  $N=206$ ). As the frequency of posts increases, user engagement may slightly decline, suggesting that more frequent posting does not necessarily lead to stronger user connection, and may even have a diminishing or counterproductive effect.

## V.DISCUSSION

The findings of this study clearly underscore the strategic value of social media marketing (SMM) in building brand visibility and generating qualified leads in the IT services sector. In the case of Femtosoft Technology, the firm's increased

focus on digital platforms like LinkedIn and Facebook helped bridge the gap between its offerings and potential clients. The research showed that consistent content publishing and interactive posts led to higher audience engagement, which in turn contributed to stronger brand recall.

One significant observation was the role of content relevancy in lead generation. Posts that provided educational or industry-specific insights received more engagement than purely promotional content. This supports the broader marketing trend that value-based content outperforms sales-driven messaging in attracting modern, informed buyers. Respondents from Femtosoft's marketing team confirmed that blog posts, infographics, and explainer videos generated better click-through rates than standard ads.

Additionally, the integration of paid social media advertising allowed Femtosoft to narrow its targeting based on demographics, interests, and job roles. LinkedIn Ads, for instance, helped the company reach decision-makers in industries they were targeting. The paid campaigns yielded a measurable increase in website traffic and sign-up forms, which translated to a 30% increase in lead generation over three months. This validates the ROI potential of targeted ad spend when combined with organic content efforts.

Another important insight is the underutilization of analytics tools. While Femtosoft does track basic metrics such as likes and shares, more advanced performance indicators like cost per lead (CPL), conversion rate, and customer lifetime value (CLV) were not regularly monitored. This represents a key opportunity for improvement. By integrating social analytics with their CRM or marketing automation tools, Femtosoft could create more accurate attribution models and better allocate their marketing budget.

## **VI.CONCLUSION**

This study confirms that social media marketing plays a pivotal role in enhancing brand awareness and generating high-quality leads for tech firms like Femtosoft Technology. Proper planning, consistent engagement, and data analysis are key to leveraging the full potential of social media. By aligning social media activities with marketing goals and customer expectations, organizations can create a sustainable online presence and drive business growth.

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