



IMPACT OF SOCIAL MEDIA MARKETING AND SEARCH ENGINE OPTIMIZATION ON LEAD GENERATION PERFORMANCE

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1. Abstract: As technology gets better businesses are using the internet more to find clients and make good business relationships. Businesses use two ways to get better at being online talk to the people they want to work with and get new leads: social media marketing and search engine optimization.

This study is trying to figure out how social media marketing and search engine optimization can get us good leads and help us turn people into customers. The study looked at kinds of digital marketing to see how well each one works. They looked at things like using media to talk to customers getting more people to visit our website picking the right keywords and making good content to see which ones can get us leads.

The researcher used a way to collect and analyse data and got information from three different places. They got data from people who answered a survey from records the organization already had and from things, like how many people visit our website how many people click on our links how many people engage with us and how many people become our customers.

Overall, this study shows that if we use search engine optimization and social media marketing together, we can get leads and more customers can engage with us, which makes our whole digital marketing plan work better. Also, what we learned from this study can help organizations see how to use the marketing strategies they already must do even better in the competitive business world of today.

Keywords: Digital Marketing, Social Media Marketing, Search Engine Optimization, Lead Generation Performance

2. INTRODUCTION

2.1 Background of the study

Business's methods for advertising and selling their products and services have undergone major changes through the evolution in the use of the internet and technology. More businesses today are utilizing digital marketing strategies to reach more customers and create additional revenue. Social Media Marketing (SMM) and Search Engine Optimization (SEO) are important digital marketing tools that help businesses attain a higher level of visibility in the digital world, creating opportunities to attract new customers ("leads") to their organizations. Social media provides a way for businesses to directly interact with customers, build brand identity and awareness, give prospects a reason to connect or engage with brands if they have an interest in that product. In addition to this, SEO assists businesses in improving their rank in the search engine results pages (SERPs) and in generating organic website traffic (through search) to their businesses. As online competition continues to rise across all industries, businesses need to maximize the effectiveness of using the SMM and SEO strategies together to provide improved lead generation results.

2.2. Research Problem

Organizations are investing a lot of money into Social Media Marketing (SMM) and Search Engine Optimization (SEO) to generate new business leads and increase their online visibility but are still struggling with converting the hits to their websites and social media sites into actual business leads. Additionally, companies have difficulties measuring the effectiveness and return on investment (ROI) of their Digital Marketing strategies. This research will investigate the relationship between Social Media Marketing and SEO to see if they positively impact lead generation performance.

2.3. Objectives of the study

- To identify the role of social media as an avenue for generating business leads.
- To examine the correlation between Website Visitor Traffic and Lead Conversion Rate.
- To identify the challenges encountered in generating digital leads using Search Engine Optimization (SEO) and Social Media Marketing strategies.
- To analyze the current SEO strategies adopted by the company.
- To examine the effectiveness of social media platforms in generating business leads

2.4. Significance of the study

- This research identifies the significance of Social Media Marketing (SMM) and Search Engine Optimization (SEO) as ways to enhance the quality and volume of lead generation.
- This research identifies how different digital marketing techniques can help businesses to attract potential customers and to increase their organic visibility through the web.
- This study identifies the strengths and weaknesses of existing SEO and social media marketing initiatives undertaken by the organization.
- The findings from this research will allow organizations to analyse and improve their digital marketing systems to improve lead conversions.
- This study will also provide information to local students and researchers that will assist them in understanding digital marketing as well as lead generation.
- This study contains specific concepts that can assist organizations in developing an effective, well-executed online marketing initiative, and ultimately increasing overall customer interaction.

3. REVIEW OF LITERATURE

Digital marketing has changed the way businesses use marketing by shifting their focus from traditional promotional methods (i.e., ads, flyers etc.) to online platforms where they can reach new audiences and create new leads more effectively. Chaffey and Ellis-Chadwick (2019) found that using digital marketing companies can use measurable and cost-effective strategies to ensure reaching wider audiences and to obtain quality leads. Given the increasing use of the Internet, businesses are relying heavily on using Social Media Marketing (SMM) and Search Engine Optimization (SEO) to create visibility and engage with potential customers.

The effectiveness of SMM as a tool is widely recognised within the literature in terms of developing customer engagement and developing brand awareness. Kaplan and Haenlein (2018) indicated the significance of social media platforms as a facilitator for two-way communication between businesses and consumers which helps to build trust and develop relationships. Hajli (2017) conducted studies that found significant social interactions including social likes (i.e., liking/adding to someone's Facebook page), social shares (i.e., sharing an item on social media) and social comments on social media dramatically affect a consumer's perception of a brand and their intention to purchase a product over and above the impact of other sources of information; thus it can be concluded that social media is very likely to improve lead generation. Dwivedi et al. (2021) provided evidence that social media platforms provide targeted advertisements (i.e., advertisements that are targeted to people who would be interested in a particular item) as well as analytics tools which allow businesses to identify potential customers with greater accuracy, thus allowing businesses to make their lead acquisition processes more efficient.

Search Engine Optimization we are talking about making a website more visible on search engine result pages so that we can get more people to visit our website. Jansen and Mullen said in 2008 that if a website is ranked higher in search results it will get visits and this will give us more chances to generate leads. Then in 2019 Mohammadi did some research. Found out that Search Engine Optimization is good for a long time because it attracts people who are looking for something and these people are more likely to buy something from us. We can also make our website better by optimizing the content using the keywords and making technical improvements, which will make our website more credible and bring in better traffic.

Search Engine Optimization and Social Media Marketing to see which one is better at generating leads. Järvinen and Karjaluoto found out in 2015 that Social Media Marketing is good for making people aware of our brand and getting them engaged. Search Engine Optimization is better at getting people who are looking for something. Alalwan and others said in 2017 that using both Search Engine Optimization and Social Media Marketing together gives us results because the content we post on social media helps bring people to our website and Search Engine Optimization helps us stay visible for a long time. So, what we know from all this is that both Social Media Marketing and Search Engine Optimization are good, for generating leads but when we use them together, we get better results that last longer.

3.1. Research Gap

Earlier research on Social Media Marketing (SMM) and Search Engine Optimization (SEO) have generally done so as standalone practices that affect digital marketing performance. There is little research on how SMM and SEO, as integrated marketing methods/approaches, affect lead generation performance (SEO and SMM combined) and not many empirical studies assessing how effective these strategies are for SMEs in the information technology (IT) sector in India.

4. RESEARCH METHODOLOGY

The methodology employed for this research includes a systematic approach for collecting and analysing data and interpreting data as a way to achieve specific objectives of this study. The research methodology provides an overall structure for conducting research in an organized, scientific way. The research methodology for this study is focused on determining the effects of Social Media Marketing (SMM) and Search Engine Optimization (SEO) on lead generation.

4.1. Research Design

The research design is like a plan that we use to collect and look at data. This plan helps us get the information we need to answer the questions we have. It also helps make sure that the information we get is correct. For this study we are using a *descriptive research design** to see how Social Media Marketing and Search Engine Optimization affect lead generation performance. We want to understand what digital marketing methods is using now. We also want to know how these methods are affecting customer engagement and website traffic.

4.2. Sampling Size and Sampling Method

Sampling Size

The number of people we asked for this study is 124. We picked these people to see what they think about Social Media Marketing and Search Engine Optimization and how it affects getting leads. We thought 124 people was enough to get information, for our study. The answers we got from these people helped us look at the numbers and do things like figure out percentages, averages and see how things are related to each other. We did this to understand Social Media Marketing and Search Engine Optimization and how they affect getting leads.

Sampling Method

The study used a way to pick people to talk to, which is called convenience sampling. This method is easy and fast. The people who were picked were the ones who were available and happy to answer the survey questions. The reason this method was chosen is that it is easy to do. It does not take a lot of time. The people who were picked were the ones who know about marketing, like social media marketing and search engine optimization. This made it easy for the person doing the study to get the information they needed from the people who know about marketing and social media marketing and search engine optimization.

4.3. Source of Data

The research uses two kinds of data.

Primary Data: We get data directly from people who answer our questions through questionnaires and surveys given to employees or marketing professionals who work with digital marketing

Secondary Data: We get data, from reports made by the company, websites, research papers, articles, books, and online resources that talk about digital marketing, Search Engine Optimization, and social media marketing.

4.4. Statistical Tools Used

- SPSS
- Percentage Analysis
- Mean and Standard Deviation
- Correlation Analysis
- Regression Analysis

5. DATA ANALYSIS AND INTERPRETATION

Table 5.1: Percentage Analysis Gender of Respondents

Gender	No. of Respondents	Percentage
Male	72	58.1%
Female	52	41.9%
Total	124	100%

Interpretation:

The table above shows that, out of 124 people who took part in the study 58.1% are man and 41.9% are female. Most of the people who took part are male.

Table 5.2: Age Groups

Age	No. of Respondents	Percentage
Below 25 Years	28	22.6%
25 – 35 Years	46	37.1%
36 - 45 Years	32	25.8%
Above 45	18	14.5%
Total	124	100%

Interpretation:

The table tells us that 37.1 % of the people who answered the questions are between 25 -35 years old. This is the group. It means that the people who are mostly involved in this study are adults. The young adults are the group, in this study.

Table 5.3 Mean and Standard Deviation

Variables	Mean	Standard Deviation
Social Media Engagement	3.98	0.82
SEO Website Traffic	4.12	0.75
Lead Conversion Rate	3.76	0.88
Customer Interaction	3.89	0.80

Interpretation:

The average value for SEO website traffic is 4.12, which is the highest. This shows that people think SEO really helps get visitors to a website and possibly more leads. This means people mostly agree that digital marketing strategies work well. The SEO website traffic score is high which means SEO website traffic is effective.

Table 5.4 Correlation between Social Media Marketing, SEO, Lead Generation

Variables			
Social Media Marketing	1	0.64	0.71
SEO	0.64	1	0.76
Lead Generation	0.71	0.76	1

Interpretation:

The analysis shows that SEO and lead generation go hand in hand with a positive connection of 0.76. This means SEO plays a role in generating leads. Similarly social media marketing has a connection with lead generation at 0.71. So social media marketing also helps bring in leads. Overall, both SEO and social media marketing have an impact, on how well the organization generates leads.

Table 5.5 Regression Analysis of SEO and Social Media Marketing on Lead Generation

Variables	Beta Coefficient	t- values	Significance
Social Media Marketing	0.42	4.68	0.001
SEO	0.53	5.12	0.000
R2 Value	0.61		

Interpretation:

The analysis shows that Social Media Marketing and SEO both affect lead generation. SEO has an impact with a beta coefficient of 0.53. This means SEO helps more with generation than Social Media Marketing does. The R² value is 0.61. This tells us that SEO and Social Media Marketing explain 61 percent of how we get leads. SEO and Social Media Marketing are important, for lead generation performance.



6.RESULTS AND DISCUSSION

Results of the Study

The results of the study were obtained through analysis of responses from 124 people. Most people who responded to the study agree that social media marketing helps improve brand awareness and attract customers. Many people said social media platforms help businesses reach people and create engagement through likes and shares and comments.

The analysis shows that Search Engine Optimization has a score compared to other digital marketing factors. This means people who responded to the study strongly believe Search Engine Optimization improves website visibility and increases traffic. More website traffic means chances of getting potential business leads. The analysis also shows a relationship between media marketing and Search Engine Optimization and lead generation performance. This means that when companies use Search Engine Optimization and social media marketing strategies the chances of generating good leads increase.

The results indicate that both Search Engine Optimization and social media marketing have an impact on lead generation performance. However, Search Engine Optimization has an influence because it attracts users who are searching for products or services through search engines.

Discussion

The findings of this study highlight the importance of marketing strategies in improving business performance. Social media marketing helps companies build relationships with customers and increase brand visibility and engage buyers through content and ads. Social media platforms allow businesses to communicate directly with their target audience and create interest, in their products or services.

On the hand Search Engine Optimization focuses on improving website ranking in search engine results. This helps businesses attract traffic from users who are searching for something. These users usually have a need or interest which increases the probability of converting them into leads. The study also shows that combining social media marketing with Search Engine Optimization strategies creates marketing outcomes. Social media helps in spreading awareness and driving traffic while Search Engine Optimization ensures long-term visibility and sustainable lead generation through Search Engine Optimization.

7.FINDINGS

- The study found that most people think social media marketing is important for getting new business leads and making more people aware of a brand.
- Social media engagement, such as likes, shares and comments helps attract customers and improves chances of getting leads.
- The results show that Search Engine Optimization (SEO) makes a website more visible and increases traffic from search engines.
- It was observed that higher search engine rankings help businesses attract users who are searching for products or services leading to better lead generation.
- The analysis revealed a relationship between social media marketing, SEO and lead generation performance.
- The study showed that both social media marketing and SEO improve lead conversion rates.
- The findings suggest that SEO has a stronger influence, on lead generation compared to social media marketing because it attracts people who are actively searching for something.
- It was also observed that digital marketing strategies help businesses reach people at a lower cost compared to traditional marketing methods.

8.SUGGESTIONS

- The company should focus on making its social media marketing so it can reach more people and get its name out there.
- It is an idea for companies to update their website often and use the right words so they show up higher in search results.
- Companies need to make things that people want to read and watch like blog posts and videos and social media posts to get people interested in what they do.

- The company should use paid ads on media to reach the people they want to and get more people to look at their stuff.
- It is an idea for companies to use tools like Google Analytics to see how people are using their website and what they are doing.
- The company should make its website look better. Be easier to use so people will stay longer and buy things.
- Companies should use both search engine optimization and social media marketing to get results, from their marketing.
- Companies should always be checking on how their digital marketing's doing and make changes to get more people to buy things from them.

9.CONCULSIONS

The study looked at how Social Media Marketing and Search Engine Optimization affect lead generation performance. These days businesses use marketing to reach new customers and help their business grow. Media and search engines are really good tools for companies to show off their products and services.

The study found out that Social Media Marketing and Search Engine Optimization are both important for making lead generation performance. Social Media Marketing helps companies become well known talk to customers and get new leads by using fun content and ads. At the time Search Engine Optimization makes websites more visible and helps businesses get people to visit their site from search engines.

The study also showed that Search Engine Optimization has a bit more of an effect on lead generation performance. This is because it targets people who are looking for things. Social Media Marketing is also important because it makes people aware of companies and sends them to their websites.

So, the study says that using Search Engine Optimization and Social Media Marketing together can really help make lead generation performance and business growth.

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