



# Developing the social media marketing strategy of a new brand to increase brand awareness and growth

Julia Sahlman



Laurea-ammattikorkeakoulu

**Developing the social media marketing strategy of a new brand  
to increase brand awareness and growth**

Service Business Management

Julia Sahlman  
Bachelor of Business Management,

Thesis  
December 2022

Julia Sahlman

**Developing the social media marketing strategy of a new brand to increase brand awareness and growth**

|      |      |       |    |
|------|------|-------|----|
| Year | 2022 | Pages | 23 |
|------|------|-------|----|

---

This thesis has been commissioned by the company Valo Foresight Services Oy, specifically for their project called The Art and Science of Joy. The purpose of the thesis is to find out which specific activities related to social media marketing positively affect the brand awareness and growth of a new brand, and to make recommendations for developing the brand's current social media marketing strategy.

The theoretical framework used within the thesis is based on social media marketing. The theoretical part of the thesis introduces social media marketing as a term, as well as social media marketing channels that are important in today's digital marketing scene. In addition, studies relating to social media marketing activities that have been proven to increase brand awareness and growth, are presented.

The thesis also contains original research on the subject. The research was conducted by a mixed-method, anonymous online survey distributed to people in the company's target group. The results of the survey were partly keeping in line with previous research findings on the subject, which made it possible to give development suggestions for the company's social media marketing strategy.

Keywords: digital marketing, social media marketing, brand awareness, brand growth

## Table of contents

|       |  |    |
|-------|--|----|
| 1     | Introduction .....   | 6  |
| 2     | Purpose of the thesis and research question .....                      | 6  |
| 3     | Company introduction and current marketing activities .....            | 6  |
| 4     | Theoretical background .....   | 7  |
| 4.1   | Social media marketing .....   | 7  |
| 4.1.1 | Benefits of social media marketing .....                               | 8  |
| 4.2   | Important channels of social media marketing .....                     | 8  |
| 4.2.1 | Facebook.....  | 8  |
| 4.2.2 | Instagram .....  | 9  |
| 4.2.3 | LinkedIn.....  | 9  |
| 4.2.4 | Twitter .....  | 9  |
| 4.3   | SoMe marketing activities that affect brand awareness and growth ..... | 10 |
| 4.3.1 | Interacting with users.....  | 10 |
| 4.3.2 | Using video .....  | 10 |
| 4.3.3 | Paid advertising.....  | 11 |
| 4.3.4 | Search engine optimization .....                                       | 11 |
| 4.3.5 | Influencer marketing.....  | 12 |
| 5     | Research.....  | 12 |
| 5.1   | Methodology .....  | 12 |
| 5.2   | Survey questions .....   | 13 |
| 5.3   | Survey results.....  | 16 |
| 6     | Suggestions for development .....                                      | 20 |
| 7     | Limitations of the study .....   | 23 |
| 8     | Conclusion.....  | 23 |
|       | References .....   | 24 |
|       | Figures .....  | 27 |
|       | Tables .....   | 27 |

## 1 Introduction

Valo Foresight Services Oy is a management consulting company under which exists multiple different projects in the health and wellness industry. The topic for this thesis is a project and a brand called The Art and Science of Joy, which has a mission of helping people live more joy-filled lives. This mission is delivered on through multiple services, such as a podcast, live workshops and a children's card game called EQJOY.

The current marketing activities of the project have not produced significant results in the growth of the brand. This is why the objective of this thesis is to find out optimal social media marketing practises that increase brand awareness and growth, and make suggestions and recommendations to the case company on how it can improve its social media marketing strategy. The recommendations will be based on theoretical knowledge, existing research, and a consumer questionnaire sent out to people in the company's target demographic.

## 2 Purpose of the thesis and research question

The purpose of this thesis is to determine which specific strategies and activities in social media marketing positively affect the growth and awareness of a new brand. The thesis will examine how the case company is currently executing its marketing activities and suggest ideas for development based on existing research, as well as a consumer questionnaire. The existing research and the results of the consumer questionnaire will be compared to each other to discover any similarities or discrepancies, and recommendations to the case company will be made based on these findings. The research question to be answered is: which social media marketing activities positively impact the growth and consumers' awareness of a new brand?

## 3 Company introduction and current marketing activities

Valo Foresight Services Oy is a management consulting company located in Espoo, Finland. It was founded in 2013 by the CEO Andrew Cannon. The subject of this thesis is a health and wellness brand which is under the company name called The Art and Science of Joy. The Art and Science of Joy -project has a mission of helping people live more joy-filled lives, and they offer multiple services to deliver on this mission. These services include a podcast, live workshops for companies and a children's card game called EQJOY, which has the purpose of

supporting children's emotional intelligence. All of these services together create The Art and Science of Joy, while most of the active and recurring social media marketing efforts that are currently executed are directed towards promoting the podcast. All suggestions and development ideas provided during the thesis can be utilized when marketing the project as a whole or used separately in the marketing of each service provided.

The Art and Science of Joy currently utilizes multiple channels for its digital marketing efforts. The social media channels used are Instagram, Facebook and LinkedIn, where posts are published multiple times a week. Other points of promotion are the project's website and an email newsletter for subscribers. Currently, the budget for marketing in the company is significantly low, which is why the project has relied mostly on free social media services to support its marketing strategy and efforts. Despite being consistently active on all three platforms, the brand has not seen a significant growth in terms of podcast listeners, social media followers and audience engagement on social media.

## 4 Theoretical background

This section will introduce the term social media marketing, examine its benefits as well as go through some examples of the most important social media marketing channels today.

### 4.1 Social media marketing

Social media marketing is a sub-category of digital marketing which entails promoting your product or service, creating a community with the desired audience, and bringing traffic to your business, via the use of various social media platforms (Hubspot 2022). Today, social media is arguably one of the most important mediums to conduct marketing with, if not the most important. According to a global overview by Datareportal (2022) there are 4,7 billion active social media users worldwide, which makes up for 59% of the population. The possibilities to reach your targeted audience using social media are endless and will only continue to grow as time goes on. This growth has been substantial even as recently as between the years 2020 and 2022, when the amount of social media users grew from 3,6 billion to the above-mentioned 4,7 billion (Statista 2022). As the amount of users has been steadily growing across the globe, it's no longer optional for companies to have a social media presence if they want to reach their marketing potential.

#### 4.1.1 Benefits of social media marketing

According to Tiago & Verissimo (2014) placing effort into social media marketing can increase customer engagement and help develop relationships with consumers. Having customers who engage with a brand is essential since every comment, like and share will boost the brand's exposure in social media and make the brand appear in the social networks of a wider audience. In order to develop meaningful relationships with customers, a brand must aspire to be interesting, authentic and active in building said relationship. Chapter 3.3.1 will give further details about communicating with customers, and how it can positively impact brand awareness, growth and loyalty.

Actively engaging in social media marketing activities has also shown to have a considerable impact on consumers' brand awareness (Bilgin 2018; Yapa 2017; Par-mar 2019; Tiago & Verissimo 2014), as well as brand image and loyalty to the brand (Bilgin 2018; Johansson & Hiltula 2021). A positive brand image is important for a company since it humanizes the brand which in turn creates trust between the company and its customers. Trust and brand loyalty will naturally generate word-of-mouth marketing and drive traffic by new, interested customers who share the same values.

Sharing content from the company's website in social media channels can increase website traffic, and thus boost customer conversions (Hootsuite 2021). Teasers from blogs or new videos can be an easy and effective way to use existing content for marketing purposes and draw the customer's attention to interesting content.

In addition, using social media for marketing can reduce marketing costs when compared to more traditional marketing efforts. Creating an account is free for most of the commonly used social media channels, and social ad campaigns are relatively cost-effective to launch.

#### 4.2 Important channels of social media marketing

This section will establish a few of the most common channels of social media marketing used by businesses today. For a new brand with little to no analytics to look at and determine which channels their customers are using the most, it is a safe option to include at least some of the following channels in the brand's social media strategy.

##### 4.2.1 Facebook

Facebook is the largest social media platform today, with over 1,9 billion daily users (Datareportal 2022). With 93% of marketers globally using Facebook to promote their businesses (Bloggingwizard 2022), the competition is fierce and having a strategy in order to achieve



success on the platform is vital. Hubspot (2022) deems the best uses for Facebook to be increasing awareness and advertising especially in a B2C context. Facebook's user base is an even mix of females and males with an average age of 31 in the platform's advertising audience. These statistics allows businesses to have the opportunity to reach a wide audience with few limitations. The platform also has a wide variety of business tools to use for various marketing activities such as analytics and paid advertising.

#### 4.2.2 Instagram

Instagram is another widely used social media platform with over 1,4 billion monthly users (Datareportal 2022). The platform is best used with visually pleasing picture and video content that engages the audience and catches their attention quickly. Like Facebook, Instagram is also best known to reach customers in a B2C context more than to engage with other businesses. The majority of users are between the ages of 25 and 34, and the gender distribution is fairly equal, making it a great tool to reach a targeted audience. The simple ad function makes it quick and effortless to incorporate the platform into the marketing strategy of any business to boost awareness and brand growth.

#### 4.2.3 LinkedIn

LinkedIn is a useful platform for professional networking and B2B marketing and has an active health and wellness industry community (Pawlik 2019). The platform offers the possibility to join industry related groups to help drive traffic to the businesses' other social media channels and website, as well as connect with other professionals in the field and ensure your brand is established in thought leadership. Even though LinkedIn has as many as 830 million members, there is only a limited time for a business to make an impression. On average, users only spend about 17 minutes on the platform per month (Kinsta 2022). Despite this, LinkedIn is considered the most impactful channel to generate business-to-business leads, with 80% of social media B2B leads coming from LinkedIn (LinkedIn 2017).

#### 4.2.4 Twitter

Twitter also ranks itself as one of the most common social media platforms, having 229 million daily users (Twitter 2022). It's also a prevalent tool for marketers, as 75% of marketers disclose to using the service (SocialChamp 2022). As Twitter as a platform is all about short text posts, it's important for a business to develop a unique voice and style of tweeting to firstly ensure brand awareness and after that, a loyal follower base. The marketing strategy for Twitter is focused on creating conversations with the target audience and customizing the content to be recognizable and valuable for the audience.

### 4.3 Some marketing activities that affect brand awareness and growth

This section will go through some existing research of which specific social media marketing activities have been proven to increase brand awareness and growth. What are the most important aspects of your social media marketing strategy that affect the growth of your business positively and increase brand awareness for a new brand?

#### 4.3.1 Interacting with users

Tsimonis and Dimitriadis (2014) found in their study that business managers deemed daily communication with their users one of the two most common social media activities. This communication entails simple messaging, such as greeting the users in the morning, asking them how they're doing and what are their plans for the day or weekend. Another important activity according to the managers was providing advice and beneficial information that'll bring value to the users and help them in everyday life. The managers expected these activities to, among other benefits, increase brand awareness by generating positive word of mouth among the users, which leads to a wide number of users discussing and becoming familiar with the brand. Personalized communication with users was also expected to create personal relationships between the brand and the customers, which is important for brand loyalty.

Regarding communication with users, Yapa (2017) recommends creating conversations with users, utilizing the platform's advertising function to promote services, events, or the brand's page itself, as well as using call-to-actions to further drive engagement with the brand.

#### 4.3.2 Using video

An article by SocialMediaToday (2019) concludes that video is the best performing type of content used in social media marketing. Compared to other types of posts, a video post will consistently drive the most views, responses, and engagement. According to LinkedIn's Senior Product Manager Peter Roybal (2017), users are 20 times more likely to share a video post with their connections than any other type of post. Instagram Engagement Report (2022) also reveals video to be the most engaging type of post, generating an average of 150 comments compared to the second most engaging content type, a carousel post, which produces an average of 80 comments. A high engagement rate is related to the reach of the brand, which is an important aspect in growing brand awareness and driving customers to the business. Posting a video on social media results to a new customer for 93% of businesses and placing the video specifically on the landing page of your website has been shown to increase conversion

by over 80% (SocialMediaToday 2019). It can be argued that utilizing video in a brand's marketing activities is vital for boosting brand awareness and growth.

#### 4.3.3 Paid advertising

Running advertising campaigns allows diverse distribution of a brand trying to increase brand awareness and growth. According to Osadchuk (2021), page likes on Facebook are a good indicator of the legitimacy of a brand when consumers are searching for information. Therefore, running a page like campaign is an effective way to increase brand awareness, although the amount of page likes itself does not guarantee conversion.

Yu (2015) explains that the audience reach that is accomplished by paid advertising also brings forward supplementary, organic reach and engagement. From this, it can be concluded that paid reach will lead to organic reach, which together increase the awareness of a brand by reaching a wide audience.

In addition, a study by Google and Ipsos (2013) found that search ads, on average, increased top-of-mind awareness in consumers by 80%.

#### 4.3.4 Search engine optimization

Search engine optimization, or SEO, is a highly beneficial aspect of social media marketing. SEO refers to the process of modifying a website in order to increase visibility in search engine results. Having a thought-out SEO strategy allows a company to improve its page ranking on search engines and thus attract a wide selection of new, potential customers.

According to Search Engine Land (no date), the quality of the content presented on the website is the most important aspect of SEO, whether it be text, video, graphics - or any other type of self-created content. In order to rank well in search engines, informational content must be factual, well-presented and original. Any artistic content should be unique and skillfully created.

Another essential element of SEO to consider is keyword research. This means finding out which specific search terms the audience is using to find out information on search engines. In order to create organic traffic to a website, it's important to create content which gives answers to the questions the audience is asking with their search queries (Leist 2022). Using well-researched, targeted keywords in the content of the website will lead to higher page rankings and more organic traffic to the website, leading to increased brand awareness.

Social Media Examiner (as cited by Blue Fountain Media, no date) found that 58% of marketers saw “improved search engine rankings” after being active on social media for at least one year.

Bhandari and Bansal (2018) found SEO to have a prominent impact in brand awareness, as well as brand commitment and brand loyalty, making SEO an imperative aspect to consider in a social media marketing strategy.

#### 4.3.5 Influencer marketing

Influencer marketing refers to marketing efforts that use advocacy and product mentions by influencers, meaning individuals who have built an established following on social media and are considered to be experts within their specific niche (Chen 2020). Influencer marketing is a fruitful way for companies to boost their brand awareness, since the influencer already has an audience that holds their opinions in high regard and views them as a trustworthy source of information due to the relationship they have already built with each other (Kim 2021). A study by Cure Media (2018) also supports this claim and found that 49% of consumers deem a recommendation from an influencer to be more trustworthy than a recommendation directly from a brand.

In addition, Jovanovska & Bogoevska-Gavrilova (2021) found a relationship between customer’s brand awareness and involvement in influencer following on Instagram.

## 5 Research

### 5.1 Methodology

The research part of the thesis was conducted using an anonymous online consumer survey via Google Forms. The purpose of the survey was to gather information from consumers about specific social media marketing activities that positively influence their brand awareness in general, and how the consumers view new brands in relation to their social media marketing efforts. After getting back the results, it was determined if the survey results match the existing studies on the subject, and if there are some new insights to gain from the consumer perspective.

The research method chosen for the survey is a mix of quantitative and qualitative research methods, as the survey contains questions that can be attributed to both methods. The survey was sent to consumers in the company’s target demographic. The target demographic for The

Art and Science of Joy -project is women and men between the ages of 18 and 65. For the purposes of the research and to fully answer the research question of the thesis, the demographic used for the survey was women and men between the ages of 18 and 65 who use social media. The survey was open for answers for one week, a time during which it gathered 16 responses in total.

## 5.2 Survey questions

The survey consists of 17 questions that are based on the theoretical framework on the subject. The questions are as follows:

1. Age
2. Gender
3. How often do you browse on social media?
  - Daily
  - Multiple times a week
  - Once a week
  - Once a month or less
4. Which social media platforms do you use regularly?
  - Facebook
  - Instagram
  - Twitter
  - LinkedIn
  - Youtube
  - TikTok
  - Other, what?
5. Which social media platform do you use the most often?
  - Facebook
  - Instagram
  - Twitter
  - LinkedIn
  - Youtube
  - TikTok
  - Other, what?

6. When looking for information on a brand that's new to you, which of the following do you most often use?
  - The brand's social media account (specifically which one?)
  - Google / other search engine
  - Asking friends or family
  - Other, what?
  
7. Imagine you come across a new brand on social media. What are some things that make you want to find out more information about that brand? (For example: their social media feed, tone of voice, quality of advertising...)
  
8. What kind of social media content do you generally find the most interesting?
  - Text
  - Image
  - Video
  - Audio
  - Other, what?
  
9. How likely are you to subscribe to the newsletter of a brand you're interested in?
  - Extremely unlikely
  - Unlikely
  - Neutral
  - Likely
  - Extremely likely
  
10. If you answered somewhat unlikely or very unlikely to the previous question: what would make you more likely to subscribe to a newsletter of a brand you're interested in?
  
11. How likely are you to click on sponsored advertising on social media to find out more about a brand?
  - Extremely unlikely
  - Unlikely
  - Neutral
  - Likely

- Extremely likely

12. On which social media platform are you most likely to click on sponsored advertising?

- Facebook
- Instagram
- Twitter
- LinkedIn
- Youtube
- TikTok
- Other, what?

13. On which social media platform do you most often see sponsored advertising?

- Facebook
- Instagram
- Twitter
- LinkedIn
- Youtube
- TikTok
- Other, what?

14. How important is it to you that a brand interacts with you in a personalized way?

- Not at all important
- Low importance
- Neutral
- Slightly important
- Extremely important

15. If a brand has partnered up with a social media influencer in their marketing, do you find the brand more or less interesting?

- Much more interesting
- Somewhat more interesting
- No change in my level of interest
- Somewhat less interesting
- Much less interesting

16. If a brand has partnered up with a social media influencer in their marketing, do you find the brand more or less trustworthy?

- Much more trustworthy
- Somewhat more trustworthy
- No change in my level of trust
- Somewhat less trustworthy
- Much less trustworthy

17. How many brands can you recall that have partnered up with a social media influencer?

- 0
- 1-5
- 6-10
- +10

### 5.3 Survey results

The survey questionnaire received 16 answers from men and women between the ages of 18 and 65, who use social media. The answers were gathered within a period of one week. 81,3% of respondents were female, and the rest male. 93,8% of respondents browse on social media on a daily basis, while the rest said to browse on social media multiple times a week. This finding tells us that regardless of age, social media is where the majority of customers can be found, making it integral to have a defined social media marketing strategy when looking for brand growth.

The top platforms that respondents use regularly were Facebook, Instagram and TikTok. These three channels were also ones that the respondents use the most often.



#### 4. Which social media platforms do you use regularly?

16 responses

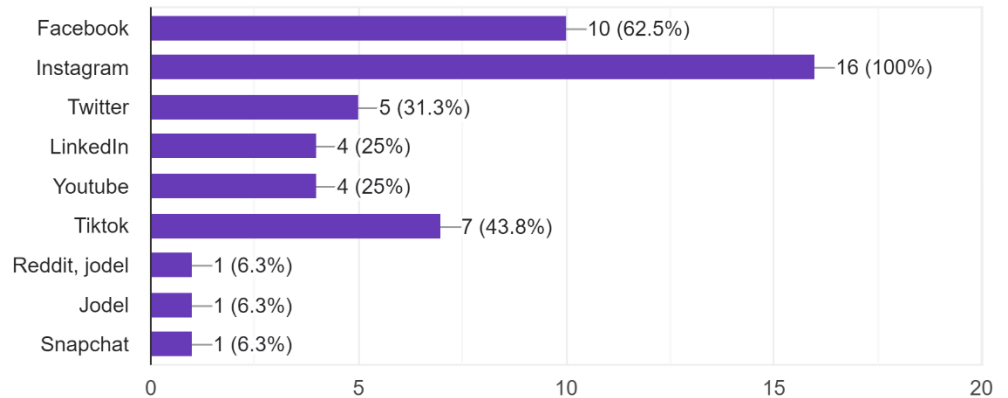


Figure 1: Social media channels that respondents use regularly

According to the survey, the most often used method to find out information about a new brand is Google or another search engine. 75% of respondents claimed this as their main method of finding information on a brand that's new to them. Other means of finding out information were the brand's social media channels (18,8% of respondents use this method the most often) and asking friends or family. This discovery conforms to the previously presented data on search engine optimization and its importance to brand awareness and growth. If customers are looking for information on a brand through a search engine, it is vital to appear on the very first page of those search results. As looking through a brand's social media channel is also a method of finding more information, it is critical to have an informative and interesting social media feed.

In the survey, respondents were asked to imagine they come across a new brand on social media, and to name some things that makes them want to find out more about said brand. An important aspect that was mentioned multiple times was the brand's social media feed. The respondents said that a social media feed must be of good quality picture wise, visually pleasing and interesting to the viewer. The company's offering must be clearly presented. Reviews from other customers were also deemed as an important factor in wanting to find out more information on the brand.

Regarding the content posted on social media, 50% of respondents found video to be the most interesting form of content, followed closely by images (37,5% of respondents). Image with a short text as well as audio were also mentioned, however text only was not deemed the most

interesting type of content by any of the respondents. This result supports the studies mentioned earlier in 3.3.2, which concluded that video is the best performing type of content to be used in social media marketing.

#### 9. What kind of social media content do you generally find the most interesting?

16 responses

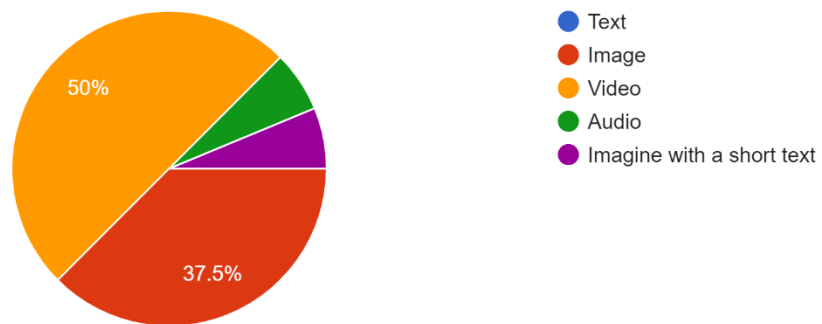


Figure 2: Social media content that respondents found the most interesting

Responses regarding the likelihood of the respondents to subscribe to a newsletter of a brand they're interested in were rather varied. 37,5% of the respondents said to be unlikely to subscribe to a newsletter, while 25% of the respondents were likely to subscribe. Some of the often-mentioned things that would make respondents more likely to subscribe to a newsletter were discounts and substantial benefits for subscribers. Content that brings value and new information to the reader was also mentioned, in addition to low frequency of the newsletter, for example once a month.

Further research needs to be conducted to make a statement about the importance of personalized communication from a brand to its customers. The survey responses were too varied to draw any meaningful conclusions.

Regarding sponsored advertising, the responses again were quite disconnected. 37,5% of respondents were unlikely to click on sponsored advertising on social media, while 31,3% were likely to do so. However, the social media channel where most of the respondents would be the most likely to click on sponsored advertising was very clearly Instagram (93,8% of respondents chose Instagram.) Drawing from this result, it would be advisable for a brand to focus its sponsored advertisements onto Instagram, if wanting to maximise ad clicks.

## 14. On which social media platform are you most likely to click on sponsored advertising?

16 responses

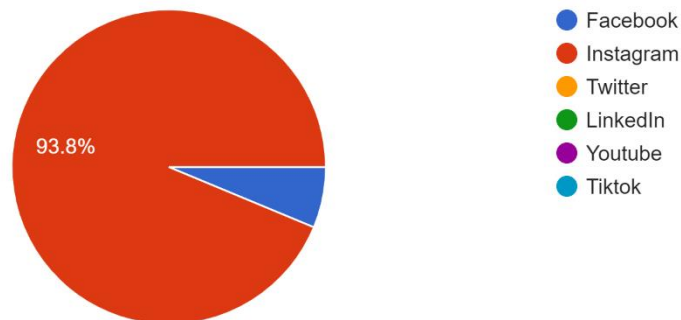


Figure 3: Social media platforms where respondents were most likely to click on sponsored advertising

Within the topic of influencer marketing and how respondents perceive brands that have partnered up with influencers, the responses were conflicting. The majority of respondents did not experience a change in their level of interest towards a brand, if said brand had partnered up with a social media influencer in their marketing efforts. However, 37,5% of respondents did find a brand somewhat more trustworthy if it had partnered up with a social media influencer. In addition, 50% of respondents were able to recall more than 10 brands that have partnered up with a social media influencer. This finding agrees with the findings of Jovanovska & Bogoevska-Gavrilova (2021) relating to brand awareness and influencer marketing. Based on this survey, it can be concluded that partnering up with an influencer is more beneficial for brand awareness than it necessarily is for brand growth, but further research should be conducted on the matter.

18. How many brands can you name that have partnered up with a social media influencer?

16 responses

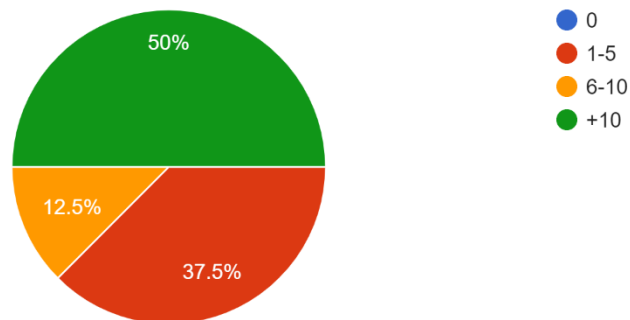


Figure 4: How many brands can respondents recall that have partnered up with an influencer

## 6 Suggestions for development

The findings from the questionnaire, together with the studies presented earlier in the thesis, make it possible to give recommendations to the case company on how it can improve its social media marketing strategy in order to gain more brand awareness and growth.

The channels on which the company is currently actively posting content have been chosen wisely. However, as the survey results also indicate, TikTok is a popular social media platform, and in the future the company might consider branching out onto TikTok as well, especially to target the younger audience. The TikTok format of short videos is an effective marketing tool if planned out well, and executed in an interesting, visually pleasing way.

The findings of the survey also coincide with previous studies about the importance of search engine optimization. SEO is something that the case company has not put a ton of work into as of yet, and it would be advisable to start on an SEO strategy. To increase brand awareness, it is vital to stand out in the first page of search results.

The survey results demonstrate some important things that customers appreciate when it comes to the actual content that the brand is posting. The social media feed of a brand must consist of good quality pictures that are interesting but also go together aesthetically. The case company could benefit from stronger messaging within its social media content, to make it more interesting to the viewer even if they don't yet know what the company's offering is. According to the survey, consumers also appreciate reviews from other people - the case

company is advised to emphasize any positive reviews they get or have gotten to build trust in the brand.

Another suggestion to the case company would be to incorporate more video content into their social media marketing. 50% of respondents in the survey deemed video to be the most interesting form of content, and previous studies also agree with this finding.

Regarding sponsored advertising, if the company was to try out a paid advertisement campaign, it should focus the advertising solely on Instagram, where according to the survey, respondents would be the most likely to click on sponsored ads. However, the survey results do not clearly indicate if running paid advertisements would be beneficial for the case company.

The last recommendation based on the study would be to specify the target demographic to which the brand's services are being marketed towards. A more specific target group would allow for further investigation into the social media strategies that bring results, as well as the content that should be posted and the channels where the company should be present in. With a broad target group, the results may not be as exhaustive as hoped.

If the company were to adapt a more specific target demographic, the recommendation would be to make it men and women between the ages of 25 and 34, because that age group makes up the most of Instagram and Facebook users (Statista 2021; Shepherd 2022), as well as produced most answers for the survey. For TikTok, the biggest demographic is 18-24-year-olds (Statista 2022). If the company wanted to follow the previous recommendation of branching out to TikTok, there would have to be a specific content strategy for that platform that is separate from the other two main channels.

| Channel   | Biggest demographic        | Suggested SoMe marketing activity   | Importance |
|-----------|----------------------------|---|------------|
| Facebook  | Men and women, avg. age 31 | Image or video content in a B2C context; possibly paid ads to reach wide audience | High       |
| Instagram | Men and women, age 25-34   | Paid ads with good visuals = quality photos or video                              | High       |
| LinkedIn  | Men and women, age 25-34   | B2B leads, market to other industry professionals                                 | Medium     |
| TikTok    | Women, age 18-24           | Join TikTok for short, informative videos   | High       |
| Twitter   | Men and women, age 25-34   | Create conversations with loyal customer base                                     | Medium     |

Table 1. Social media channels and suggested social media marketing activities

The table above gives a comprehensive look into each social media channel included in the theory part of the thesis, and what the recommended course of action for the case company would be for each channel based on previous research as well as the study conducted as part of the thesis. In addition, the table portrays the importance level of each channel. This demonstrates which channels should be given first priority when re-strategizing. The importance level is determined by the study results, which indicate the platforms that are the most often used by the target group.

## 7 Limitations of the study

A couple of limitations to the study can be found, that need to be considered when analysing the results. Firstly, the sample size of the survey is rather small. More responses would lead to more conclusive deductions. Secondly, as mentioned in the previous section, the target demographic of the survey questionnaire is quite broad. The case company has decided not to further specify their target audience due to the nature of The Art and Science of Joy -project. However, to be able to draw more specific conclusions from the survey, it would be beneficial to inspect a more specific group of customers.

## 8 Conclusion

The objective of this thesis was to determine which specific social media marketing activities a new brand (The Art and Science of Joy) should adopt in order to increase brand awareness and growth. These activities were determined by introducing existing research and studies on the subject, as well as conducting new research by distributing an anonymous online survey to the people in the case company's target group. The survey results were analysed and compared to the existing research on the subject to detect any similarities and/or discrepancies. The results of the analysis made it possible to give recommendations to the case company on how to develop their social media marketing strategy to achieve these aforementioned goals. The recommendations given to the case company included activities such as stronger messaging, adding video content and developing a search engine optimization (or SEO) strategy.

Although the survey responses did partly coincide with previous studies and made it possible to give beneficial development recommendations to the case company, some limitations to the research were found. The sample size of the survey respondents was not necessarily big enough for a totally comprehensive analysis, and the target group of the company is not very specific. In order to better develop its marketing strategy, the company should further specify its target demographic, and conduct further research on the subject to get even more detailed insights about how to conduct their social media marketing activities.

## References

### Electronic sources

Ahmad, I. 2019. SocialMediaToday: Video Marketing Statistics for 2020 [Infographic]. Accessed 7 September 2022. <https://www.socialmediatoday.com/news/video-marketing-statistics-for-2020-infographic/566099/>

Baker, K. 2022. Hubspot: Social Media Marketing: The Ultimate Guide. Accessed 31 August 2022. <https://blog.hubspot.com/marketing/social-media-marketing>

Bhandari, R. S., & Bansal, A. 2018. Impact of Search Engine Optimization as a Marketing Tool. *Jindal Journal of Business Research*, 7 (1), 23-36. Accessed 4 September 2022. <https://doi.org.nelli.laurea.fi/10.1177/2278682117754016>

Bilgin, Y. 2018. The Effect Of Social Media Marketing Activities On Brand Awareness, Brand Image And Brand Loyalty. *Business & Management Studies: An International Journal*, 6 (1), 128-148. Accessed 31 August 2022. <http://dx.doi.org/10.15295/bmij.v6i1.229>

Blue Fountain Media. No date. 10 Advantages of Social Media Marketing For Your Business. Accessed 21 October 2022. <https://www.bluefountainmedia.com/blog/advantages-of-social-media-marketing>

Chen, J. 2020. What is influencer marketing: How to develop your strategy. Accessed 18 November 2022. <https://sproutsocial.com/insights/influencer-marketing/>

Connel, A. 2022. 33 Latest Facebook Statistics And Facts For 2022. Accessed 7 September 2022. <https://bloggingwizard.com/facebook-statistics/>

Cure Media. 2018. Increase Brand Awareness With Influencer Marketing. Accessed 18 November 2022. <https://www.curemedia.com/increase-brand-awareness-influencer-marketing/>

Dixon, S. 2022. Social media - Statistics & Facts. Accessed 31 August 2022. <https://www.statista.com/topics/1164/social-networks/#dossierKeyfigures>

Georgios Tsimonis, G. & and Dimitriadis, S. 2014. Brand strategies in social media. *Marketing Intelligence & Planning*, 32 (3), 328-344. <https://doi.org/10.1108/MIP-04-2013-0056>

Google: Inside Adwords. 2014. New Study: Search Ads Lift Brand Awareness. Accessed 14 November 2022. <https://adwords.googleblog.com/2014/06/new-study-search-ads-lift-brand.html>

Hootsuite Blog. 2021. 22 Benefits of Social Media for Business. Accessed 21 October 2022. <https://blog.hootsuite.com/social-media-for-business/>

Instagram Engagement Report. 2022. Accessed 7 September 2022. [https://www.hubspot.com/hubfs/Instagram\\_Engagement\\_Report\\_2022\\_CXD\\_V2.pdf?hubs\\_post-cta=anchor&hsCtaTracking=9294dd33-9827-4b39-8fc2-b7fbeece7fdb9%257C4c5e6931-3747-4623-9776-7b719a739e93&hubs\\_offer=offers.hubspot.com%252Finstagram-engagement-report&hubs\\_post=blog.hubspot.com%252Fmarketing%252Finstagram-growth%253Fhubs\\_post-cta%253Dblognavcard-marketing&submissionGuid=d03a296a-62f0-4543-ba2f-fad26fd4822d&\\_ga=2.229864350.385303883.1647963839-621587579.1647963839](https://www.hubspot.com/hubfs/Instagram_Engagement_Report_2022_CXD_V2.pdf?hubs_post-cta=anchor&hsCtaTracking=9294dd33-9827-4b39-8fc2-b7fbeece7fdb9%257C4c5e6931-3747-4623-9776-7b719a739e93&hubs_offer=offers.hubspot.com%252Finstagram-engagement-report&hubs_post=blog.hubspot.com%252Fmarketing%252Finstagram-growth%253Fhubs_post-cta%253Dblognavcard-marketing&submissionGuid=d03a296a-62f0-4543-ba2f-fad26fd4822d&_ga=2.229864350.385303883.1647963839-621587579.1647963839)



- Johansson, F. & Hiltula, F. 2021. The effect of social media marketing activities on brand image and brand loyalty: : A quantitative study within the sportswear industry (Dissertation). Accessed 7 September 2022. <http://urn.kb.se/resolve?urn=urn:nbn:se:ltu:diva-85386>
- Kemp, S. 2022. Digital 2022: July Global Statshot Report. Accessed 31 August 2022. <https://datareportal.com/reports/digital-2022-july-global-statshot>
- Jenn, K. 2021. How to boost brand awareness through influencer marketing. Accessed 18 November 2022. <https://aspire.io/blog/how-to-boost-brand-awareness-through-influencer-marketing/>
- Leist, R. 2022. How to Do Keyword Research for SEO: A Beginner's Guide. Accessed 13 November 2022. <https://blog.hubspot.com/marketing/how-to-do-keyword-research-ht>
- LinkedIn. 2017. The Sophisticated Marketer's Guide To LinkedIn. Accessed 7 September 2022. <https://business.linkedin.com/content/dam/me/business/en-us/marketing-solutions/cx/2017/pdfs/Sophisticated-Marketers-Guide-to-LinkedIn-v03.12.pdf>
- Osadchuk, I. 2021. Adwisely: How to increase brand awareness: 10 best ad placements. Accessed 14 November 2022. <https://adwisely.com/blog/10-best-placements-for-brand-awareness-ads/>
- Osman, M. 2022. Kinsta: Mind-Blowing LinkedIn Statistics and Facts (2022). Accessed 7 September 2022. <https://kinsta.com/blog/linkedin-statistics/#:-:text=Digging%20into%20LinkedIn%20Demographics,over%2058%20million%20registered%20companies.&text=Of%20those%20LinkedIn%20users%20who,1%20billion%20interactions%20every%20month>
- Parmar, S. 2019. A Study on Impact of Social Media Marketing on Brand Awareness, Brand Preference and Purchase Intention with Special Reference to Young Consumers. Accessed 7 September 2022. [https://www.researchgate.net/publication/341988068\\_A\\_Study\\_on\\_Impact\\_of\\_Social\\_Media\\_Marketing\\_on\\_Brand\\_Awareness\\_Brand\\_Preference\\_and\\_Purchase\\_Intention\\_with\\_Special\\_Reference\\_to\\_Young\\_Consumers](https://www.researchgate.net/publication/341988068_A_Study_on_Impact_of_Social_Media_Marketing_on_Brand_Awareness_Brand_Preference_and_Purchase_Intention_with_Special_Reference_to_Young_Consumers)
- Pawlik, M. 2019. Social Media Platforms in Health and Wellness Industry. Accessed 7 September 2022. <https://www.linkedin.com/pulse/social-media-platforms-health-wellness-industry-magdalena-pawlik/>
- Peterson, T. 2019. MarTech: LinkedIn officially rolls out native video uploading worldwide, but not for businesses (yet). Accessed 7 September 2022. <https://martech.org/linkedin-officially-rolls-native-video-uploading-worldwide-not-businesses-yet/>
- Ristevska Jovanovska, S. & Bogoevska-Gavrilova, I. 2021. INCREASING CUSTOMERS' BRAND AWARENESS WITH INFLUENCER MARKETING: A FOCUS ON INSTAGRAM. Accessed 18 November 2022. [https://www.researchgate.net/publication/357022174\\_INCREASING\\_CUSTOMERS'\\_BRAND\\_AWARENESS\\_WITH\\_INFLUENCER\\_MARKETING\\_A\\_FOCUS\\_ON\\_INSTAGRAM](https://www.researchgate.net/publication/357022174_INCREASING_CUSTOMERS'_BRAND_AWARENESS_WITH_INFLUENCER_MARKETING_A_FOCUS_ON_INSTAGRAM)
- Search Engine Land. No date. Search Engine Land's Guide to SEO. Accessed 13 November 2022. <https://searchengineland.com/guide/what-is-seo>
- Shepherd, J. 2022. 30 Essential Facebook Statistics You Need To Know In 2022. Accessed 11 December 2022. <https://thesocialshepherd.com/blog/facebook-statistics>

- SocialChamp. 2022. Inside Twitter Marketing - A Powerful Guide In 2022. Accessed 8 September 2022. <https://www.socialchamp.io/blog/twitter-marketing/#:~:text=Twitter%20marketing%20strategy%20is%20focused,by%20joining%20the%20Twitter%20chats.>
- Statista. 2022. Distribution of Instagram users worldwide as of April 2022, by age group. Accessed 11 December 2022. <https://www.statista.com/statistics/325587/instagram-global-age-group/>
- Statista. 2022. Distribution of TikTok users worldwide as of April 2022, by age and gender. Accessed 11 December 2022. <https://www.statista.com/statistics/1299771/tiktok-global-user-age-distribution/>
- Tiago, M. & Verissimo, J. 2014. Digital marketing and social media: Why bother? Business Horizons, 57 (6), 703-708. Accessed 22 September 2022. <https://doi.org/10.1016/j.bushor.2014.07.002>
- Twitter. 2022. Twitter Announces First Quarter 2022 Results. Accessed 31 August 2022. [https://s22.q4cdn.com/826641620/files/doc\\_financials/2022/q1/Final-Q1%E2%80%9922-earnings-release.pdf](https://s22.q4cdn.com/826641620/files/doc_financials/2022/q1/Final-Q1%E2%80%9922-earnings-release.pdf)
- Yapa, U. 2017. The Impact of Social Media on Brand Awareness (With Special Reference to Facebook Use in Fast Moving Consumer Goods in Sri Lanka). International Journal of Engineering and Management Research, 7 (5), 262-272. Accessed 7 September 2022. <https://www.ijemr.net/DOC/TheImpactOfSocialMediaOnBrandAwareness.pdf>
- Yu, D. 2015. The Surprising Link Between Paid and Organic Viral Reach on Facebook. Accessed 14 November 2022. <https://www.relevance.com/the-surprising-link-between-paid-and-organic-viral-reach-on-facebook/>

## Figures

|   |    |
|---|----|
| Figure 1: Social media channels that respondents use regularly .....  | 17 |
| Figure 2: Social media content that respondents found the most interesting .....                            | 18 |
| Figure 3: Social media platforms where respondents were most likely to click on sponsored advertising ..... | 19 |
| Figure 4: How many brands can respondents recall that have partnered up with an influencer .....            | 20 |

## Tables

|  |    |
|--|----|
| Table 1. Social media channels and suggested social media marketing activities ..... | 22 |
|--|----|