



تأثير التسويق عبر وسائل التواصل الاجتماعي على الأعمال الجديدة

Influence of Social Media Marketing on New Business

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Abstract

This research aims to analyze the effect of social media marketing on new firms while outlining strategies which can increase visibility, reach out and interact with customers, and improve business performance. The research will provide successful ways for implementation and pitfalls for business start-ups using social networks.

Introduction

In contemporary times, social media has significantly revolutionized the marketing paradigm, offering enterprises unparalleled avenues to engage with their intended demographic. As reported by Statista (2022), more than 4.6 billion individuals utilize social media platforms globally, thereby rendering it an essential conduit for marketing endeavors. Emerging enterprises frequently encounter challenges in establishing a foothold within the market and cultivating a clientele. This study aims to investigate the impact of social media marketing on these nascent enterprises, thereby addressing the subsequent research inquiries:

1. How does social media marketing influence customer acquisition for new businesses?
2. What are the most effective social media strategies for startups?
3. How does social media engagement affect customer loyalty and brand perception?

Literature Review

Previous scholarly investigations have underscored the critical role of social media in influencing consumer behavior and facilitating business expansion. For instance, an examination conducted by Tuten and Solomon (2017) underscores the pivotal role of social media marketing in augmenting brand visibility and fostering customer engagement. Research conducted by Kaplan and Haenlein (2010) posits that enterprises that effectively deploy social media can establish a robust online presence, an essential component in attracting clientele. Nevertheless, there exist deficiencies concerning the explicit strategies that yield the most efficacy for nascent enterprises. This study aims to expand upon the existing corpus of literature to delineate these strategies and assess their consequential impacts.

Methodology

A mixed-methods approach will be utilized, combining quantitative surveys and qualitative interviews.

Surveys will be distributed to new businesses (less than 3 years) actively using social media, while in-depth interviews will be conducted with selected entrepreneurs to gain deeper insights into their experiences.

The target population will include new businesses across various industries that utilize social media marketing.

Data Analysis: Quantitative data will be analyzed using statistical methods, while qualitative data will undergo thematic analysis to identify common themes and strategies.

Predicted Outcome

The research is expected to reveal effective social media marketing strategies that significantly contribute to customer acquisition and retention for new businesses. Additionally, it may highlight best practices and potential pitfalls, providing valuable insights for entrepreneurs and marketers.

Conclusion

Understanding the role of social media marketing in the success of new businesses is crucial in today's digital landscape. This research will provide insights that can guide entrepreneurs in effectively leveraging social media for growth and sustainability.

References

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