

A MINI PROJECT REPORT

ON

**“A STUDY ON SOCIAL MEDIA ANALYTICS FOR TARGETED
MARKETING”**

**MINI PROJECT SUBMITTED IN FULFILLMENT OF THE
REQUIREMENT FOR THE AWARD OF THE DEGREE OF**

MASTER OF BUSINESS ADMINISTRATION

FROM

BENGALURU CITY UNIVERSITY



**SUBMITTED BY
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**UNDER THE GUIDANCE OF
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**AI-AMEEN INSTITUTE OF MANAGEMENT STUDIES
AFFILIATED TO BENGALURU CITY UNIVERSITY
(2021-2022)**

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This is to certify that this Project entitled “**A STUDY ON SOCIAL MEDIA ANALYTICS FOR TARGETED MARKETING**” has been successfully completed by **MOHD NAVEED FAISAL** of Reg. No. **MB206233** during the year **2021-22** and the report is submitted in partial fulfillment of the requirements for the award of the degree of **Master of Business Administration** as prescribed by the **Bengaluru City University** under the guidance of **Prof. Dr. ABDUL RIZWAN SHARIFF**.

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STUDENT DECLARATION

I hereby declare that the Project Report entitled “**A STUDY ON SOCIAL MEDIA ANALYTICS FOR TARGETED MARKETING**” has been prepared by me under the supervision and guidance of **Prof. Dr. ABDUL RIZWAN SHARIFF**, during the year **2021-22** in a partial fulfillment of the university regulations for the award of the degree of **Master of Business Administration** by **Bengaluru City University**.

I further declare that this project is based on the original study undertaken by me and has not been submitted at any time to any university or institution for the award of any other degree or diploma.

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CHAPTER: 1

INTRODUCTION



CHAPTER 1: INTRODUCTION

INTRODUCTION ABOUT TOPIC:

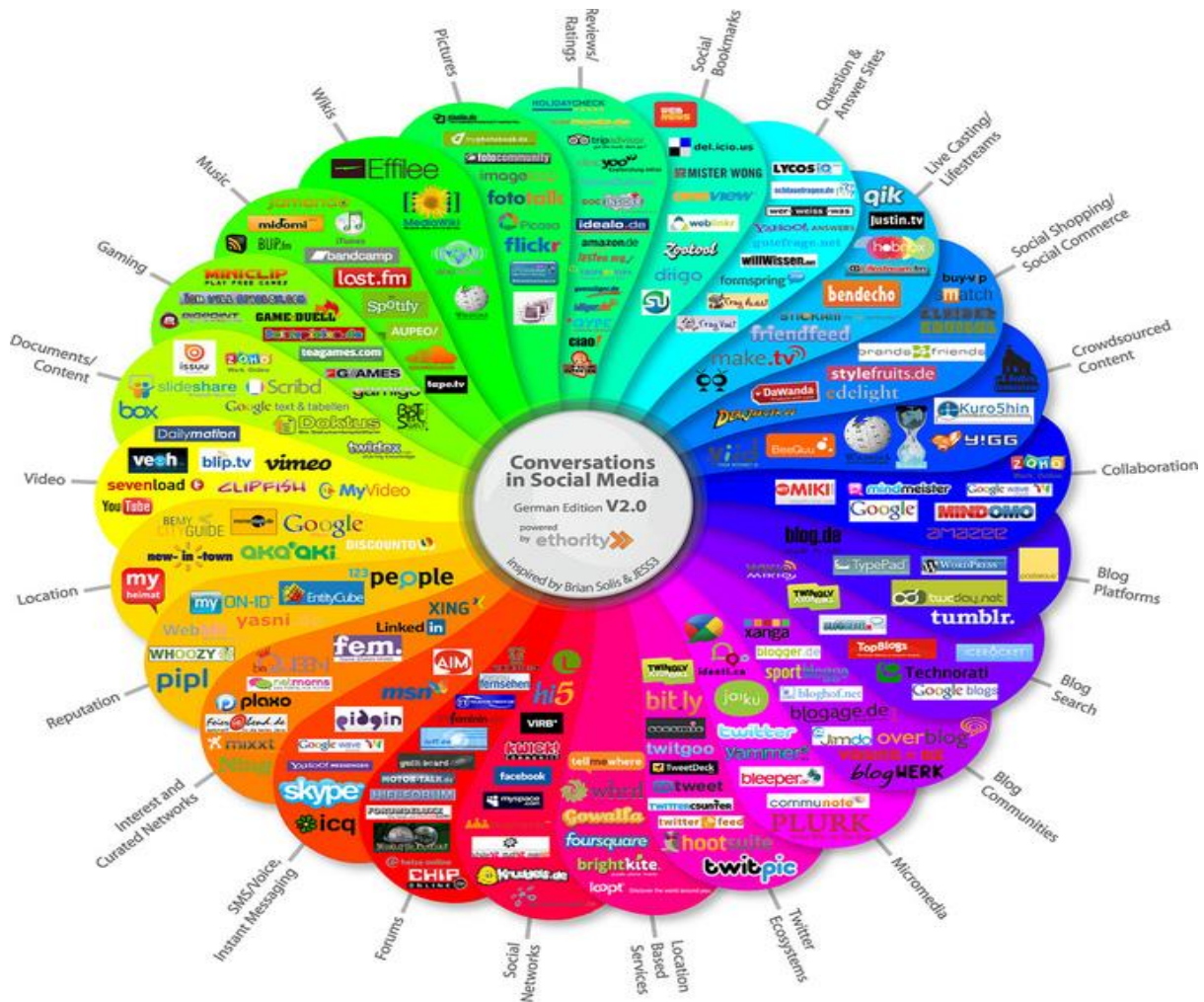
➤ **INTRODUCTION :**



Social Media Marketing is also boosting public relations business. Several PR agencies in India are undertaking brand building exercises for corporate organizations, brands and celebrities. However, to the delight of many among us, the biggest gainers from SMM till date have been the organizations from the Not-for Profit sector. Several Campaigns like ‘Bell Bajao’ and ‘Jaago Re’ have been quite successful on 12 Social Networking Sites. These campaigns have been spreading the word about their cause through blogs, Twitter and Facebook. Social media is a huge part of our daily lives, whether we like it or not. A study by Global WebIndex shows that over half of the global population have social media accounts. Throughout the pandemic, we’ve been spending even more time on social media, which is unsurprising due to the amount of time we’ve been spending indoors. It is clear that social media marketing is a vital digital marketing tactic, and one that’ll only continue to grow with possibility as time goes on.

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SOCIAL MEDIA MARKETING IN INDIA



An Overview India has 95 million active internet users. Social Media is really picking up new heights in India. According to the 2010 Regus Global Survey of business social networking, India tops the usage of social networking by business – it has the highest activity index, 127, far more than the US’97, and 52% of the Indian respondent companies said that they had acquired new customers using social networks while 35% American companies managed that. Many companies are coming big way for Social Media Optimization for their Product or Services nowadays. During Election 2014 Social Media was used for Influence Indian Voters. Social Media Marketing in India is being undertaken by all e-Retailing & e-commerce organizations and many brands like Tata Docomo, MTV India, Channel V, Clear Trip, Tata Photon, Axe deodorants, Microsoft, Naukri, Shaadi, and many more. Besides, numerous Indian celebrities are also using SMM platform to promote their movies, music and events via Twitter, Facebook and personalized blogs.

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3. Microblogs:

Microblogs are blogging tools that feature short posts, as opposed to journal-style posts. Users are usually restricted to posting a few lines of text, or uploading individual images and videos. Microblogging is particularly common for posting quick updates and distributing content via mobile devices. Notable microblogging sites include Twitter and Tumblr. However, social networks such as Facebook, Google+, LinkedIn and MySpace also have their own microblogging features.



4. Content Communities:

Users on content communities organize, share and comment on different types of content, including images and videos. YouTube, Flickr and scribd are examples of content communities.

5. Wikis:

Wiki websites allow a community of people to add and edit content in a community-based database. One of the best-known wikis is Wikipedia.

6. Podcasts:

Podcasts are audio and video files available through subscription services such as Apple iTunes. The term “podcast” is a neologism derived from “broadcast” and “pod” (as in “iPod”), since Podcasts are often listened to on portable media players.

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Modern Social Media Outlets

1. Facebook:

Launched in 2004 by Harvard student Mark Zuckerberg, it has nearly 1.7 billion users including 69% of U.S. adults, according to Pew Research.

2. Reddit:

Launched in 2005 by Massachusetts 20-somethings Steve Huffman and Alexis Ohanian as a news-sharing platform, its 300 million users have transformed Reddit into a combination news aggregation/social commentary site. Its popularity is based on the ability to “up-vote” and “down-vote” user posts.

3. Twitter:

Founded in 2006 by Jack Dorsey, Evan Williams, Biz Stone, and others as a microblogging site, by 2020, 22% of U.S. adults were Twitter users, according to Pew Research.

4. Instagram:

Founded in 2010 by Stanford graduate Kevin Systrom as a photo-sharing site and purchased by Facebook in 2012, Instagram has more than 1 billion users worldwide.

5. Pinterest:

Founded in 2010 by iPhone app developer Ben Silbermann as a visual “pin board,” Pinterest became a publicly traded company in 2019 and has more than 335 million active monthly users.

6. Snapchat:

Founded in 2011 by a trio of Stanford students - Evan Spiegel, Reggie Brown, and Bobby Murphy - this video-sharing service introduced the concept of “stories,” or serialized short videos, and “filters,” run for informative digital effects, often based on location.

7. TikTok:

Founded in 2016 by Chinese tech company ByteDance, this short-form video-sharing site was merged with the U.S.-based mobile app Musical.ly in 2018 and became popular with American teens and young adults. As of early 2020, it had more than 800 million users worldwide.



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NATURE OF INDUSTRY, “E-COMMERCE INDUSTRY”



E-Commerce industry is a fastest growing industry in all over the world and India too. It includes E-Retailing, Social Media, E-Business and information Technology. In a fact Only Less than 25 % of Indian is using internet properly, out of it only 12-13% Indians are using Internet for E-buying or online ordering and these users are basically from Tier 1 cities and Tier 2 cities. Reach of E Commerce industry are still very saturated in These Tier 1& 2 cities, but it is looking to expand its reach and business in to the tier 3 cities and rural area very soon and very fast. By the Believer and market predication at the end of 2020 reach of E-Commerce industry will be in every area. And no. of internet E-buying users are expected to increase by 12 % to 25 % or more very soon. Even some initial decision and plans has been introduced also in India by the Government of India as “Digital India” and it will be very much helpful for the E-Commerce industry and Other Social media or E- Business based companies. Social Media Marketing is the new mantra for E-Commerce industry since early last year. Marketers are taking note of many different social media opportunities and beginning to implement new social initiatives at a higher rate than ever before. Social media marketing and the businesses that utilize it have become more sophisticated. So according to the prediction and by seeing the growth instantly in this area we can say easily that the future Indian industry will be going to in Ecommerce Dominating industry and it’s very necessary to have good hand on it.

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Even when we talk about the competition in this E-commerce industry is now very high and market giants are there already to perform and still dominating. Customization, printing and personalization industry is also going to nourish and grow very well in future and still it is performing outstandingly. Ecommerce industry is very impactful business because it has limit beyond and above. It's limitless and frequent & efficient rather than any traditional market place or platform. It's a platform to perform with Innovation, Digitalization, Customization and personalization. It is helpful to increase high customer reach, Visibility, Awareness, updating, and easily communication and more importantly more optional and cheaper than any traditional market.



E-Commerce has been invented and developed as the Social media platform basis and social media is its soul. Every successful E-commerce industry requires a very good Social media promotional & marketing activities by Facebook, LinkedIn, Twitter, You tube, Google AdWords, Google AdSense and it require analysis also which is possible in most efficient way by Google Analytics, Clicky and Alexa tools. Historical Contour of the Industry- In Earlier day E-Commerce industry was totally based on online services and Online Buying and selling. Now the scenario has been changed and it is not in the limited in Online services buying and selling but also in Online transaction, Online Customization,

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Online Personalization, Online Ordering, E-Business, E-retailing, Customer satisfaction etc. If we talk about its beginning, it started in USA in the early 1990's and came to India by 1996, in very initial level but became dominated and established properly by 2004-05 properly. Now this generation is going to create so many milestone in different areas of E-Commerce by using Social Media Marketing as Business tool to increase revenue, increase reach of customers, increase visibility, spreading awareness and most importantly providing the best services and solution practices. E-Commerce industry is now not only expanding its value and usability in terms of generating profit but also satisfying customer base and utilizing youth power & economy as an area of growth and expansion. Social Media Marketing is the new mantra for E-Commerce industry since early last year. Marketers are taking note of many different social media opportunities and beginning to implement new social initiatives at a higher rate than ever before. Social media marketing and the businesses that utilize it have become more sophisticated. Implications in E-Commerce industries & Social Media - If we talk about the previous feature of E-Commerce industry it was not that much trustworthy in the point of personal informational security and payment gateway, & accounting detail. But now it has been improved at the optimal level and has created its trustworthiness in terms of informational security, payment gateway and accounting privacy, also it is creating awareness about the product and services. The coming generation is going to depends upon the E-commerce industries because of its utility and the generation going to adopt it completely as modern marketing era or Modern Market place. Even Social Media Marketing Is not limited only in Facebook and Google, and has diversify with Linked In, WhatsApp, Twitter and YouTube, Pinterest and various blogging and applications. Mobile Marketing is the most innovative Invention in this area, highly predicted and most profitable with lower investment with high conversion tool for Marketers. Social media as a Marketing tool:- By using Social media marketing as a marketing tool, anyone can gain information, education, news, etc., by electronic media and print media. Social media are distinct from industrial or traditional media, such as newspapers, television, and film. They are relatively inexpensive and accessible to enable anyone (even private individuals) to publish or access information, compared to industrial media, which generally require significant resources to publish information. One characteristic shared by both social media and industrial media is the capability to reach small or large audiences; for example, either a blog post or a television show may reach zero people or millions of people and also useful to generate revenue.



**DIFFERENCES BETWEEN SOCIAL MEDIA AND INDUSTRIAL
MEDIA ARE:**



1. **Reach** - both industrial and social media technologies provide scale and are capable of reaching a global audience. Industrial media, however, typically use a centralized framework for organization, production, and dissemination, whereas social media are by their very nature more decentralized, less hierarchical, and distinguished by multiple points of production and utility.
2. **Accessibility** - the means of production for industrial media are typically government and/or privately owned; social media tools are generally available to the public at little or no cost.

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3. **Usability** - industrial media production typically requires specialized skills and training. Conversely, most social media production does not require specialized skills and training, or requires only modest reinterpretation of existing skills; in theory, anyone with access can operate the means of social media production.
4. **Profitability** - social media is a source of promotion but also it is using as a source of income and get profit by selling and buying through social media sources. Social media has become the biggest source of platform to perform and earn profit in a very effective manner.
5. **Permanence** - industrial media, once created, cannot be altered (once a magazine article is printed and distributed changes cannot be made to that same article) whereas social media can be altered almost instantaneously by comments or editing.
6. **Size** - Facebook has over 250 million users globally. On an average, 70-100 tweets happen by the second. An average user on Facebook has 120 friends. This is the kind of enormity Social networking sites espouse and with this comes the license to communicate powerfully. But when such large numbers are involved, there is a danger of something going wrong and when it does, it happens in a big way. An expert should be hired to do what is best for business.
7. **Boost website traffic**- Social media is probably the fastest and easiest means of redirecting traffic to company's website. By simply placing their website URL in their profile, the company can have all their profile visitors check out their website and a percentage of traffic is sure to get converted in course of time. This is the virtual way version of “word-of mouth”.
8. **Branding** - Buying a candy may have been impulsive all your life, but if it is discussed on a social networking site, there is likely to get brand conscious even a candy. Social media is a smart way to build brands. Social media platforms are known to be one of the most powerful and fast means of branding. Some of the big brands like Coke, Ford, Dell, IBM, Burger King are some of the well-known brands have powerfully used social media platforms to endorse themselves Community media constitute an interesting hybrid of industrial and social media. Though community-owned, some community radios, TV and newspapers are run by professionals and some by amateurs. They use both social and industrial media frameworks.



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WHAT IS TARGETED MARKETING



Targeted marketing is an approach to raise awareness for a product or service among a specific (targeted) group of audiences that are a subset of the total addressable market. The targeted audiences that are part of the total market could be specific consumers, households, professionals, or businesses depending on who the marketer is trying to reach. It has been shown to be an effective way to help you to grow your business, generate revenue, and improve your overall ROI.

Targeted marketing is a tactic that contrasts with broader approaches that aim to raise awareness, such as billboard advertising. Targeted marketing starts with defining “who” specifically is a good fit for a product or service and delivering personalized messages directly to that targeted audience. This is very different than starting with “what” the promotional message is and expecting audiences to react to it. When you start with the “what,” the marketer may not know who will respond to a message or if it is relevant to them.

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What Platforms Do Marketers Use to Execute Targeted Marketing Campaigns:

The sales and marketing space is changing rapidly as buyer preferences and expectations evolve. Increased access to information through the web and connected devices also plays a role. As such, new technologies have emerged to help marketers target and reach their intended audiences, powered by thousands of criteria across demographic, firmographic, intent, technographic, and analytic criteria. Some of the platforms that are part of an organization’s Marketing Technologies, or “MarTech Stack” include:



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1. Customer Relationship Management (CRM):

A CRM helps manage all relationships and interactions with customers and prospects. This is where most companies start to assemble their core customer data for use across sales, service, and marketing teams.

2. Marketing Automation Platform (MAP):

A MAP helps marketers capture leads, build automatic email flows to nurture those leads and create rules that determine when and how to act on an opportunity. This is how marketers use targeted campaigns to interact with their customers and prospects via email. Having automated workflows in place and access to a MAP helps improve targeting. It also helps you move customers through the buyer's journey with better results. Having a MAP in place will also help save your teams time, optimize resources and performance, and improve your ROI.

3. Data Management Platform (DMP):

A DMP is a tool that helps you analyze digital data and build digital advertising segments – using behavioral data from customer campaigns and/or a third-party data provider. These platforms typically have a marketplace of data providers to choose from to help you target specific audiences. This helps marketers advertise to audiences across the web including people who may be browsing sites like the New York Times or Forbes Magazine.

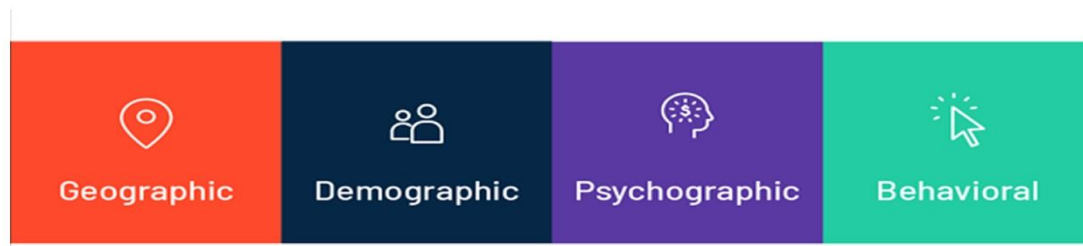
4. Customer Data Platform (CDP):

CDPs are a new category of platforms that help marketers create a unified and persistent customer database that is accessible to other systems. These have emerged as a direct result of the data silo problems that multiple tools have created. The promise of CDPs is to sit at the center of the marketing technology environment by adding analytics, segmentation, and enabling the send of relevant audience segment data to other platforms. We can help here as well through our D&B Lattice predictive analytics solution which serves as a powerful CDP.



MARKET SEGMENTATION:

MARKETING SEGMENTATION



1. Demographic Segmentation

Demographic segmentation is usually the most important criterion for identifying target markets, which means that knowledge of demographic information is crucial for many businesses. A liquor vendor, for instance, might want to target its marketing efforts based on the results of Gallup polls, which indicate that beer is the beverage of choice for people under the age of 54 particularly in the 18 to 34 range whereas those aged 55 and older prefer wine.

2. Geographic Segmentation

Geographic segmentation involves segmenting the market based on location. Home addresses are one example, but depending on the scope of your business. Geographic segmentation relies on the notion that groups of consumers in a particular geographic area may have specific product or service needs. For example, a lawn care service may want to focus its marketing efforts on a particular town or subdivision inhabited by a high percentage of older residents.

3. Psychographic Segmentation

Psychographic segmentation divides the target market based on socioeconomic class or lifestyle preferences. The socioeconomic scale ranges from the affluent and highly educated at the top to the uneducated and unskilled at the bottom

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WHAT IS SOCIAL MEDIA ANALYTICS:

Social media analytics is the process of collecting and analyzing audience data shared on social networks to improve an organization's strategic business decisions.

Another important example of how social media analytics supports marketing campaigns is by providing the data to quantify the return on investment (ROI) of a campaign based on the traffic gained from various social media channels. Furthermore, marketers can analyze performance of different social platforms - such as Facebook, LinkedIn and Twitter -- and of specific social media posts to determine which messaging and topics resonate best with a target audience.

Social media for business

There are many social media platforms available for businesses to connect with potential customers. Here are some of the more popular social media sites and uses for each.

Facebook	LinkedIn	Twitter	Instagram
NUMBER OF USERS	NUMBER OF USERS	NUMBER OF USERS	NUMBER OF USERS
2.3 billion	630 million	330 million	1 billion
CHARACTER LIMIT, PER POST	CHARACTER LIMIT, PER UPDATE	CHARACTER LIMIT, PER POST	CHARACTER LIMIT, PER CAPTION
63,206	700	280	2,200
USE CASES	USE CASES	USE CASES	USE CASES
B2C companies and nonprofits can build communities through targeted advertising and promoting events.	A B2B platform where industry leaders and buyers spend their time. Users can create their own forums to start conversations, which promotes thought leadership, and share industry knowledge.	Thought leadership and information-seeking individuals such as media outlets, writers and bloggers use this as a search engine to find real-time information. Provides brand awareness for companies and shines light on different topics.	This platform showcases a brand's culture and identity, keeping customers engaged and wanting to do business with the brand.
AGE DEMOGRAPHIC	AGE DEMOGRAPHIC	AGE DEMOGRAPHIC	AGE DEMOGRAPHIC
All ages	30-49	18-29	13-17

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THE USE CASES OF SOCIAL MEDIA ANALYTICS

Social media analysis platforms can track and analyze a range of data and interactions used in a variety of social media marketing use cases.

1. Measure the ROI of Social Media Marketing Efforts:

The main goal for any social media post, like, Retweet or share is ROI.

- To determine social media ROI, marketers must first determine an initial benchmark and then have a way to measure key performance indicators (KPIs) against that benchmark over time. When efforts aren't working well, analysis of those metrics will reveal tweaks marketers can make to improve the performance of the campaign and overall ROI.
- In fact, a recent study from Hoot suite, a vendor offering a social media management platform, found that 85% of organizations that began measuring social media data within their analytics tools were able to accurately show ROI for those efforts.
- To begin tracking social media campaign performance, a tracking pixel or Google Analytics UTM parameter can be added to any links used in social media posts or ads. That will show any conversions that came from social media marketing and can help with planning retargeting campaigns for visitors who didn't convert.

2. Improve strategic decision-making

Social media analytics can improve a marketing team's ability to understand what social media strategies are working and which ones aren't as effective.

However, the analytical results can also provide insight that can be useful for making business decisions about other important aspects of the business not necessarily directly related to the marketing campaigns.

For example, with social listening tools, audience and competition can be analyzed by extracting useful insight from social media data being posted on various social media networks like LinkedIn and Facebook. It can also provide demographic information about the audience that will enable enhanced marketing efforts targeting that sector and more effectively create brand awareness. By using real-time data, emerging trends may be detected that can give a business a jump on the competition by posting social media content sooner.



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3. Track the efficiency of marketing teams

Most organizations strive to streamline workflows and enable team members to be more productive. A lesser known, but still important, feature of social media analytics is its ability to improve efficiency with your marketing team.

In addition to the KPIs for your social media content, you can also measure aspects like response time and customer sentiment.

Showing the chief marketing officer areas where workflows can be automated and resources can be redirected to strategic activities that directly impact revenue are key to obtaining marketing budget and approvals for future campaigns.

What metrics should be tracked with Social Media Analytics

There are six general types of social media metrics that should be tracked.

1. Performance metrics

Measuring the performance of social media marketing efforts is critical to understanding where strategic efforts are working and where improvement is needed.

Key performance metrics to track include the following:

- interactions across platforms and over time to determine if the posted content is properly engaging the audience;
- whether the number of followers is increasing over time to verify consistent progress across platforms; and
- Click-through rate for link clicks on posts to see if they're properly driving traffic from social media channels.

2. Audience analytics

It's important to clearly understand and define the target audience, as it is the most important element of a social media strategy. Understanding the audience will help create a favorable customer experience with content targeted at what customers want and what they're looking for. In the past, audience data was difficult to measure as it was scattered across multiple social media platforms. But with analytics tools, marketers can analyze data across platforms to better understand audience demographics, interests and behaviors.



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3. Competitor analytics

To obtain a full understanding of performance metrics, it's necessary to look at the metrics through a competitive lens. In other words, how do they stack up to competitors' performance. With social media analytics tools, social media performance can be compared to competitors' performance with a head-to-head analysis to gauge relative effectiveness and to determine what can be improved.

Most modern tools that include AI capabilities can benchmark competitor performance by industry to determine a good starting point for social media efforts.

4. Paid social analytics

Ad spending is serious business. If targeting and content isn't right, it can end up an expensive proposition for unsuccessful content. More advanced analytics tools can often predict which content is most likely to perform well and be a less risky investment for a marketing budget.

For best results, an all-in-one platform is the preferred choice to track performance across all social media accounts such as Twitter analytics, paid Facebook posts or LinkedIn ads. Important metrics to track include the following:

- Total number of active ads
- Total ad spend
- Total clicks
- Click-through rate
- Cost per click
- Cost per engagement
- Cost per action
- Cost per purchase

These metrics will indicate exactly where each dollar spent is going and how much return is being generated for social media efforts. They can also be compared against competitor spending to ensure that spending is at an appropriate level and to reveal strategic opportunities where an increased share of voice may be attainable

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5. Influencer analytics

To gain a leg up on competition in a competitive space, many social media marketers will collaborate with social influencers as part of their marketing campaigns. To make the most of partnerships, it's necessary to measure key metrics to ensure that the influencer marketing is achieving desired goals.

Social media analytics can provide insights into the right metrics to ensure that influencer campaigns are successful. Some influencer metrics that should be tracked include the following:

- Total interactions per 1,000 followers to understand if they're properly generating engagement;
- Audience size and most frequently used hashtags, to help determine the maximum reach of your campaign;
- The number of posts influencers create on a regular basis, to help determine how active they are and how powerful engagement can be; and
- Past collaborations, this can be a great indicator of the potential for success with an influencer.

6. Sentiment analysis

Sentiment analysis is an important metric to measure as it can indicate whether a campaign is gaining favorability with an audience or losing it. And for customer service oriented businesses, sentiment analysis can reveal potential customer care issues.

To ensure that a campaign is in sync with the target audience and maintains a strong rate of growth, interactions and engagement rate should be tracked over time. A decline could indicate that a change of course is needed.

Gathering and analyzing customer sentiment can help avoid guesswork in developing a marketing strategy and deciding which content will resonate best with the audience. This type of analysis can also indicate the type of content that's likely to have a positive impact on customer sentiment. If your social media analytics tool detects a spike in negative sentiment, action should be taken immediately to address and correct it before it becomes a PR nightmare.



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Social media analytics tools

While many businesses use some sort of social media management tool, most of these baseline scheduling tools don't go far enough to provide the in-depth metrics and data points that social media analytics tools can deliver.

- Not only can this deeper level of insight go a long way to inform a successful campaign, it can also be shared with stakeholders to show high-level ROI across disparate social media channels.
- An effective analytics tool will have an intuitive, easy-to-use interface that enables transparency in a campaign; it should also streamline the social media marketing processes and workflows. Examples of social media analytics tools include Sprout Social, Google Analytics, Hootsuite and Buffer Analyze.

Social media analytics helps companies address these experiences and use them to:

- Spot trends related to offerings and brands
- Understand conversations — what is being said and how it is being received
- Derive customer sentiment towards products and services
- Gauge response to social media and other communications
- Identify high-value features for a product or service
- Uncover what competitors are saying and its effectiveness
- Map how third-party partners and channels may affect performance

Key capabilities of effective social media analytics

The first step for effective social media analytics is developing a goal. Goals can range from increasing revenue to pinpointing service issues. From there, topics or keywords can be selected and parameters such as date range can be set. Sources also need to be specified responses to YouTube videos, Facebook conversations, Twitter arguments, Amazon product reviews, comments from news sites. It is important to select sources pertinent to a given product, service or brand. Typically, a data set will be established to support the goals, topics, parameters and sources. Data is retrieved, analyzed and reported through visualizations that make it easier to understand and manipulate.



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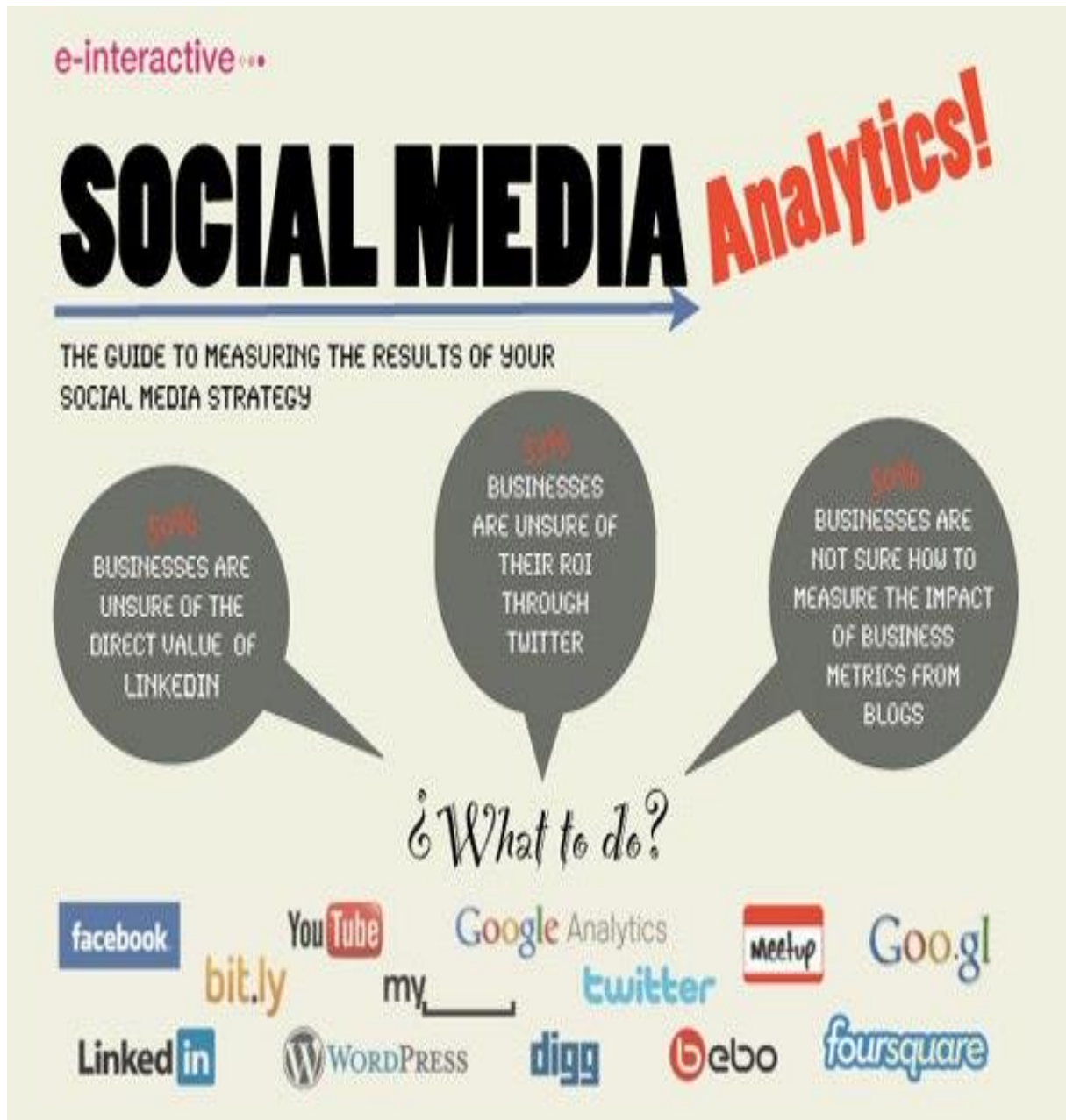
These steps are typical of a general social media analytics approach that can be made more effective by capabilities found in social media analytics platform:

- **Natural language processing and machine learning technologies** identify entities and relationships in unstructured data — information not pre-formatted to work with data analytics. Virtually all social media content is unstructured. These technologies are critical to deriving meaningful insights.
- **Segmentation** is a fundamental need in social media analytics. It categorizes social media participants by geography, age, gender, marital status, parental status and other demographics. It can help identify influencers in those categories. Messages, initiatives and responses can be better tuned and targeted by understanding who is interacting on key topics.
- **Behavior analysis** is used to understand the concerns of social media participants by assigning behavioral types such as user, recommender, prospective user and detractor. Understanding these roles helps develop targeted messages and responses to meet, change or deflect their perceptions.
- **Sentiment analysis** measures the tone and intent of social media comments. It typically involves natural language processing technologies to help understand entities and relationships to reveal positive, negative, neutral or ambivalent attributes.
- **Share of voice** analyzes prevalence and intensity in conversations regarding brand, products, services, reputation and more. It helps determine key issues and important topics. It also helps classify discussions as positive, negative, neutral or ambivalent.
- **Clustering analysis** can uncover hidden conversations and unexpected insights. It makes associations between keywords or phrases that appear together frequently and derives new topics, issues and opportunities. The people that make baking soda, for example, discovered new uses and opportunities using clustering analysis.
- **Dashboards and visualization** charts, graphs, tables and other presentation tools summarize and share social media analytics findings a critical capability for communicating and acting on what has been learned. They also enable users to grasp meaning and insights more quickly and look deeper into specific findings without advanced technical skills.



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Importance of Social Media Analytics



While discussing the framework and techniques of social media analytics, we have mentioned a variety of benefits. Below we consider the importance in more detail:

Improved Content Quality

Social media analytics helps you understand your contents that drive more user acceptance. In this way, you get to know which post had more positive views and then improve on that line of content.

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Platforms like twitter and facebook have built-in analytics that shows you how well your posts perform. In twitter, you can track the performance of your images, videos, and links. On image-focused platforms like Instagram and Pinterest, you evaluate which image appeals more to customers. You can also check the level of traffic each content is generating for you using Google Analytics; you're now in a better position to better these contents.

Competitive Edge

With social media analytics tools, you could track your competitors' growth on social media. They also put in good work with regards to strategies and contents; analytics aids you to improve on their mistakes and flaws. With the statistical analysis, you would fathom the level of impact each of their strategy garners. You could take a peek into their progress levels by tracking the percentage of traffic each ad campaign or content adds to their website. This way you get to stay steps ahead, because you're thriving on their success and improving on their failures.

Better Understanding of Client Base

From collected data, you will see various facts that will help you understand your online audience. Like the time they are most online and most attentive. This helps you know when to drop unique content to rave in traffic this same way your ad campaigns are appreciated more when your target audience is available and attentive. Analytics show you the best time to implement a strategy through this method. Some platforms help you keep track of these through their built-in analytics tools. The post section of Facebook can avail you with such data, and aids you pattern they way and manner you drop your posts.

Enhanced Marketing Strategies

Social media analytics helps you enhance your marketing strategy by showing which of them worked best and how they fared. By studying your strategy progress and that of your competitors you're sure to spot out some salient errors. When you improve on these mistakes you will definitely hit sky-high results. Your study can be enhanced by the concept of social media listening. This involves following discussions online to ascertain people's view on a particular content, as campaign or page. Then use the excerpts to development a failure-proof campaign or strategy. With the statistical analysis, you would fathom the level of impact each of their strategy garners.



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What Are Some Ways to Leverage Targeted Marketing

There are so many ways to execute targeted campaigns that can help grow your business. With access to the right information, you can host a webinar or event that pertains directly to your key prospects. Be sure to invite relevant speakers, cover topics of interest, and share knowledge to help you grow relationships. You can create content that speaks directly to a key audience and their needs and challenges. Crafting a targeted email marketing campaign that uses a certain tone or promotes a personal message that will appeal to the recipient is another way to leverage this tactic. Tailoring the homepage of your website so the message resonates with the visitor can also make a big impact.

How to leverage social media analytics for businesses

1. Consistently monitor performance:



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Social media has become such an intrinsic part of our lives that all are marketing decisions are based on reviews that we get from Facebook, Instagram, Twitter, and other platforms. Customers consider these reviews organic and make their choices accordingly.

Companies need to constantly monitor the performance of their products to enhance their performance and work on upgrades. Social media listening is an important measure to improve your marketing strategies.

2. Social media strategies that worked:

Travel industry works largely on establishing relationships with present and prospective clients over the social media. With an epidemic of travel agencies all around the world, how can travel companies leverage their spaces in the competitive environment



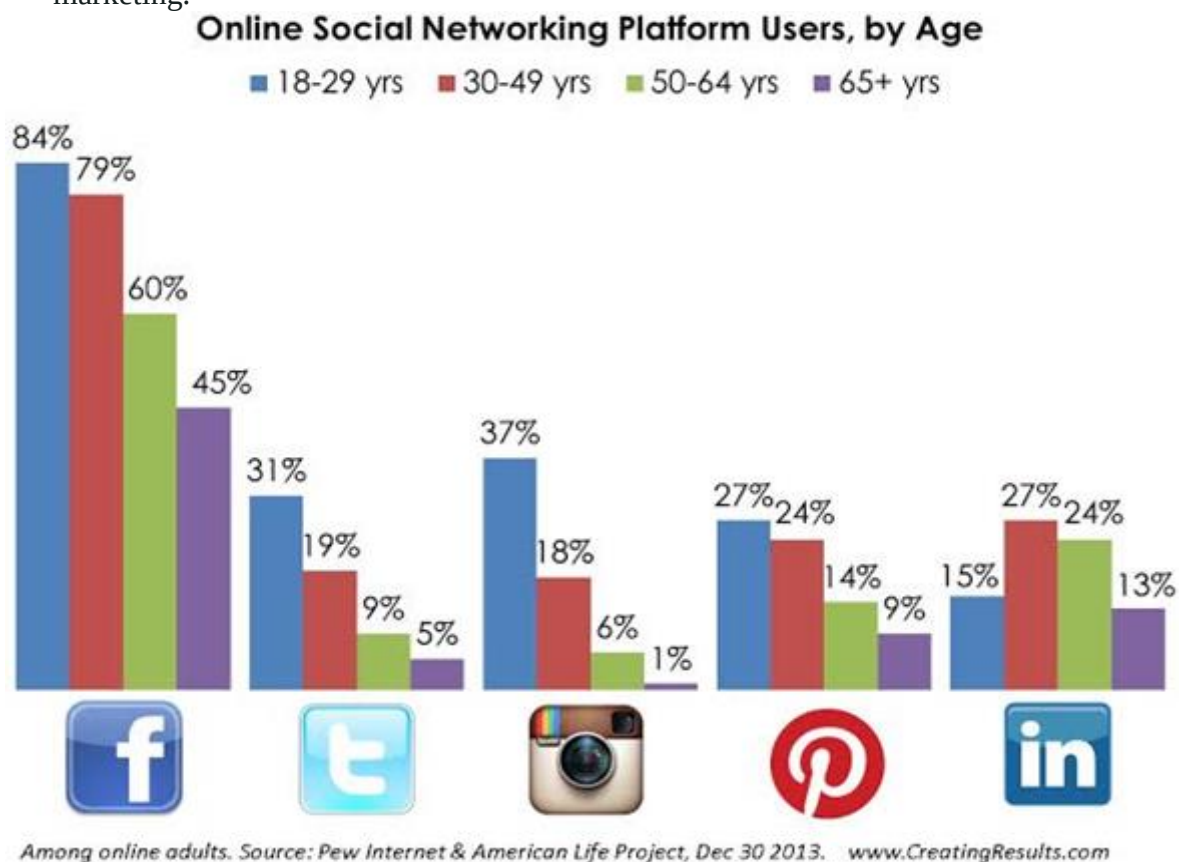
The statistics of the marketing tools could help save companies millions of bucks by re-evaluating their performance strategies and tuning into the present customer needs. This is particularly useful for small businesses that have limited resources and like to use them for the correct promotional activities.

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4. Targeted marketing:

A business must foremost analyze: Who is my target audience? Which area does this audience come from?

Once you identify these insights and recognize the future trends, you can target your marketing strategies on those lines. All the data generated from the analytics for social media can then be compiled and reviewed to concentrate efforts towards a more tailored marketing.



One more thing, the analytics tools inferences sometimes have surprises in store for their businesses. As a business, you have been targeting your efforts to tap women over 30, but hey wait!! The analytics depicts a different perspective. Even men in 20's are interested in your product.

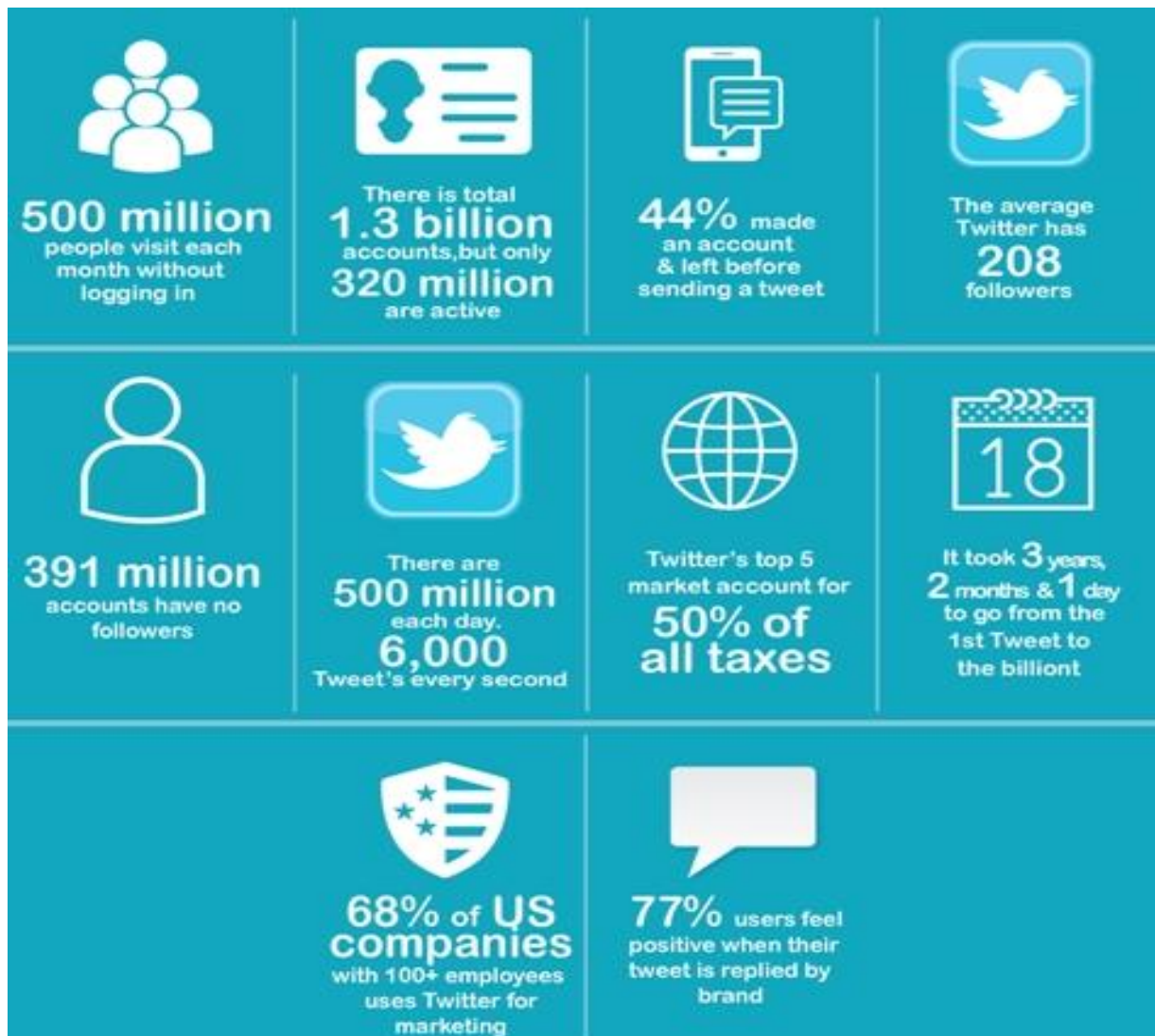
Your next move?

Channelize your efforts in tapping the segment “men in 20's”. So here we see that the social media analytics tool was pivotal in reframing the company's policy and enabled marketers to discover the untapped audience.

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4. Social analytics tool for customer feedback

Currently, 33% of customers use social media platforms than the telephone to contact their brands (Neilson report). Social media platforms like Twitter and Facebook gather large amounts of customer feedbacks for the brands. These reviews help companies in analyzing the weak points and hurdles they have to cross to reach their customers. It is the immaculate user experience that compels the consumers to come back for more. Businesses should take all complaints and problems into consideration and work towards resolving them before they start losing customers. The social media analytics tools will not just identify problem areas; they will help you in getting positive results by monitoring the new course of action.



14% of tweets to major brands are from consumers having problems in-store (Conversocial research)

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A brand that responds well to its consumers and looks into their problems is always the consumer's favourite brand. And of course, brands that do not respond will never develop a strong fan following. So use your media analytics to find out about customer complaints and devise solutions thereafter. Also if a business promptly looks into user complaints, it would rectify the problem in time and save wastage and losses resulting from a failing venture. Using the best social media analytics tools will not only result in escalating profits but also save your business from losing valuable customers.

5. Socialize your best content:

Post Performance

Post performance is the total number of likes, shares, reach and engagement on your post.

All Post

Popular

Most Reshare

Most Favorite

Published On	Type	Likes	Share Comment	Reach	Engagement	
Apr 06, 2017 06:12		3	0	22	13.6%	 Reshare
Apr 05, 2017 06:28	 Have a lot of accounts to manage? And a great team who you trust can manage them? Add them with @socialpilot_co http://bit.ly/2naxH6E	5	0	118	4.23%	 Reshare
Apr 05, 2017 03:37	 How to Get Your Brand Trending on Twitter http://bit.ly/2naqZgQ	3	0	77	3.89%	 Reshare
Apr 03, 2017 04:33	 The world is changing and becoming modern, and so is social media! Know ways to influence the modern social media #socialmediamarketing #mod	8	1	195	4.61%	 Reshare

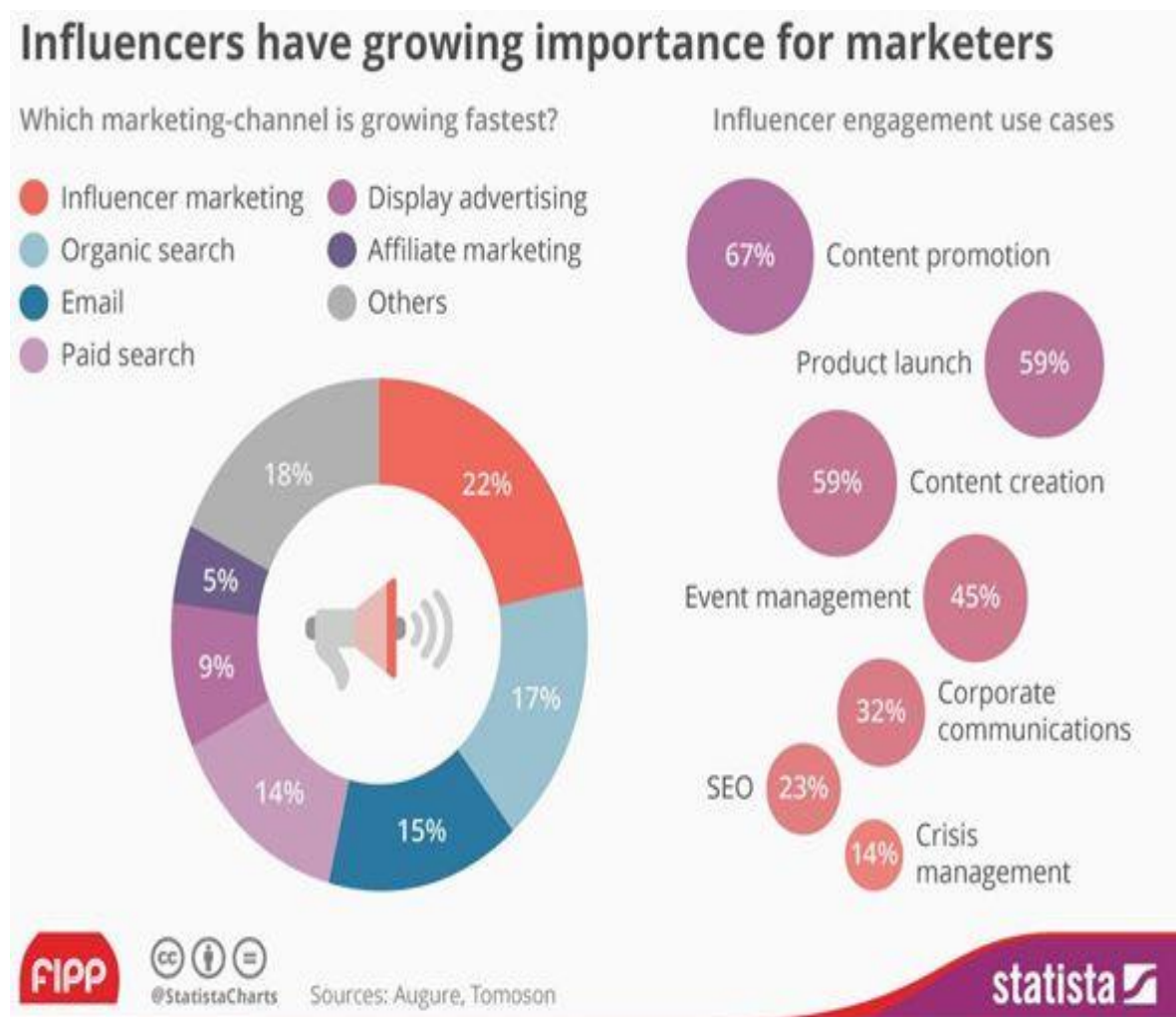
Social media marketing revolves around tweeting, pinning and sharing content. When you consistently track your post performances, you can ascertain the most engaging content. Once you figure that out, repost that content where relevant. You can make use of tools like Zoho Social to help you ease scheduling. Your social analytics tool is the yardstick which helps you compare all posts and select the most ‘socializing’ one. Ideally, brands use various marketing platforms to post content and use social media scheduling tools to bulk post at the relevant times. But without using any metrics, it is impossible to identify the most shareable content. With the ever changing times and trends, user preferences keep changing. So track your posts with the analytics tools and use the compiled data to increase your conversions, traffic and reach on social media.

6. Competitor analysis:

The moods, behaviors and preferences of people change at unpredictable rates. What works today, will become obsolete by maybe.... midnight? The crux here is that the analysis wheel has to continue moving. No customer activity should escape the analytics radar. Depending on the scale of your business, you can carry out daily or weekly measurements.

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7. Influencer mapping:



An online survey shows 22% of marketers see influencer marketing emerging as a rapidly-growing social marketing tool. Influencers definitely create brand awareness. But is this awareness action driven? Is it leading to engagements and conversions.

8. Unleash the power of Facebook

By far, Facebook is still the reigning social media king. 79% of online adults use Facebook (source- Pew Research Center). The surprising fact here is that the young adults using Facebook have recently been joined by the older adults. Using the social media analytics tools for Facebook is the best way to monitor, review, compile and analyze all Facebook results at one place. You can also compare your Facebook performances against other social platforms.

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STATEMENT OF THE PROBLEM:

The statement of the problem is to study the accessing Social media analytics allows brands to most effectively learn what their audience cares about and what influences their purchasing decisions. These insights allow marketing departments to craft more personalized and relevant marketing experiences Therefore, in this research an attempt has been made to study the concept of Social Media Analytics for Targeted Marketing.

NEED AND RELEVANCE OF THE STUDY:

Social media allows marketers to connect and engage potential customers where they are at: LinkedIn, Twitter, Youtube, Facebook, Instagram, and even some of the younger platforms like TikTok. With a strong social media strategy and the ability to create engaging content, marketers can engage their audience. Having an online presence as a business on any of the social media forums like Facebook or Instagram is a great way to interact with your audience and to really connect with them on a personal level. With all business profiles on all social media networks accessible to the public, this could be your chance as an entrepreneur to know your competitor better and understand the strategies that they are implementing to attract their audiences. Therefore a study is made to know the use of Social Media Analytics for Targeted Marketing.

CHAPTER: 2

METHODOLOGY



CHAPTER 2: METHODOLOGY

REVIEW OF LITERATURE:

- **Weinberg (2009)** has defined social media marketing as the process that empowers individuals to promote their websites, products, or services through online social channels and tap into a much larger community that may not have been available via traditional channels. So if we keep it simple, social media marketing is the process where organizations use social media websites to build rush on their company official websites. It does not stop here but organizations also inform the potential customers of happenings in the organization, launch 8 of the new model or product and latest news about the organization through social media applications.

- **Gordhamer (2009)** has related social media marketing to the relationship marketing where firms need to shift from “trying to sell” to “making connections” with the consumers. This explanations of social media marketing takes us to the other side of marketing, where building relations with the potential consumers is the key to repeated purchases and enhanced brand loyalty. Social Media is an innovative tool that organizations use for creating a very strong public relation with the customers on the virtual networks.

- **Taprial, & Kanwar,(2012)** The social media provides a very good platform for all businesses (big or small) to network and reach out to their target audience, connect with them directly and generate trust by listening to what they have to say.

- **Baars & Kemper, (2008)** Social media platforms offer many possibilities of data formats, including textual data, pictures, videos, sounds, and geolocations. Generally, this data can be divided into unstructured data and structured data.
In social networks, the textual content is an example of unstructured data, while the friend/follower relationship is an example of structured data.

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- **(Golder and Macy, 2011)** The growth of social media usage opens up new opportunities for analysing several aspects of, and patterns in communication. For example, social media data can be analysed to gain insights into issues, trends, influential actors and other kinds of information and analysed Twitter data to study how people's mood.
- **Stieglitz & Dang-Xuan, (2013)** One reason for the popularity of social media is the opportunity to receive or create and share public messages at low costs and ubiquitously. The enormous growth of social media usage has led to an increasing accumulation of data, which has been termed Social Media Big Data.
- **Jan & Khan, (2014)** Maintaining public relations through social media has become easy because a large number of potential consumers are available on the virtual networks. And making connection with consumers using social media is only some clicks away. Today's customers are more powerful and busy; therefore, companies should be reachable and available in every social media communication channel such as Face book, Twitter, Blogs, Forums at any time.
- **Tsou et al., (2015)** For supporting decision-making processes, companies make use of social media reports, created ex post and based on predefined key performance indicators, or they make use of a dashboard for getting on-going analyses based on real-time social media data.
- **Beier & Wagner, (2016)** Social media has evolved over the last decade to become an important driver for acquiring and spreading information in different domains, such as business and politics.
- **Chun, Wei, & Geller, (2015).** Social media data in the context of crisis communication can also be analysed to gain additional, previously unknown information, if volunteers e.g. take pictures or videos and spread the information into the crowd. Collected social media data can be also analysed for detecting a specific location or area where the crisis occurs. By analysing GPS data if it is included in the data or by applying the method of Named Entity Recognition the location could be also derived from the text.

“A STUDY ON SOCIAL MEDIA ANALYTICS FOR TARGETED MARKETING”

OBJECTIVES OF THE STUDY:

- To study the concept of Social Media .
- To know the use of Social Media Analytics for Targeted Marketing.
- To know how to leverage social media analytics for businesses.

SCOPE OF THE STUDY:

The research of the present study covers the scope which is limited to the the Social Media Analytics for Targeted Marketing .The study enables the students to develop independent critical thinking skills and it can be utilized by the juniors as reference material for their relevant research study.

METHODOLOGY OF THE STUDY:

The study is descriptive in nature. It has been carried out with the help of secondary data taken from various journals, text books, newspapers, magazines, internet sources and online research reports.

SOURCES OF DATA:

➤ **SECONDARY DATA:**

Secondary data is a data which is readily available. The data for the present study covers the secondary sources such as magazines, websites, journals, newspapers, various books related to the topics and other references were made.

LIMITATIONS OF THE STUDY:

- Time constraint is one of the major limitation.
- In depth research was not made.
- There might be bias in the secondary information.



CHAPTER: 3

SWOC ANALYSIS



CHAPTER 3: SWOC ANALYSIS

STRENGTHS:

This is usually the favorite part of the analysis for many businesses, as it shows them what they're doing right. However, strengths vary depending on the overall goals of your social media efforts. Predefining goals and having them at the forefront of your marketing efforts is key in this kind of analysis. For example, a strength for one business might be penetration or market reach. For another company, success might look different, which means one of their strengths would be the fact that they have active community members who can help increase brand awareness.

WEAKNESSES:

SWOT weakness examples vary as well, depending on your overall social media marketing goals and business objectives. Usually, the biggest weakness that most types of businesses report with social media campaigns is the inability to scale or maintain their efforts. Another common weakness is the lack of social media analytics tools they need to track and monitor campaign results

OPPORTUNITIES:

Performing a SWOT analysis of individual social media channels can help you identify the opportunities you're currently missing. Perhaps you should consider joining a new social media channel that's popular with your target audience? You might even identify a new niche audience that you're not currently tapping into.

Trying to tap into new geographical areas or reach different kinds of consumers is always something that smaller companies seem to struggle with.

CHALLENGES:

Once you're into the threat category of a SWOT social media analysis, you'll see that things become a bit broader. Focus on external factors such as within your niche or new competitors entering the market.

CHAPTER: 4

OUTCOMES OF THE STUDY & SUGGESTIONS



CHAPTER 4: OUTCOMES OF THE STUDY & SUGGESTIONS

OUTCOMES:

Growing popularity of social media compelled the marketers to think about this media along with traditional functional areas of marketing. Social media is based primarily on the internet or cellular phone-based applications and tools to share information among people. The number of social media user's is more than the population of some of the countries today. Impact of social media on marketing can be judged by social media and the type of technologies used in social media

- The social analytics tools also help in comparing engagement levels with competitors. You will know exactly where you stand by comparing your results with competitors. You can analyze the social footprint created by your competitors across all social channels and use this data to add-on to your strategic efforts. The hospitality industry uses analytics for social media extensively to evaluate and compare performances among competitors. Branchless banking helps to reduce the stress of the officials of the organisation.
- As a marketer, you can try out different strategies and if something does not work, assess the analytics for social media to analyze what went wrong and then work on the improvement strategies.
- Social media analytics helps you understand your contents that drive more user acceptance. In this way, you get to know which post had more positive views and then improve on that line of content. Platforms like twitter and facebook have built-in analytics that shows you how well your posts perform.
- Social media analytics can provide insights into the right metrics to ensure that influencer campaigns are successful. All organisations rely on e-banking to eliminate runs to the bank and to make financial decisions with updated information.

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- Social media analytics could be pivotal for travel companies to determine their next course of action. Travel is an ever-evolving/changing business and media analytics gives a greater vision of understanding and evaluating the changing dynamics. Opted and resolved quicker, potentially before any business impact is felt.
- Social media analytics helps you enhance your marketing strategy by showing which of them worked best and how they fared. By studying your strategy progress and that of your competitors you're sure to spot out some salient errors.
- Social media analytics helps you understand your contents that drive more user acceptance. In this way, you get to know which post had more positive views and then improve on that line of content. Platforms like twitter and facebook have built-in analytics that shows you how well your posts perform.
- Social media analytics can improve a marketing team's ability to understand what social media strategies are working and which ones aren't as effective. However, the analytical results can also provide insight that can be useful for making business decisions about other important aspects of the business not necessarily directly related to the marketing campaigns.
- Statistical analysis, you would fathom the level of impact each of their strategy garners. You could take a peek into their progress levels by tracking the percentage of traffic each ad campaign or content adds to their website. This way you get to stay steps ahead, because you're thriving on their success and improving on their failures.
- Sentiment analysis is an important metric to measure as it can indicate whether a campaign is gaining favorability with an audience or losing it. And for customer service oriented businesses, sentiment analysis can reveal potential customer care issues.
To ensure that a campaign is in sync with the target audience and maintains a strong rate of growth, interactions and engagement rate should be tracked over time. A decline could indicate that a change of course is needed.

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SUGGESTIONS:

- **Create a specific strategy for each social media platform** the same way you prepare other aspects of your marketing plan, you need to have a specific and intentional plan for each platform you use. Each platform has nuances and best practices for generating engagement. Your brand may not need to have a presence on every platform, but for your posts to be targeted, you need to have a strategy that is specific to the platform you're using.
- **Focus your messaging** each platform you use will have its own unique demographic. There will be overlap of the people you're targeting on each platform, but it's still essential to understand your demographics so you can tailor your message to have the most impact.
- **Keep an eye on what's trending**, once you have your key messaging determined, keep an eye on popular trends emerging on each platform. If you notice a pattern or strategy rising in popularity and it aligns with your messaging, then it's a great idea to capitalize on it to drive engagement.
- **Measure & analyze results**, to make sure you're getting the best results from your social media marketing, you need to be accurately tracking and measuring your efforts. Over 40% of businesses don't accurately track their social media ROI at all, which means there's no easy way of knowing whether or not your strategy is working.
- **Interact with your audience**, Social media users crave authentic interaction with the brands they follow. So on top of posting high-quality and relevant content, make sure you're keeping an eye on each platform you use and engaging with your audience.
- **Use Social-friendly Images**, Audiences are getting pickier and rejecting the use of stock images. But how do you create new captivating images if you lack any designer expertise. For a startup or a small business, it may not be viable to hire a designer.

CHAPTER: 5

LEARNING EXPERIENCES AND CONCLUSION



CHAPTER 5: LEARNING EXPERIENCES AND CONCLUSION

LEARNING EXPERIENCES:

- Opportunity to learn new concepts.
- Opportunity to get explore new insights.
- Added value to the learning.
- Learned professional communication.
- Learned to collect relevant information.
- Learned to be persistent to complete the task.
- Learned to create a balance between collaborative and individual work.
- Learned to work independently.
- learned about the methods and issues.
- Learned about the concept Social Media.
- Gave an insight on recent development in Social Media Marketing.
- Learned about use of Social Media Analytics for Targeted Marketing .

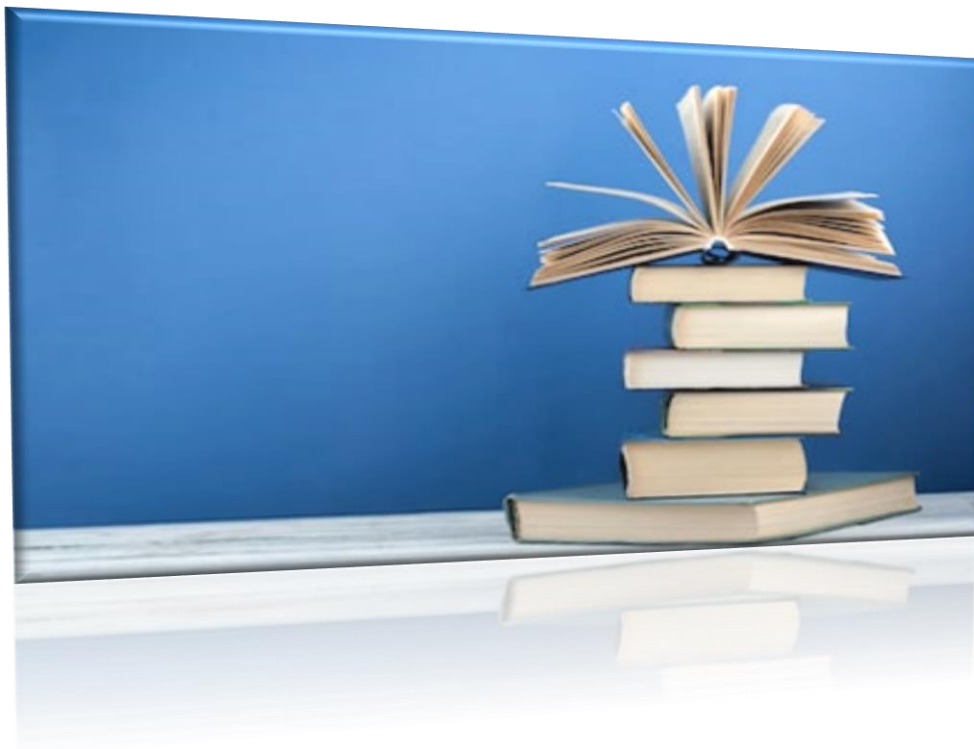
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CONCLUSION:

Social media has gained importance and acceptance at a very past pace. It has become an avenue to share one's personal and professional life. The usage of social media as a marketing tool is already implemented by many businesses. This reports analyzed how effectively social media be used as a marketing tool. The comparison of social media versus traditional media for marketing was studied and advantages and disadvantages of both are compiled. This report also analysed how small business start-ups can benefit from the ever growing social media industry. Social media presence is definitely an advantage for all kinds of businesses. Social Media marketing has wider market appeal and is relatively cheaper than traditional advertisements. With a huge number of audiences and high customisability of social media for required content, social media marketing emerges as an exciting and effective tool for marketing. The study has also revealed that to utilize Social Media Analytics effectively, the companies are required to design an effective platform. With the example of Interest, the effectiveness of a social media platform has been discussed. The current trends in Social Media marketing have also been discussed in the study. It has shown that in the current context, it has become important to integrate all the systems with that of the Social Media platform. Further, from this study, we can conclude that you can use the analytics to identify the exact type of content that these influencers should share. Probe deep and gather insights from the statistics to find out how these influencers are improving your marketing reach.

CHAPTER: 6

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CHAPTER 6: BIBLIOGRAPHY

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by M z S

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DATE OF MEETING WITH GUIDE	TOPICS DISCUSSED	SIGNATURE OF GUIDE
24-Nov-2021	Discussion of title of the study, objectives of the study, statement of the problem, and need of the study.	
05-Dec-2021	Discussion of research methodology, tools for data collection and limitations of the study.	
12-Dec-2021	Discussion of Social Media, social media analytics and SWOC analysis.	
3-jan-2022	Discussion of outcomes of the study, learning experiences and conclusion.	