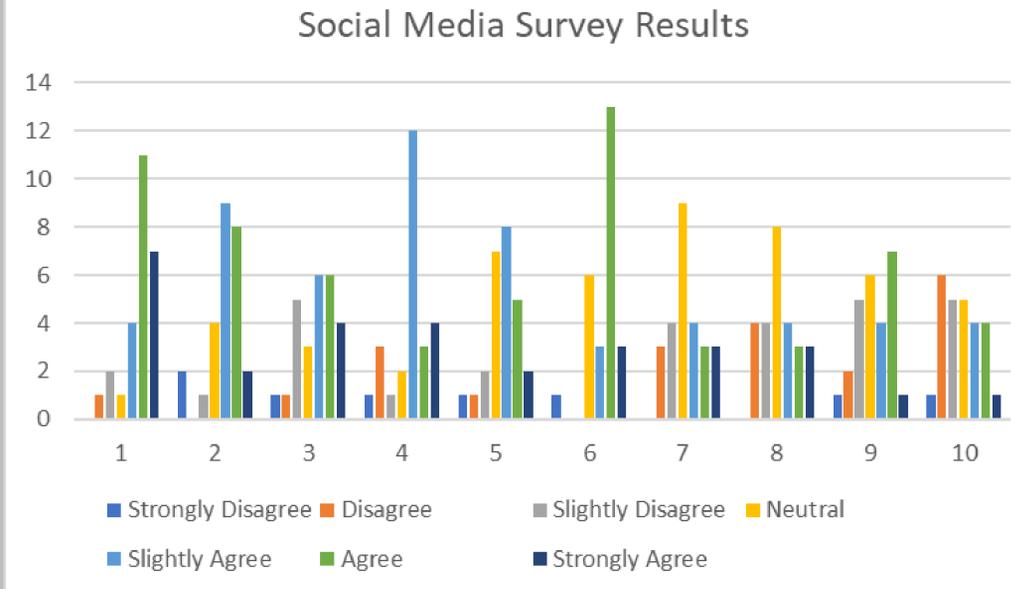


Social Media Usage in Marketing

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Purpose: To determine the important characteristics involved in a marketing message on social media.

Introduction: As today's society grows more and more technologically advanced, so do the marketing methods used to grasp the attention of consumers. As times have rapidly changed, many people get their news and discover new trends at the tip of their fingers. There are many ways in which consumers now make purchases and learn breaking news. They do this using social media. Social media include websites as well as applications in which it enables perspective consumers as well as companies to share, create, or participate in social networking aspects. The most popular social media platforms that consumers are retaining their information from include Facebook, Instagram, Twitter, and Snapchat.



Results: Survey takers for the most part agree that social media is a great way for them to receive their information. Participants also agree that there is a sense of personal touch used in social media which attracts appeal. Participants also agree that most marketing images used on social media are attractive which works to gain their attention. While the majority of survey respondents agree that they enjoy social media activities, there are still a few participants that are neutral towards the use of social media. A small portion of respondents expressed they do not enjoy social media and disagree that social media is the best source of information, or feel that there is a sense of connection using social media.

Hypothesis: To analyze the informativeness and image appeal of a marketing message on social media and how that contributes to a student's perceived value of message

Method: A survey was conducted through the use of Survey Monkey and paper survey given to students. A total of 72 people participated in the survey and completed it to its entirety.

Limitations: The limitations of this project was not having enough participants to complete to survey for the most accurate results possible.

Conclusion: In conclusion, a bigger sample size of survey participants would help to determine more positive effects of social media and other's perceptions towards it. While most agree that social media is a good source to receive news quickly and feel as if social media marketing images appeal to them, others feel as if it has no effect or on neutral ground to the matter.

References:

Pophal, Gensing. "Digital Advertising Trends You Need to Know." *Business Source Complete*, 2014.

Ford, John B. "What Do We Know About Social Media Marketing." *Business Source Complete*, Dec. 2019.