Importance of social media marketing and its importance to the brand

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1.0. Introduction

This is the research proposal on the importance of the social media marketing for expanding any products and services and the benefits of the social media marketing on the brands. In general, it can be specified that in the very recent time period the social media has become the necessary platform for the majority of people from different state around the world. Most of the company in the recent time has been focused on the promotion and marketing of the products and services of their company's through the digital marketing platform as major people are tech savvy in this period. Through efficient utilization of the digital marketing platform, any organization can reach to the large number of customers and with the effectual utilization of the social media platform, the uses of the products and services can be efficiently illustrated by the company with the help of the social media platform. Through effectual utilization of the social media platform, incredible benefits will be enjoyed by the company through reaching millions of customers worldwide base. The social media will help in connecting with the customers and at the same tine the brand awareness can also be enhanced and the sales and the leads will be boosted up.

1.1. Background

This research proposal will be focused on the benefits of the social media platform marketing and the significance of the social media marketing will also be showing with the help of this research proposal. There are several benefits of the social media marketing out of which the major element is cost effective for the advertisements strategy as through creating the account the sign up will become free in different site and through free sign up the company can easily promote their products and services to the large number of customers. This will become the most cost- effective way to promote and advertise of the products for the company to the large number of customers. With the effective help of the social media marketing, the customers can be engaged for the huge time period and they have already spent their time in the social media and by communicating and engaging with the customers, the attention can be drawn and the brand messages can be conveyed to the customers. Through performing simple market research, the company can make the target audiences and company can interact and communicate with the large number of customers in the personal level. The brand loyalty can be improved and the customers satisfaction can be possible by the organisation. Through the social media marketing system, the

website and the social media account will be open for all the customers and for this detailed information about the products and services can be provided to the customers. The more quality content in respect with the products and services can be given through using the social media platform. How the brands of an organisation will be beneficial for the exact utilisation of the social media platform marketing that has also been shown within the research proposal.

1.2. Rationality of research

The major research issue is the proper utilization of the social media platform by the company and with the help of several social media platform, how the company will be achieved the large number of customers and how the organization can interact and communicate with their large target customers through optimum utilization of the social media that will be shown within this research proposal. With the help of this research proposal, the importance and the significance of the social media marketing in the current advanced position for any organization can be shown and this will promote the clear idea about how the social media marketing can be utilized by the company to reach to the large number of consumers.

1.3. Research aims, objectives, questions

The research proposal aims is to focus on the impact of the social media platform in marketing, advertising and promoting the products and services. The result of the proper utilization of the social media platform is higher range of customers and the better promotion and advertising of the products and services.

The objectives of this research proposal are:

- To focus on the importance of the social media marketing.
- To analyze the benefits of the social media marketing on the brand of the organization
- To discuss the innovation and the technological advancements implementation within the social media platform to provide the advertising and promotion for the products.

The research questions are need to be fixed based on which the research proposal should be built up. The research questions are:

What is the importance of the social media marketing in the current time period?

What are the benefits of the social media marketing on the promotion of brand of organization?

Which technological advancements and innovations have been implemented by the major organizations to promote the advertising for the products and build up positive and constructive relationship among the customers and manufacturer with the help of the social media platform?

All these questions are to be attempted within the research study by covering all the objectives of the research and this research will try to find out the questions in effective manner.

2.0.   Literature review and conceptual framework

There are several articles which has been showing that the 50% of small and medium businesses have not been utilizing the social media to promote their business products and services towards the customers. With the help of the social media platform the brand awareness will be growing among the customers and increasing of the traffics within the social media platform will result in the maximum customers engagement and interactions with the organization that will promote the better connections with the customers and the manufacturer of organization can provide several information about the products and services that the company has been offered towards the customers. As specified by Iankova et al., (2019), the promotion of the products and services and the advertisements of the products can be achieved by any organization with the effectual implementation of the social media platform marketing system. Again, Jacobson, Gruzd and Hernández-García (2020) stated that the measurements of the performance with robust social analytics will be necessary in terms with the social media promotion of the products and the services. With the help of the social media workflows and the well communication among the team members have been helped in enhancing the promotion of the products and the services with the help of the digital marketing platform (Chen and Lin, 2019). According to Jin, Muqaddam and Ryu (2019), as in the recent time period, the digital application in the marketing and promotion and advertising of the products and services has been noticed and for this the social media platform using is the best option for any organisation. With the help of the social media marketing concept, the brand recognition creation will be possible by the organisation (Canovi and Pucciarelli, 2019). With the help of any organisation's

twitter and Facebook page, the large number of consumers can be attracted with the help of several video and photos. As confirmed by Kayumovich and Kamalovna (2019), higher number of likes and comments have been showing the higher attraction among the customers towards the company's product and services related pages. Large number of customers can interact with the company's marketing managers about the products information and data and generation of conversation will become easy. According to Liu, Shin and Burns (2019), the social listening has also been taken into account under the social media marketing through which target audience can be determined by the company in efficiency manner. On the other hand, Shareef et al., (2019) specified that with the help of the social media platform, the company can communicate with their customers through telling the brand's story to have a great impact on the brand's image. As argued by Tuten (2020), the effective stories of the company as well as the stories by the customers need to promote by utilising the social media platform as this effective and operative story will encourages other customers and through this the company will be able to create a great value for the organisation. With the help of the social media, the company can provide the exceptional customer services which keeps the customers happy and the happy followers will encourage the customers and for this effect the brand awareness can be built up in efficient manner (Dwivedi et al., 2020). The customers loyalty can also be built up by the company through adopting the digital marketing channel for promoting and advertising their specific products and services in the social media platform.

3.0. Research design and methodology

The research methods will be designed with the help of the two different data collection method. Within this research proposal, it will be shown that there will be two ways of research design that is the primary sources of data collection and the secondary sources of data collection. With the help of the combination of two different research methods, the whole research study will be done. Through the two different research methods, all the data will be collected in relation with the social media marketing system and the implementation of the technology advancements and the innovation information will also be collected with the help of these two different methods (Dodds and Hess, 2020).

3.1. Explanation of research paradigm

The research paradigm is the set of beliefs and assumptions within the research community about the methods, and the philosophy choosing within the research process by the researchers. The research paradigm will have impact on the research strategy and research method selection by eth researchers that is by selecting the mode of research process like case studies, surveys, experiments and action research. Within this research technique, the positive research paradigm and realism philosophy will be followed by the researchers (Dougherty, Slevc and Grand, 2019). Again, within this research method, all the information and data which have been used are of positivism and realism nature. All the positive and related data and information will be utilized within this research report through which the result of this research will show the positive analysis of the social media platform marketing by the organization (Moon et al., 2019). All the data and information which will be collected in this respect will be presenting all the real information and data and there will bot be any absurd information within this research.

3.2. Explanation of methodology

The research methods will be the major segment within the research study and explanation of the proper research methods will vary on the basis of the topic. While there will have the scope of collecting information from the different sources then both the methods of data collection will be selected. Under this research process, combination of two different research methods will be selected that is the primary method of research and the secondary method of research (Hussaini et al., 2019). Under the primary research method, there are two types of method that is qualitative and quantitative process of data collection. Under the qualitative data collection process, the quality of the information and data will be focused instead of quantity that is how many information will be collected. On the other way, the quantitative data collection process will be selected for the research study when the researcher wants to focus on the quantity of the data and the information that is through the survey or through the questionnaires process through which method the huge quantity information can be collected from the several participants and respondents. Therefore, based on the researchers and the based on the topic and its elements, the classification of the research methods will be done (Rix et al., 2019). Within this research paper, under the primary data collection process, the qualitative method will

be followed that is the interview of the marketing personnel of several organization. With the help of the interview of the marketing personnel from the different organization, dense information and data about the social media marketing related will be collected. By interviewing three marketing personnel from three different organizations, all the details information and data will be collected and detailed information can also be collected from the interview session and also body languages, gesture and posters will also be noted down within the interview session and this will also help in collecting data and information connected with the social media marketing and its impact on the brand position of the organization among the customers (Shahar et al., 2019).

Again, the secondary data collection process will also be maintained within this research report through which detailed data and the information related with the social media marketing can be understood. From the several article, journal and case studies on different organization, the secondary data will be collected in this research report. Under this research report four sources will be selected from where the research objectives and the research questions can be attempted (Snyder, 2019). From the four different sources, the data will be collected on the social media marketing and the benefits of the social media platform utilization by the organization in branding in the new age.

3.3.   Rationale for the methodology

There are two different approaches in respect with the deductive and inductive approaches which will be followed while preparing the research. In this research proposal, the deductive research approach will be followed as it will define the research study will gather several data and information from the different sources under the primary and secondary sources and in this respect, from the collected data and established theory and concepts, the hypothesis will be determined and no new theory will be discussed and shown in this research study (VanKooten, 2019). The positivism and the realism method of research will be followed in this respect through which the accurate information and data based on the positive theory and real theory will be chosen that will reveal the positive and real hypothesis for the topic. Again, the deductive method of the research will be selected through which no new concept and theory will be induced instead from the existent theory, the theory will be deduced which cover the topic of social media marketing (Wang et al., 2019).

3.4. Analysis of data

The data analysis will be done based on the two different method that is the primary data collection process and the secondary data collection process. With the help of these data collection about the social media marketing, the two types of data collection will be selected under this research paper. Under the primary and qualitative data collection process three marketing manager of three different organization will be selected and they will be interviewed in respect with sharing about their beliefs and experiences and concepts about the social media marketing adoption by the respective companies (Dodds and Hess, 2020). Again, from the three several articles based on the social media marketing concept and its benefits and the impact of effectual social media marketing system on the company's brand, related and associated information and data will be collected. From that collected data and information the positive and realism theory will be constructed through which the hypothesis will be defined.

3.5. Ethical issues in research proposal

In this research paper, it will be ensured that all the data and information which will be presented in this research will be genuine and no copy from other literature will be done. All the information and data will be collected in ethical manners and the interview will be done of the marketing managers by proper awareness and by knowing them their information will be utilized in the research study and their consent will also be taken. All the data and the information which will be provided to the research will collect from the different sources and all the sources will be referenced very well (Dougherty, Slevc and Grand, 2019). This research will be prepared based on the researchers' consent and his/ her awareness about the utilisation of information will be done. No copy will be done from any other's research work and this research will be prepared by the researchers through taking several information and data from different sources (Snyder, 2019).

4.0. Timetable and resources

All the resources available to the researchers will be utilized in their optimum way an there will be no wastages of resources. In collecting data and information by the researchers, all the resources like human resources, sources of finance, and the participants in the research that is the group members will be provided the importance. The researchers should focus on the no wastages of eth resources within the research

and in collecting data from the marketing manager, the researcher should follow them and the costs should be incurred in minimum level. By net surfing, the minimum costs will be incurred and the costs can be controlled by the researchers.

The research time table can be presented in the tabular format in following manners:

Task Name	Duration	Start	Finish	Predecessors
Planning of research topic	2 day	13.11.2020	15.11.2020	
Determination of research objectives	1 days	16.11.2020	17.11.2020	1
Writing Literature review	2 days	18.11.2020	20.11.2020	2
Interview of marketing managers	8 days	21.11.2020	29.11.2020	3
data collected from case studies, articles and journals	5 days	30.11.2020	05.12.2020	4
report writing	5 days	06.12.2020	11.12.2020	5
submission to institution	1 day	12.12.2020	13.12.2020	6
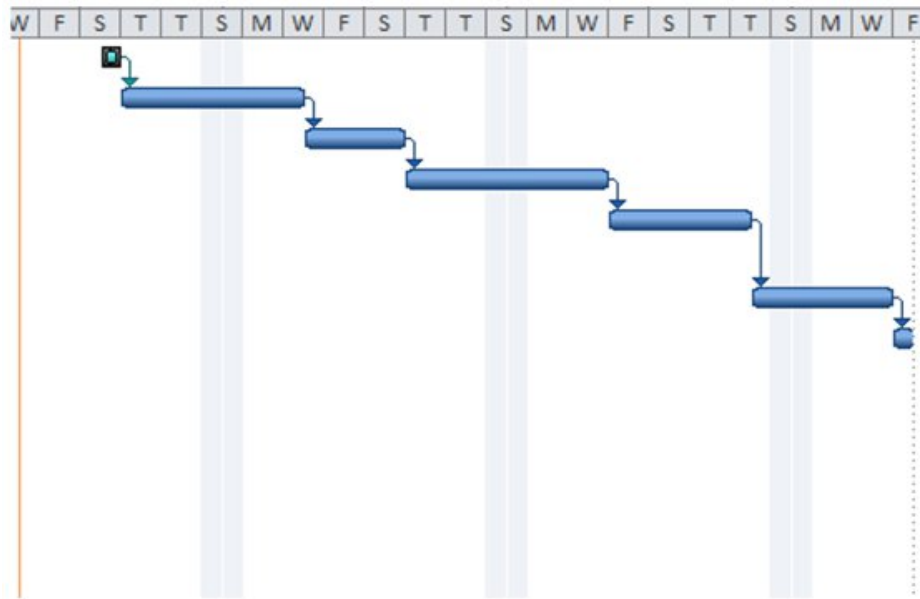
The Gantt chart has also been presented.

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