



## Effectiveness of Social Media to Attract Customers for Start-up Business

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### Abstract

Marketing professionals are paying more and more attention to social media because it is among the most effective methods for communicating with customers about businesses. Despite its expanding significance, little investigation has looked at how social media marketing strategies affect consumers' awareness of the brand. In this study, a conceptual framework is proposed for analysing how social media marketing characteristics affect customer loyalty and perception across businesses with various levels of participation. Investigating the influence of organisational social media marketing for a start-up business is the goal of this study. Furthermore, the growth of different social platforms in recent years, people's demands on different segments, and the effect of social media marketing on customers' choices have all been discussed in the study.

**Keywords:** Social Media Marketing; Business Model; Start-Up Business; Effect of SMM

### Introduction

The internet as well as social media has altered modern life. The impact of social media could indeed be seen in a variety of fields, including communication, commercial business, entertainment, groceries, lifestyle, and wellbeing. Social media has evolved into an extremely useful platform. Through internet purchases, social media has advanced business (Taie & Kadry, 2017). Social networking allows individuals to interact in aspects people have never imagined before. It is quite simple to keep up with individual journeys by sending a simple signal on a desktop, mobile telephone, or even e - mails. Social media has become an integral part of several lives of human beings. As per the study of Huelke (2016), approximately half of children older than eight to seventeen years old have profiles on social media such as Facebook, Instagram, and others (Vidal *et al.*, 2020). Perhaps not teenaged people, but individuals of all ages and professions, use social media platforms to communicate. Social media promotes societal growth while also assisting many businesses. It offers tools such as social media advertising to achieve millions of potential customers (Shapiro & Margolin, 2016).

Every company continues to strive to achieve the point where customers select their brand placed above a white competitor purely on the basis of belief (Cipolletta *et al.*, 2020). Customer loyalty is a condition in which customers have complete trust in the brand and buy the product or provider without being persuaded. Brand loyalty develops when a company establishes a productive and honest connection with its clients (Appel *et al.*, 2019). Social media branding is an essential part of online marketing because it allows businesses to communicate with their clients and form sacred bonds. It removes the intermediaries (retailers and wholesalers) between the related genes of the customer, allowing for more precise and straightforward communication (Perbal, 2016). Another significant benefit of connecting with customers via social media is the rapid increase in incoming traffic. Even though ads

are so aimed, many individuals who view them will find them pertinent and will click and via the web retailer or website.

## **Discussion**

### ***Importance of Social Media in Start-up Business***

The ability of social media to disseminate knowledge globally is one of its most significant implications in the modern world. As per the perception of Elsayed (2021), since the majority of individuals these days use other social media sites, no important news can be allowed to fade out without having a meaningful conversation. In support, as per the view of Martino, Pegg & Frates (2018), people can enhance existing connections, make additional connections, and get social support through social media. According to Ventola (2018), social media plays an important role in corporate success. The majority of the information a client needs is obtained via social media accounts, advertisements, reviews, or sources (Radu *et al.*, 2018). Therefore, it is unlikely that a business has received the number of clients that require it to make a profit if the brand or item is not effectively represented in social media. As per opined by Smailhodzic *et al.* (2018), using an entrepreneur advertising network, streaming video, and other tools, social media offers entrepreneurs a fantastic opportunity to connect with their target audience. Mujahid & Mubarik (2021), stated that companies can raise brand awareness, comprehend consumer preferences and behaviours, and investigate alternatives without investing a lot of money.

### ***Effect of Social Media on Customer Base***

As per the perception of Farsi (2020), consumer purchasing behaviour relates to the decisions and actions that users take once purchasing and using a product. Consumer purchasing habits are determined by the final customer. Businesses must evaluate their future expected purchase patterns and make the required changes (Purcarea, 2019). Whenever it comes to raising awareness regarding a good or service, social media has a huge impact on customers. According to Wakefield *et al.* (2017), while people encounter a problem, they begin looking for a solution. However, most people are unsure of which item or service might very well solve their troubles. Social media has led to the emergence of social substantiation as a more powerful force in purchasing decisions. Peoples' political proclivity to replicate the behaviour of those around them, or individuals who have impact over them, has given rise to social proof. In support, as per the study Latha *et al.* (2020), customers who are pleased with a good or service are more likely to praise that on social networks with likes, shares, evaluations, and remarks. Marketers are attempting to make the public sphere clearer by wanting to share happy clients' reviews, 'comments', likes, 'tweets', and pins to build brand trust and boost conversion rates. Communication reviews, case studies, images, responses, and videos of satisfied customers might very well increase trust and collaborate well on the home screen, consulting section, and mark page. Wang *et al.* (2020), stated that Previously, product communication was restricted to an annual company-hosted event to introduce new products. With the emergence of social media, moreover, brand and client engagement has become increasingly frequent, simple, and quick. Purchasers can now contact their brands via social media platforms such as 'Facebook', 'Twitter', and 'Instagram'. Customers can easily focus on providing an honest opinion about an item or service, in addition to sharing complaints (Guckenbiehl & Zubielqui, 2022). The consumer has more strength over brands in social media advertising. Customers' voices are heard by the masses. They can use social media to publicly share their opinions about an item without fear of being judged. It deprives businesses of their clout and empowers customers. As a result, when promoting their goods and services online, manufacturers must be more cautious (Zeng *et al.*, 2022). Social media is a medium that is used by everyone on the planet. Jamil *et al.* (2022), evaluate that social media promotion allows users to generate clients from all corners of the world, allowing the company to enlarge globally with a lower initial investment, proving to be a premium digital marketing tactic. Furthermore, the platform crosses boundary lines and connects with the customers (Nazir *et al.*, 2020).



Figure 1: Social Media Users around the Globe

Effect of Social Media in Start-up Business

As per the perception of Gustavo & Antonio (2022), a social media approach thus performs an essential role in taking into account all of the platform's factors as well as the way of measuring in terms of effectiveness that advantages a startup in various ways. Nevertheless, the way users' strategies is the game individuals want to watch. Despite the fact that social media channels have existed for well over a decade, people have indeed finally begun to become profitable for their creative pursuits. As per the report of Lauer (2021), for years, 'Facebook', 'Twitter', and others have struggled to create a sustainable model that enables them to benefit from their own millions of members. Eventually, with its marketing platform, Facebook must have discovered a way to achieve this goal and other businesses are starting to follow that example (Li *et al.*, 2020). Social media marketing in 2022 has still been about manufacturers, but social media marketing would then look very different from what it does presently. It Might be significantly more advanced and directed, with advertisements playing a far greater role than they do now.

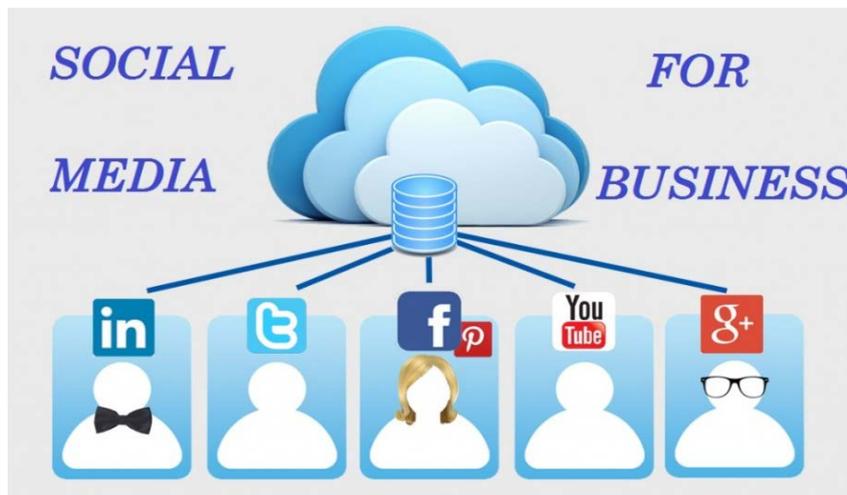


Figure 2: Social Media for Business

According to Chen, Ji & Men (2021), startup businesses faced a lot of difficult marketing choices a few decades ago. Entrepreneurs had to settle on the specifications and quality of the goods, the associated services, the pricing, the channels of distribution, the amount to invest in marketing, and the way to allocate their resources between sales force, advertisements, and other promotion methods (Radu *et al.*, 2018). Especially compared to now, it used to take considerably longer to start any business and enter marketing, and obviously, the expense of marketing has always been higher. As per perception of Mujahid & Mubarik (2021), develop a strategy the way businesses conceive of the

organisation goals and aims and decide on the way social media may help to reach anything before business start selecting the proper process (Radu *et al.*, 2018). Consider the target market, research that other successful companies in the same industry use social media and try to model the strategy after them.

### **Social Media Marketing Model**

Since the integration of innovation, internet marketing has already risen to prominence throughout the world of marketing, producing a thoroughly entertaining experience for customers, especially on social media has become the centre of the attention of every social media business owner (Koay *et al.*, 2020). Companies frequently thrive and survive by their brand's social media page activities, content aggregation and communicating with both potential and current consumers as in expectation of increasing brand recognition and developing a positive brand reputation, which will eventually boost their revenues (Cheung, Pires & Rosenberger, 2019). The components of social communication channels offer firms the chance to speak with clients directly. Among these communication actions could be resolving consumer concerns, which could have a favourable impact on how they think and act.

Businesses utilise social media platforms more and more to solicit feedback, gather relevant data about consumption patterns, maintain customer connections, and carry out advertising initiatives. "Social media marketing" (SMM) has still been viewed as a comparatively recent promotional tool, and the comprehension of SMM influencing factors on brand awareness and image still seems to be limited, even though marketing departments are conscious of the potential dominance of social networking sites, roughly comparable to conventional advertising and promotional initiatives, in interacting with clients as well as in brand-building operations. Due to the fact that individuals are increasingly accessing social media platforms to research companies and products, according to Cheung *et al.*, (2019) statistics, "74% of internet consumers" utilise social media channels, and far more than "50% of visitors" follow specific pages to learn about products and services. Recent business surveys have revealed that social media significantly influences well over 90% of transactions.

Following a smart strategy for digital marketing is indeed the finest and most effective method for growing a startup business. Expanding a start-up can be extremely difficult, and without a strategy in place, a business risks wasting its resources and time on unsuitable endeavours. The essential elements of creating a strategy include engaging the public, implementing changes, and evaluating the performance of the business.

Setting goals is one of the most important steps in any business. In the long run, success will depend on reaching the goals. This is why any startup business should focus on retaining the customer base, becoming a market trend setter, and "raising the brand's awareness".

Knowing the target audience: People nowadays are very active on every social media platform. To reach the right group of people, companies need to do in-depth research on the types of customers, their likes and dislikes, age group, activity timing, and many more factors. Not every customer will be willing to buy a new company's services or products. This is why it is crucial to identify the "target market base".

Creating a website: According to market experts, a strong brand presence on social media can have a huge impact on people. Therefore, making a simple yet interesting and attractive company website is necessary for any startup company. According to Pham & Gammoh (2015), most start-up companies do not have any websites, which is the main reason for not getting a target audience base. An official website plays the main role in the company's future. Any new startup should craft visibility on Bing, Google, Yahoo, and other search engines.

### **Impact of Social Media Over Expanding a Business**

Social media has significantly altered the business world. As per the study of Huesch *et al.*, (2016), it has become one of the most crucial components of digital marketing, offering wonderful

advantages that make it possible to contact millions of customers globally. Even before interacting with digital stores, in-store, or via mobile, "60% of millennials" in the "United States" anticipate agreement. In order to retain customers and provide a good "omnichannel customer experience", strategies for social newspapers increase user engagement across streams (Radu *et al.*, 2018). Social contact between companies and their clients is an increasing tendency that boosts sales and strengthens customer loyalty.

According to the SMM (Social Media Marketing) report, more than 65% of companies use social media to generate leads (Cheung *et al.*, 2019). A business communicates information about its brand to both current and potential clients via real-time web interactions. In turn, the business might profit from favourable word-of-mouth that is widely disseminated on a social network. According to Orenga-Roglá & Chalmeta (2016), relationships become stronger as frequency and level of involvement increase, and this has a higher effect on sales, customer happiness, and brand reputation. The digital marketing on businesses evaluates the assertion that brand management will become obsolete due to e-commerce. The report reviews the evidence from market studies and highlights certain crucial elements that rule out this possibility Guckenbiehl & Zubieli (2022). First, a variety of other elements, including the product kind and mode of purchase, influence the effect. In each of these scenarios, brands play a particular role, and the effect of the Internet might well change depending on the function the brand performs Cipoletta *et al.* (2020). Second, there are numerous Internet technologies that will have an impact on brands in different ways. Thirdly, there are certain ancillary effects of the Internet on the industry structure that have an impact on brands (Gustavo & Antonio, 2022).

Since many corporate executives today, the idea of social media is top of mind. Both advisors and decision-makers look for ways that businesses might profit from using platforms like 'Twitter', 'Facebook', 'YouTube', and 'Wiki' (Wang *et al.*, 2020). Social media is the most economical approach to promote and advertise a business when it has a fixed marketing budget. Any business can post their material for free on websites like Facebook, Twitter, Pinterest, among others. Social media is a cost-effective advertising medium as a result (Zeng *et al.*, 2022). The company must still stay in touch with its clients' shifting choices, lifestyles, and resources and adjust to their shifting interests. Smith (2018) stated that on one or even more social media platforms like Instagram, 80% of Fortune 100 companies are engaged. A corporation can create business plans and methods that directly oppose the objectives of a competitor by having the ability to hear what they are saying. As a result, the business has a competitive advantage. According to Huelke (2016), for instance, one important factor employed by 'Burger King' in the choice of its franchised stores is information transmitted by 'McDonald's' regarding prospective franchise locations. As a result, 'Burger King' may cut back on the cost of market research. One thousand ideas are generated each day, but only a few of them become start-ups. Start-ups, on the other hand, need to be given your full attention, unlike well-established companies. According to Appel *et al.*, (2019), marketing has the most significant impact on a successful start-up out of all the important factors. One thousand ideas are generated each day, but only a few of them become start-ups. Start-ups, on the other hand, need to be given your full attention, unlike well-established companies. Marketing has the most significant impact on a successful startup out of all the important factors.

As per the perception of Orenga-Roglá & Chalmeta (2016), brand recognition is perhaps the most essential component when evaluating the importance of "social media marketing" for startups. Several global businesses only actively market their companies on "social media" sites like "Facebook and Instagram". For instance, Clinique uses "Social media" platforms and campaigns to introduce a new range of goods in 20 different markets, with just an average increase in advertising of 13 points and an average boost in add-to-cart conversions of 36 points. In addition, 44% of small businesses in the area rely on social media to build their brand (Gustavo & Antonio, 2022). Consequently, in simplest terms, networks of "social media" are used regularly by billions of users worldwide. As a result, these platforms serve as the focal point for a company's marketing efforts.

As per the study of Farsi (2020), every connection, but notably those between stakeholders and clients, depends on effective communication. Social networking enables people to cut out the

middleman. Organizations can instantly communicate with their clients as a remedy. Nowadays, social networking sites are more famous than Google for seeking services and products. According to Orenga-Roglá & Chalmeta (2016), 90% of consumers, have engaged with the company on social media. In addition, 63% of consumers think businesses should provide customer support on media platforms (Smith, 2018). In light of this, businesses need to utilize digital platforms to address customer problems as well for enhancing the value of their brands to get customer reviews.

As opined by Smith (2018), Start-ups frequently experience a lack of funding. As a result, it has become crucial to thoroughly plan the advertising strategy. "Social media marketing" is cost-effective for subtle advertisements, unlike conventional media, which may cost businesses an amount of money. It is really economical, according to Huesch *et al.* (2016), along with several other social media sites, "Facebook" and "Instagram" compensate for the promotional campaign. Everyone seems to have control regarding their expenditures, which is a benefit. Furthermore, businesses may still get decent outcomes if they adopt an ecological approach as opposed to spending money on initiatives (Orenga-Roglá & Chalmeta, 2016). If businesses start planning and produce the information, marketing on social media may improve the financial return. The population most likely to become consumers might be drawn to it.

### ***Explain the View of Customer in Effectiveness of Social Media for Start-up***

Facebook could be a key marketing tool for the firm. If you are a startup in recruitment, using LinkedIn may be like hitting the target for you. As per the statement of Orenga-Roglá & Chalmeta (2016), including over "756 million users", the business platform LinkedIn is a terrific resource for finding high-quality leads. Through over "2.70 billion" engaged monthly users, "Facebook" is perfect for practically all types of businesses.

Considering 80% of individuals use social media to engage with businesses, it really is crucial for companies to do the same. Businesses can also offer material (such a blog post or a video) describing the issues and applicable remedies after being constantly reminded of the customers' difficulties via "social networking sites". As per the study of Cheung *et al.*, 2019, consumers can share this data with the appropriate groups, websites, and forums,

The economic expansion of the firm might be helped by this approach to communicating with your target market. Additionally, it will assist in bringing quality traffic to the company website. The next step is to conduct research on "Facebook communities" using keywords such as "digital marketing", "SEO markets", "social media marketing", "B2B marketing" etc. Orenga-Roglá & Chalmeta (2016), stated that this is a fantastic application that can be used to generate Facebook advertising for several accounts, assess campaign outcomes, and schedule postings across various social media sites. Moreover, customers can respond to Facebook posts and messages using this tool (Mujahid & Mubarik, 2021). SocialPilot can be used to interact with a team. A Customer Relationship Management tool called Hubspot is helpful in preserving organised customer interaction. Exchanges, a sales history, and team collaboration are all components of the platform. The top B2B management and communication tool is Hubspot.

### **Conclusion**

Based on the above analysis, it can be concluded that a social media strategy plays a crucial role in taking into account all the platform-specific aspects as well as the effectiveness measurement method, which benefits a business in a number of ways. It can be observed that a few decades ago, new businesses had to make a lot of challenging marketing decisions. Entrepreneurs had to decide on the details and quality of the products, the accompanying services, the pricing, the distribution routes, the amount to invest in advertising, and the division of their resources among a sales force, commercials, and other promotion techniques. It can also be noted that, of all the crucial variables, marketing has the biggest influence on a successful startup. Every day, one thousand ideas are created, but only a handful of them are turned into start-ups. Startups, on the other hand, require your complete attention, as opposed to well-established businesses. Brand awareness is the most crucial factor in

assessing the significance of "social media marketing" for start-ups. Many multinational companies aggressively promote their businesses on social media sites like Facebook and Instagram.

### Conflict of Interest

The author declares that they have no conflict of interest.

### Acknowledgement

The author is thankful to the institutional authority for completion of the work.

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