THE ROLE OF SOCIAL MEDIA ENGAGEMENT IN ENHANCING BUSINESS PERFORMANCE

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ABSTRACT

Social media engagement has become a crucial factor in shaping business performance in the digital era. This study explores the role of social media interactions such as likes, comments, shares, and customer feedback in enhancing customer loyalty, brand awareness, and business growth, (Lisette de Vries, 2012). The research indicates how companies can leverage engagement metrics to drive sales, strengthen brand positioning and improve customer satisfaction, (Abir Al-Harrasi and Al-Badi, 2014). The findings suggest that a well-executed social media engagement strategy fosters deeper relationships with consumers and also translates into measurable business success. This study provides valuable insights for business owners, marketers, and strategists aiming to optimize their digital marketing efforts.

Keywords: business performance, Social media, marketers and strategies

1.1 INTRODUCTION

Social media enables the brand with audience to build a rapport to increase the market system. More than half of the world's population, SMM has taken a depth of its presence globally. SMM is used by both large and small companies to increase the online visibility, to attract the followers and engage with the target audiences. Building business on online is a difficult process though due to the sheer amount of platforms available and their varied functions, (Diana Arango-Botero, and Jonathan Hernandez, 2021). Nevertheless, there is a space for initiate improvement, inculcate and insight the implementing process whether we are an expert and experience the essence of business in the competitive world, (Forbes Makudza, and Shingirai Siziba, 2020).

Social media is an essential component of marketing strategy, so managing the business is a "piece of cake' through its network process, (Nur Syakirah Ahmad, 2016). The famous golden proverbs says '**Every man is an architect of his own fortune**" which describes make up the ability of a product, bring out the capacity of the task, develop the personality of brand and perform originality of the individual by increasing target to reach goal in the business sector with their clients, (Lisette de Vries, 2012).

1.2 REVIEW OF LITERATURE

Abir and Al-Badi (2014) shows social media networking will helpful to the students to find the opportunity. Smartphones need to promote great social interaction by allowing an upsurge in the use of social media and in the quantity of time consumed on such sites.

Alejandro Valencia-Arias, and Laura Duque-Cano (2021) indicated that SMM is one of the main sources for retail marketing. Social media is an electronic communication, it easily spreads the information to the users. Through this platform, the retail marketer generates the product and provides discount offers to the user. It is a virtual communication, the users can use the Amazon, eBay, and Taboo to purchase the product. The targeted advertising and influencer partnerships can help tap into new demographics and regions, develop the growth and innovation. The SMM is not only enhances visibility and engagement but also serves as a strategic tool for discovering and leveraging new business opportunities.

Irene Cheng Chu Chan and Daniel Leung (2022), assessed that in the context of SMM, the restaurants are long been using social media to communicate, improve the brands, and reach the customers across the globe. However, the use of different visuals has recently become important in SMM. Visual volume is a powerful tool in restaurant SMM. There are two key areas that can be influenced by visual volume such as graphics and food. This strategy encompasses the brand's core values, mission, vision, and unique selling proposition, ensuring consistency across all marketing channels.

Sonja Gensler and Leeflang (2012) analysed that social media begins to establish the product as an outstanding vehicle for developing relationships with customers. Companies can post their brand related information such as quizzes, messages, videos, and other information on the brand fan pages. Customers can grow into fans of these brand fan pages, and consequently, they can like the brand's posts and comment on them.

1.3 ROLE OF SOCIAL MEDIA

Social media engagement plays an important role in enhancing companies by fostering direct interaction with customers, increasing brand visibility, and driving sales. Engaging content, such as videos, interactive posts, and polls, encourages customer participation and spreads brand awareness organically, (Sumeja Softic, 2019). Moreover, social media platforms provide valuable insights into consumer preferences and behaviors, allowing companies to tailor their marketing strategies effectively, (Forbes Makudza, and Shingirai Siziba, 2020).

1.4 FEATURES OF SOCIAL MEDIA

One prominent feature of social media platform is the interactivity, which enables users to engage with content and the businesses, (Diana Arango-Botero, and Jonathan Hernández, 2021). This interactivity fosters communication, collaboration, and community-building among users, regardless of geographical barriers, (Nur Syakirah Ahmad, 2016). Additionally, it provides various multimedia capabilities, permitting consumers to share not only text-based posts but also photos, videos, and live streams, (Abir Al-Harrasi and Al-Badi, 2014). This rich multimedia content enhances storytelling and enables more dynamic forms of expression, (Saksham Jain, 2017). Moreover, social media platforms frequently incorporate algorithmic

feeds and personalized recommendations, adapting content to individual users' interests and performances, (Sumeja Softic, 2019). This feature enhances user experience by surfacing relevant content and connecting users with like-minded individuals and communities, (Lisette de Vries, 2012). The interactivity, multimedia capabilities, and personalization features of social media contribute to its widespread popularity and utility for communication, networking, and information dissemination, (Saksham Jain, 2017).

1.4.1.1 Spreading of content

The spreading of content depends on several factors, including its relevance, emotional appeal, and ease of sharing. Content that resonates with its audience, evokes strong emotions, or provides value is more likely to be shared widely. Moreover, developing social media platforms, influencers, and online communities can significantly strengthen content reach. Timing also plays a crucial role, as sharing content when the audience is most active can maximize its exposure, (Forbes Makudza, and Shingirai Siziba, 2020). Ultimately, shareable content, creating engaging, and strategically distributing it across various channels are the key to adopting virality and broad dissemination.

1.4.1.2 Public participation

Public participation is essential for raising community engagement, supporting transparency, and improving decision-making processes, (Saksham Jain, 2017). Whether in governance, urban planning, or social initiatives, involving the public empowers individuals contribute their insights, expertise, and perspectives. This inclusive approach not only builds trust and accountability but also ensures that policies and projects reflect the diverse needs and interests of the community, (Diana Arango-Botero, and Jonathan Hernandez, 2021). Through public forums, consultations, and online platforms, stakeholders can collaborate, debate, and co-create solutions, raising a sense of ownership and collective responsibility, (Saksham Jain, 2017). Ultimately, public participation strengthens democratic values and drives meaningful change by harnessing the collective wisdom and creativity of the community, (Nur Syakirah Ahmad, 2016).

1.4.1.3 Increase Sales

Sales increase in today's dynamic market landscape can be attributed to several interconnected factors, (Irene Cheng Chu Chan, and Daniel Leung, 2023). Firstly, the advancements in technology have developed the way companies reach and participate with their target audiences, (Forbes Makudza, and Shingirai Siziba, 2020). From data analytics and customer relationship management tools to e-commerce platforms and social media marketing, companies now have unprecedented access to consumer insights and channels for promotion, (Abir Al-Harrasi and Al-Badi, 2014). Furthermore, shifting consumer behaviors and preferences have required a more personalized and customer-centric approach to sales, (Daniel Leung, 2023). With increasing competition, companies are focusing on delivering solutions and experiences that resonate with individual needs and desires, (Sumeja Softic, 2019). Globalization has expanded market opportunities, enabling businesses to tap into new regions and demographics, (Nur Syakirah Ahmad, 2016). Improved logistics, International trade agreements, and digital connectivity are facilitated cross-border commerce, motivating sales growth for many organizations, (Diana Arango-Botero, and Jonathan Hernandez, 2021).

1.5 CONCEPTUAL FRAME WORK
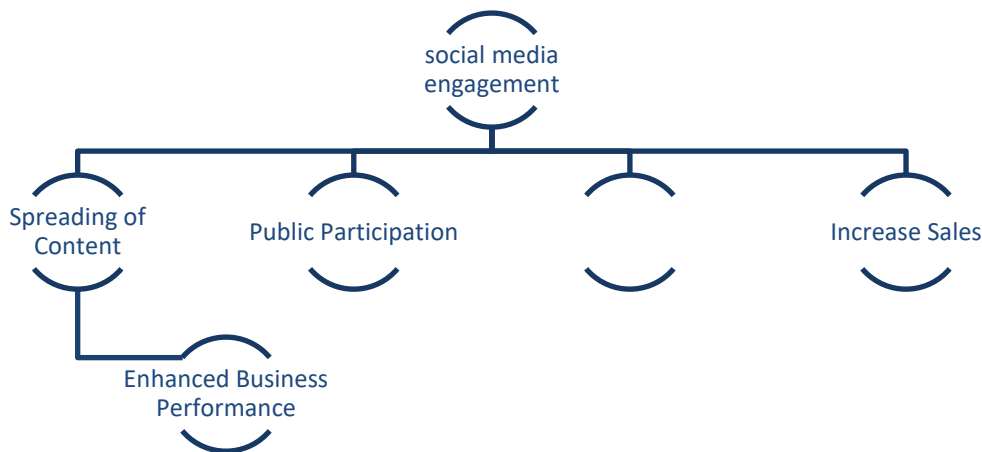
Figure 1.1

Research Model

1.6 OBJECTIVES OF THE STUDY

➢ To study the impact of social media engagement on business performance.

➢ To analyse the relationship between social media engagement and its influence on customer retention, brand awareness, and revenue generation.

➢ To assess the effectiveness of different social media engagement strategies, such as influencer collaborations, content marketing, and community interactions, in driving customer engagement.

➢ To assess the role of user-generated content and customer feedback in shaping brand reputation and consumer trust.

1.7   FINDINGS

The study reveals that social media engagement plays a vital role in enhancing business performance by influencing brand visibility, customer loyalty, and sales growth, Daniel Leung (2023). Companies that actively engage with their audience through likes, shares, comments, and personalized interactions experience higher brand awareness and customer retention rates, (Nur Syakirah Ahmad, 2016). The research also indicates that interactive content, such as videos, polls, and user-generated content, leads to greater consumer participation and trust, (Irene Cheng Chu Chan, and Daniel Leung, 2023). Moreover, companies that leverage influencer marketing and community engagement strategies see improved conversion rates and stronger relationships with their target audience, (Saksham Jain, 2017). Moreover, the analysis highlight that tracking key performance indicators such as engagement rate, click-through rate, and social media ROI helps companies refine their marketing strategies for better outcomes, (Sumeja Softic, 2019). This study suggest that an effective social media engagement strategy directly contributes to business success and competitive advantage in the digital marketplace.

1.8 RECOMMENDATIONS AND CONCLUSIONS

1.8.1 Recommendations

- ❖ Develop Interactive and High-Quality Content such as videos, polls, and live sessions to encourage audience interaction.
- ❖ User-Generated Content help to collaborate with influencers and encourage customers to share their experiences to boost credibility and brand trust.
- ❖ Track key performance indicators such as engagement rates, click-through rates, and social media ROI to refine marketing strategies.
- ❖ Actively respond to messages, comments, and reviews to build stronger relationships with consumers.
- ❖ Use targeted advertisements to reach a wider audience and improve conversion rates.
- ❖ Authentic customer testimonials can influence a business's reputation and help others make purchasing decisions.
- ❖ Supporting brands that align with our values can drive positive social and environmental impact.
- ❖ Be aware that companies use data from social media interactions to adapt their marketing strategies. This can lead to more personalized and relevant advertising, but also raises privacy considerations.

1.8.2 Conclusion

The study concludes that social media engagement is a crucial driver of business performance in today's digital economy. Companies that effectively engage with their audience experience higher brand awareness, improved revenue growth and increased customer loyalty, (Daniel Leung, 2023). By implementing well-planned social media strategies, companies can enhance customer satisfaction, strengthen their market presence, and achieve a competitive edge. As social media continues to evolve, companies must adapt and innovate to maintain strong engagement and sustain long-term success, (Sumeja Softic, 2019). It enhances brand awareness, allowing companies to reach a broader audience and establish a strong online presence. The companies can shape their marketing efforts to meet consumer expectations and preferences effectively based on their behaviour. Establishing product through social media is streamlined, enabling brands to showcase their offerings dynamically and interactively. A strong reputation is cultivated through consistent and positive online interactions, which builds trust and credibility among consumers.

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