

Author: Moua, Eliyah Y.

Title: *Defining Social Media Marketing to Help Small to Medium Sized Businesses Engage Customers*

The accompanying research report is submitted to the **University of Wisconsin-Stout, Graduate School** in partial completion of the requirements for the

Graduate Degree/ Major: MS Information Communication Technologies

Research Advisor: Sally Dresdow, Ph.D.

Submission Term/Year: Spring 2014

Number of Pages: 34

Style Manual Used: American Psychological Association, 6th edition

I understand that this research report must be officially approved by the Graduate School and that an electronic copy of the approved version will be made available through the University Library website

I attest that the research report is my original work (that any copyrightable materials have been used with the permission of the original authors), and as such, it is automatically protected by the laws, rules, and regulations of the U.S. Copyright Office.

My research advisor has approved the content and quality of this paper.

STUDENT:

NAME:

DATE:

ADVISOR: (Committee Chair if MS Plan A or EdS Thesis or Field Project/Problem):

NAME:

DATE:

**This section for MS Plan A Thesis or EdS Thesis/Field Project papers only
Committee members (other than your advisor who is listed in the section above)**

1. CMTE MEMBER'S NAME:

DATE:

2. CMTE MEMBER'S NAME:

DATE:

3. CMTE MEMBER'S NAME:

DATE:

This section to be completed by the Graduate School

This final research report has been approved by the Graduate School.

Director, Office of Graduate Studies:

DATE:

Moua, Eliyah Y. *Defining Social Media Marketing to Help Small to Medium Sized Businesses Engage Customers*

Abstract

Note: Do not indent the first paragraph.

A completed abstract page includes preliminary information formatted as above, as well as a concise summary of the paper. The abstract page is part of the research report (i.e. paper). All pages are numbered using Arabic numerals (1, 2, etc.) The text is double spaced; margins are 1 inch as in the balance of the paper.

Abstracts should be no longer than 200 words in length. Page 25-27 in the APA manual can be consulted for tips regarding the qualities of a good abstract. Close attention should be paid to grammar and spelling; papers with misspellings and typographical errors will be returned as will abstracts that do not follow formatting as illustrated in this document.

Acknowledgments

Many students like to acknowledge people who have significantly contributed to their graduate education on this page and are welcome to do so. Remember, however, that *Acknowledgments* are not part of the scholarly work; *Acknowledgments* and its page number are **not** listed in the Table of Contents.

Table of Contents

ABSTRACT..... 2

CHAPTER I: INTRODUCTION 6

STATEMENT OF THE PROBLEM 7

PURPOSE OF THE STUDY..... 7

ASSUMPTIONS OF THE STUDY 7

DEFINITION OF TERMS 7

LIMITATIONS OF THE STUDY 8

METHODOLOGY..... 8

CHAPTER II: LITERATURE REVIEW 9

DIGITAL MARKETING TODAY 9

SMALL TO MEDIUM SIZED BUSINESSES..... 10

SOCIAL MEDIA MARKETING..... 11

SOCIAL NETWORKING SITES 12

UNDERSTANDING SOCIAL MEDIA MARKETING 13

BENEFITS OF SOCIAL MEDIA MARKETING 14

CHALLENGES OF SOCIAL MEDIA MARKETING 16

IMPLEMENTING SOCIAL MEDIA MARKETING..... 18

CHAPTER III: METHODOLOGY 21

SUBJECT SELECTION AND DESCRIPTION 21

INSTRUMENTATION 22

DATA COLLECTION PROCEDURES 22

DATA ANALYSIS..... 22

LIMITATIONS	23
CHAPTER IV: RESULTS	24
ITEM ANALYSIS	24
CHAPTER V: DISCUSSION	25
DISCUSSION.....	25
CONCLUSIONS.....	25
RECOMMENDATIONS	25
REFERENCES.....	26
APPENDIX A: SURVEY QUESTIONS FOR SMBS	30
APPENDIX B: SURVEY QUESTIONS FOR CUSTOMERS	32
APPENDIX C: INTERVIEW QUESTIONS FOR SMBS	34

Chapter I: Introduction

In today's fast paced and consumer engaging market, it is essential that businesses have a basic understanding of digital marketing and how today's consumers respond and participated to marketing on the Internet. With advances in technology and growth in the ability to be online at all times, businesses will need to change the way they market to their consumers. As traditional media such as television, radio and print become less effective in reaching and engaging consumers, non-traditional mediums such as social media will play a bigger role in a business's marketing strategy. Social media is commonly used to connect people together by sharing experiences and information through conversations online (Korhan, 2013). From a business perspective, these interactive dialogues provide a voice and create a two way street where businesses and consumers are able to communicate simultaneously. A happy customer can comment and share how excited about their new purchase or tweet how delicious the food at the restaurant was.

Social media provides a shift of power from the advertiser to the consumer (Ferrara, 2013). As traditional media convey messages where the consumers have limited opportunities to respond directly to the businesses, social media seeks for consumers to take actions and participate in the conversation to create a social relationship. Technology allows for businesses to easily create social media platforms on social networks at negligible cost, yet small and medium sized businesses fail to create and build a relationship with their consumers or they don't have a strategy in place.

Statement of the Problem

The lack of understanding and use of social media marketing has caused businesses to miss opportunities to engage consumers. This results in the loss of marketing information and potential growth for businesses.

Purpose of the Study

This study will attempt to further the understanding of social media marketing, analyze its business benefits and identify strategies to assist small to medium sized businesses engage consumers through social media channels.

Assumptions of the Study

1. Social media marketing is part of all businesses' marketing strategy
2. Social media activities and its outcomes can be tracked and documented through analytic tools.
3. Any business and consumer interactions online can be seen as social media activities.

Definition of Terms

Social Media Marketing. Social media marketing refers to a form of online digital marketing that utilizes social networking sites to advertise products, services, or brands and gain website traffic (WhatIsb, 2011).

Inbound Marketing. A type of marketing where businesses use tactics to get noticed by customers.

Google Authorship. A program created by Google to help stop Black Hat practices such as back link spamming on websites and increase better search results.

Organic Reach. The number of people who have seen your original posts that has not been shared.

Small-to-medium sized business (SMB). “A business with 100 or fewer employees is generally considered small, while one with 100-999 employees is considered to be medium-sized” (WhatIsa, 2013).

Limitations of the Study

Yielding results from social media marketing takes time; therefore analyzing social media marketing is time consuming. Time and resource constraints effected data collection. The varieties of small to medium sized businesses that exist make this research hard to apply to all the different types of product and services offered by businesses.

Methodology

There will be various methods used to gather data from local small to medium sized businesses that plan to use social media marketing or have a strategy in place and would like to improve upon it. The various methods used for the research are surveys, questionnaires, and interviews. More details of the methodology and how data will be collected will be available in the appropriate sections.

Chapter II: Literature Review

SMBs face challenges when implementing a social media marketing strategy, but gains benefits as well. The lack of understanding and use of social media marketing has caused many SMBs to miss the opportunity to engage consumers and result in limited growth. The purpose of this study is to understand and find how having a social media marketing strategy will help SMBs gain more marketing information and provide an opportunity to engage consumers. This chapter includes what small to medium sized businesses are, what social media marketing is, social media channels today, and benefits and challenges of social media marketing.

Digital Marketing Today

The way customers use the Internet to interact with the world is impacting how businesses execute their marketing strategies. Traditional marketing media such as television, radio and newspaper is slowly losing grounds to new digital media. According to the annual survey by Accenture, "...the percentage of consumers watching broadcast or cable TV shows, movies or videos on TV, in a typical week plummeted from 71% in 2009 to 48 percent in 2011" (Accenture, 2012, p. 8). Consumers are slowly using the Internet more and more in their everyday lives, for example reading news. In the past, newspapers were the primary source to get the latest news report, but 2010 marked the first time more people used the Internet to read news than a newspaper (O'Dell, 2011). This also marks a shift of consumers' time invested in traditional media to digital media, especially social media (Curtis, 2013).

Currently, social media is where the heart of digital media lies with 98% of 18-24 years old using social media and 91% of all adults online using social media regularly (Bodnar, 2012, Statistic Brain, 2012). Businesses looking to capitalize and take advantage of this market should enter the world of social media marketing where majority of their customers are. Even though

social media is a market to reach new customers, there are many reasons why businesses have not yet implemented a social media marketing strategy or have been unsuccessful. First, social media marketing is not for every business (Herzog, 2012). Second, many businesses simply do not understand social media marketing and how to implement it into its marketing mix. Third, social media marketing requires extensive time and resources to set up and maintain. Of the many small to medium sized businesses (SMB) in the United States, 90 percent say they are utilizing social networking sites and 58 percent say they struggle to promote their profile pages.

Small to Medium Sized Businesses

SMB is a term used to refer to small businesses with 100 or fewer employees and medium sized businesses with employees between 100-999 (WhatIsa, 2005). In the United States SMB play an important role in the economy. According to Dun & Bradstreet, 1.3 million SMBs drive \$5.5 trillion of North American revenue (Cohen, 2013). SMB do not have the resources and finance like many large corporations to have a dedicated staff work on social media marketing, but by implementing one, SMB can create opportunities for themselves.

One of the best benefits social media has to offer SMB is the low initial cost to start utilizing and implementing social media. With so many social networks to choose from, SMB can choose to pick ones that best fit their budget. Many social networks offer free registration to begin and create a profile. The major social network sites like Facebook, Twitter, LinkedIn, YouTube and Google+ are all free. Many social network sites do offer a paid subscription with more features, but there are many features that are offered by social networking sites without the paid subscription.

Another benefit of social media is its ability to reach customers beyond SMB's physically location. With the Internet being so vast, customers from across the world has the ability to view

social profiles of businesses online without having to travel. Customers are able to research products, services and brands they are interested in before having to actually make a purchase.

This is an excellent opportunity for SMB to expand their reach without high cost.

Social Media Marketing

To better formulate a social media marketing plan, SMBs need to understand what social media is, where it came from, its purpose, and how it has evolved. Social media is defined as people utilizing online services to create, share and exchange content through online communities (Curtis, 2013). One of the earliest forms of social media can be traced back to the Bulletin Board System (BBS). BBS was a basic text based application dedicated to sharing and exchanging messages and files on a network (Golbe, 2012). Its name came from the concept of a bulletin board used to post messages, updates and news. Since BBSs, the world has seen many social networking sites such as Geocities, AOL, Six Degrees, Friendster, MySpace and the main ones we know today as Facebook, Twitter, LinkedIn and Google+. From the first message sent through BBS to last night's Facebook post, the concept of creating and sharing content has not changed and remains to be the sole purpose of social media.

Social media marketing refers to a form of online digital marketing that utilizes social networking sites to advertise products, services, or brands and gain website traffic (WhatIsb, 2011). Social media marketing is the process businesses and companies use social media to reach and engage their customers. In digital marketing strategies, social media marketing is the plan on what content to create and share with customers and social media is the tool or platform used to post the content. Both social media and social media marketing are important to understand if SMBs want to be successful in digital marketing (Stern, 2014).

Social Networking Sites

There are over 200 social networking sites for SMBs to use to share content (Cohen, 2013). However of all those available, Facebook, YouTube, Google+, Twitter and LinkedIn are the power houses (Korhan, 2013).

Facebook is a social networking site that was launched in 2004. With over 1.4 billion users worldwide, it is the largest social networking site (Statistic Brain, 2014). Initially Facebook feature included users registering and creating a profile with information such as their name, location, work history, interests and hobbies. Once registered, Facebook users can add friends, upload and share photos, message and play games with others on the site.

Twitter is another social networking site that was launched in 2006. Twitter has over 645 million users worldwide (Smith, 2013). According to the Twitter website,

Twitter is a real-time information network that connects you to the latest stories, ideas, opinions and news about what you find interesting. Simply find the accounts you find most compelling and follow the conversation. At the heart of Twitter are small burst of information called Tweets. Each Tweet is 140 characters long, but don't let the small size fool you—you can discover a lot in a little space. You can see photos, videos, and conversations directly in Tweets to get the whole story at a glance, and all in one place. (Twitter, About Twitter Page, 2012).

YouTube is a video sharing social network site that was launched in 2005 and has over 1 billion users worldwide (Smith, 2013). It is second only to Facebook in terms of users. Users on

YouTube can upload, view, and share videos. YouTube hosts a variety of videos from self made videos, music videos, TV clips, and video blogging. Users can also comment on other videos.

LinkedIn is a professional network site that was launched in 2003 and has over 250 million members (LinkedIn. 2014). LinkedIn is considered the “professional” network of social media sites and is meant for business use. Features of LinkedIn include a profile where users can fill out their education, work history and previous job titles in detail. Other features of LinkedIn include joining professional groups, follow industry leaders and search for jobs. For many businesses and organizations, LinkedIn is a place where they can look for potential employees by viewing profiles that best match their job descriptions.

Google+ is a social network site that was launched in 2011 and has more than 540 million users (Smith, 2013). Google+ mission is to provide a communication where friends and family can discover and share digital content. Google+ also incorporates authorship, a form of content authenticity for users, bloggers and designers to gain better organic search results.

Understanding Social Media Marketing

All SMBs have a marketing strategy to promote and advertise their products, services or brand. This process follows the basic principle of marketing, the five P’s: product, price, promotion, place, and people. SMBs digital marketing strategies follow a similar process when deciding if social media should be used. Social media marketing falls under the marketing principle of promotion.

To better address social media marketing, social media platforms can be classified into four zones. As cited in Ferrara, 2013, these zones include social community, social publishing, social entertainment, and social commerce (Ferrara, 2013). Social community zone focuses on relationships and the sharing and collaborations of information. Social networking sites included

in social community zone is Facebook, Twitter, LinkedIn, and Google+. Social publishing zone focuses on helping users share content and include social networking sites such as Blogger, BlogSpot, YouTube and Pinterest. Social entertainment zone focuses on games and entertainment for the online community and include social networking sites such as Zynga, MySpace and Second Life. Social commerce zone focuses on selling products and services and include social networking sites such as Groupon, Trip Advisor, and Living Social (Ferrara, 2013).

As digital marketing becomes more popular, it will never fully replace traditional marketing such as TV, radio, and print ads. Social media should be looked as an addition to help enhance traditional marketing efforts, not replace them (Dachis, 2012). Social media is also not a tool to fix all marketing problems.

Benefits of Social Media Marketing

For SMBs trying to understand social media marketing, they must first look at the benefits of implementing a social media marketing strategy. Though there are many benefits found when using social media marketing, the five most popular benefits why SMBs should use social media marketing are increase brand awareness, generate new leads, research resource, drive traffic, and create better customer service and relationship.

Creating and/or increasing brand awareness for any business is important. Brand awareness is the image, idea or distinctive qualities customers associate with a particular brand of goods or services. If customers are unfamiliar of a brand when considering buying a product or service, 68% of them will check out the company's social profiles before making a purchase (Omalley, 2014). This element of marketing is essential for all businesses, regardless of their size. SMBs can increase brand awareness by understanding and implementing social media

marketing. All SMB's have content such as promotions or news to share, but without social media marketing they have no channels to distribute it. There are over 200 social networking sites ready to be used as a channel to market news and promotional content.

Generating new leads and increasing sales is a goal that is shared by all businesses. According to Crowdspring, 50% of small business owners reported generating new leads through social media (Omalley, 2014). Social media marketing can help SMBs generate new leads and increase sales by having a presence online. Customers are more likely to research and reach out to SMBs when they have social media profiles online that can be found (Butzbach, 2014). Mobile devices have allowed consumers to easily search a business online, but consumers will not be able to find a business if they don't have a presence online.

Another benefit of social media marketing is its ability to be a research resource. SMBs can use social media marketing tools to find what is being said about their industry, business, and competitors (Omalley, 2014). Social media is a community where there are filters for what consumers say about a business. SMBs should be ready to listen to what consumers have to say, whether it is good or bad. SMBs can use tools like listening operators and hash tags to follow trends that are popular on social media sites (Miles, 2013). SMBs can use the information they hear about their competitors and use it to their advantage. They can avoid mistakes their competitors make when engaging consumers online. SMBs can also use the information they gather about themselves to better enhance their business and relationship by engaging them online in a reasonable amount of time.

Driving traffic to a business's website is essential because everything about the business and its products and services can be found there. Social media marketing is used by 75% of

SMBs to drive traffic to their website (Butzbach, 2014). The ultimate goal of social media marketing is to bring customers to SMB's website.

Once brand awareness is established, the next step for SMBs is maintaining that brand image. Social media marketing is an excellent tool that SMBs can use to help maintain brand image. One way is using social media as a customer service tool. Social media differs from traditional media in that it offers a two way interactive experience (Merrill T., 2012). Social media marketing allows for consumers to contact SMBs and at the same time create conversations with them for others to see. According to New Media & Marketing, 88% of consumers are less likely to purchase from a company who does not answer questions and address complaints from their customers on their Facebook page (Omalley, 2014).

Social media marketing can help SMBs be more cost effective by being a channel that is free of cost to promote product and services. Like many online services, social media sites such as Facebook, Twitter and LinkedIn allows for SMBs to create profiles free of cost. This is important for SMBs when they are considering their marketing budget. Social media sites can act as a complimentary distribution channel for SMBs website and traditional marketing strategies.

Challenges of Social Media Marketing

The most common challenge SMB face when considering using social media marketing is time. 62% of small sized businesses and 36% of medium sized businesses say they don't have enough time to engage in social media activities (SMB Group, 2012). Specifically, SMB face the challenge of finding time for their employees to create content or tend to the dialogue on their social media profiles. As discussed earlier, a benefit of social media marketing is consumers being able to interact with business and the same time other consumers

acknowledging the effort and time businesses are putting into creating a relationship with their consumers. If SMB were to implement social media marketing profiles, but did not respond to consumers, it will damage the brand image and the trust of the consumers will be lost.

A second challenge SMB face when implementing social media marketing is deciding whether to manage it in-house or outsource it. One obstacle of managing social media in-house is the time and effort to train an employee to utilize social media platforms and generate content. Another obstacle is the cost to have an employee tend and manage the social media sites on a daily basis. This can be hard when most SMB have a tight marketing budget that encompasses all forms of marketing and advertising.

The opposite of investing time and money to train an employee in house about social media marketing is outsourcing. This solution is ideal for SMB who simply cannot find the time to manage social media marketing. The challenges of outsourcing social media marketing is the time spent to meet with a third party and the uncertainty of handing public relation responsibilities to an outside company (Fishaw, 2013). It takes many meetings with a third party to fully trust that they understand the product and services of the business, its goals and the customers. Even after the trust is built, many SMB are cautious because the third party would be in complete control over the public relations online. Every action counts toward building a relationship with consumers or hurting the brand image.

A third challenge SMB face when implementing social media marketing is the cost of having a social media marketing strategy does not outweigh the return on investment. Measuring the return on investment with social media marketing is a challenge that effectives all businesses with 49% of SMB saying that they are unable to accurately measure value (SMB Group, 2012).

Another challenge SMB face is not researching and understanding social media marketing. Like many other marketing strategies, social media marketing is a process that needs to be researched carefully to be implementing (SMB Group, 2012). The wrong conception that many SMB have is social media marketing is a fast way to increase traffic and sales overnight (Vahl, 2013). Many successful social media marketing campaigns such as Kmart's Ship My Pants, Oreo's Super Bowl Tweet and Frito-Lay's Do Us A Flavor (David, 2013).

Implementing Social Media Marketing

There are many different ways SMB can use social media marketing and each strategy is tailored to fit the needs of the business and its consumers. Below is a simple implementation of social media marketing that can be used and tweaked by all SMB to fit their needs.

The initial step of all social media marketing is setting up and completing a company profiles for social networking sites. One of the biggest mistakes many SMBs make is trying to have a presence on all social media marketing platforms (Miles, 2013). It is important to properly complete the background information and profile pages in detail and with consistent description and keywords for better search results. This initial step will insure that the background information for the company is consistent and professional on all social media platforms, regardless of where your consumers are searching (Miles, 2013).

The second step to implementing a social media marketing plan is creating and understanding a budget. Like all marketing plans, social media marketing needs to have a set budget to reduce an unnecessary spending. Each SMBs social media marketing budget will vary differently. What is important to understand is a budget should be set, with the open mind of allocating more if certain strategies are working better (Vahl, 2013).

The next step to implementing a social media marketing plan is understanding your audience. It is essential to understand who your audience is and how they can benefit from following you on social media (Miles, 2013). When SMBs are getting ready to post, they should have a good balance of self promotional and beneficial advice posts. SMBs need to understand that consumers expect businesses to respond to questions and concerns on social media. Consumers consider social media platforms to be a customer service, where not responding back is equivalent to ignoring a phone call or email (Miles, 2013).

The fourth step to implementing a social media marketing plan is cross promotions. One of the best features of social media marketing is the ability to promote the different platforms of social media. According to Maeve Duggan and Aaron Smith, 42% of adults use multiple social networking sites (Dugan, 2013). SMBs should encourage their follows on one social media site to follow them on another site, for example encouraging Twitter followers to follow them on Facebook as well. Cross promotion between social media sites ensures that no matter which social media channel they are on, they will see it.

Social media marketing is an ongoing process that requires time and resources to continue providing followers, fans, and customers with new and engaging content. There is no one size fits all strategy that all SMB can use. Each SMB must evaluate its marketing budget and weigh the benefits against the challenges of social media marketing. With today's digital age, it is hard to keep up with all the social media channels and constantly post original content. SMBs are hurting themselves by not having an online presence. The initial start of creating social media profiles and investing the time to keep them updated, but social media marketing is a process and many SMBs will not get it right the first time. Since there is no standard process

to implement social media marketing, SMBs need understand the concept and tailor the process to their needs.

Chapter III: Methodology

As discussed in the literature review section, SMBs face challenges when implementing a social media marketing strategy, but gains benefits as well. The lack of understanding and use of social media marketing has caused many SMBs to miss the opportunity to engage consumers and result in limited growth. The purpose of this study is to understand and find how having a social media marketing strategy will help SMBs gain more marketing information and provide an opportunity to engage consumers. This chapter includes sections addressing subject selection and description, instrumentation, data collection procedures, data analysis and limitations.

Methods being used are: Surveys, Questionnaires and Face-to-face and/or Telephone interviews.

Subject Selection and Description

This study will be conducted in the Northeast region of Wisconsin. The participants are eight local businesses that qualify as SMBs. To ensure that both small and medium size businesses data are being collected, there will be four small sized businesses and four medium sized businesses. All eight local SMBs will be interviewed and surveyed on their understanding of social media, what they plan to use social media for and what they want to gain from using social media. Engaging consumers through social media is a great way to receive feedback on how well social media marketing strategies are performing. Questionnaires will be asked on SMBs social media networks concerning the opportunity to communicate with consumers. All participants will have to be over 18 years old and have a social media profile on the respective social media platform they are using.

Instrumentation

The surveys and questions for the interview for SMBs were created and designed to better understand the progress of each SMBs social media marketing strategy if they had one. The survey was created for this purpose with similar questions used when businesses are considering implementing a social media marketing strategy. The questionnaires are used to determine how much investment is put in social media efforts and how much social media presence each SMBs has established. Surveys for each SMB will put on their social media profiles for their customers who will help determine how effective the social media marketing strategy is and if it compels customers to engage with businesses.

Data Collection Procedures

An 8 question survey will be administered to all eight local SMB. The survey will be administered before planning and implanting a social media marketing strategy for SMBs who plan on utilizing social media and will be administered to SMBs who already have a social media presence to help re-structure their social media marketing strategy from the answers.

Another 8 question survey was administered to each SMBs social media platforms. The survey will be administered in a two part series, one before the implementation or re-structuring of SMBs social media marketing strategy and one after six months.

Data Analysis

The two methods of collecting data were through interview sessions and surveys. Initial interview sessions will be conducted to determine the current progress of SMB current social media marketing strategy and what kinds of opportunities they hope to open with social media. A second interview session will be conducted to help determine if changes need to be made to better gain marketing information and provide opportunities to engage consumers. The

questionnaires from the survey to the consumers will help provide a better insight if changes need to be made.

Full surveys to consumers through SMBs social media platforms will be available to all consumers. Individual questionnaires will also be posted every two weeks to allow consumers to answer directly through social media. After each questionnaire is answered, it will be recorded. These questionnaires will ask consumers if they have tried to communicate with SMB before, if SMB initiate conversation will they are willing to respond and how they feel about SMB that engage their consumers through social media.

Limitations

Limitations to the methods described to collect data are not everyone uses the social media platforms, there is no opportunity to pre-screen participants for objectivity, and most people answering the questionnaires may have already bought something from the business or have an interest in the business. Not everyone uses social media; therefore the data may represent certain demographics that spend more time on social media networks rather than consumers as a whole. There is no opportunity to pre-screen participants; therefore data collected may represent first time consumers and their responses and loyal consumers. Finally, those who answers are collected as data want to communicate because they are more likely loyal customers who have invested time and money in the business or have had a bad experience.

Chapter IV: Results

Start with another introduction, you might briefly reiterate the purpose of the study and how it was conducted, e.g. a survey was given.... Your sub-headings for this chapter also will vary considerably: some people use each question as a sub-heading and some don't. If you do use each question as a sub-heading, write out the question rather than just "Question 1." The purpose is to provide the reader with *at-a-glance* information about the nature and scope of your paper.

Item Analysis

Use tables when appropriate, but don't overuse them or discuss the whole table in text. Discuss the high points in text, providing the table for further details. All tables should conform to the APA style manual (see pages 125-150). See pages 6 and 7 of this document for more information about tables as well as an example. Tables are different than *figures*, name and refer to them appropriately. Information about *figures* can be found beginning on page 150 of the APA manual.

There is no hard rule as to whether a summary at the end of this chapter should be provided since chapter 5 is often a summary. Discuss this with your advisor.

Chapter V: Discussion

Again, start with an introduction. Summarize what has happened in your paper so far.

This chapter will also vary considerably in headings and organization; what follows is a suggestion or possibility.

Discussion

State them again.

Conclusions

Hit the high points of your findings. There should be a relationship to the literature review: did your study correlate with previous research or did you find something different?

Recommendations

Recommend some further research or a change in practices.

References

- Accenture. (2012). The 2012 Accenture consumer electronics products and services usage report. Retrieved from <http://www.accenture.com/ConsumerTech2012>.
- Bodnar, K. (2012, June). 21 Internet marketing stats that will blow your mind. *Hubspot Blog*. Retrieved March 10, 2014, from <http://blog.hubspot.com/blog/tabid/6307/bid/33328/21-Internet-Marketing-Stats-That-Will-Blow-Your-Mind.aspx>.
- Butzbach, A. (2014, February). Why You Should Be Using Social Media Marketing If You Want Faster Growth. *Content Lead*. Retrieved April 29, 2014 from <http://contentlead.com/blog/using-social-media-marketing-want-faster-growth>.
- Cohen, H. (2013, February). Social Media Fuels SMB Growth (Not for SMBs Only). *Heidi Cohen: Actionable Marketing Guide*. Retrieved April 28, 2014 from <http://heidicohen.com/smb-social-media-tips-research-chart/>.
- Curtis, A. (2013). The brief history of social media. Retrieved March 15, 2014, from <http://www2.uncp.edu/home/acurtis/NewMedia/SocialMedia/SocialMediaHistory.html>.
- Dachis, J., Hinchcliffe, D., Kim, P. (2012). *Social business by design: Transformative social media strategies for the connected company*. Hoboken, NJ: Jossey-Bass.
- David, E. (2013). Top 10 Influential Social Media Marketing Campaigns of 2013. Retrieved April 24, 2014 from <http://www.adherecreative.com/blog/bid/152638/Top-10-Influential-Social-Media-Marketing-Campaigns-of-2013>.
- Dugan, M., Smith, A. (2013, December). Social Media Update 2013. *Pew Research Internet Project*. Retrieved April 30, 2014 from <http://www.pewinternet.org/2013/12/30/social-media-update-2013/>.

- Ferrara, M. H. (2013). *Gale business insights handbook of social media marketing*. Detroit, MI: Gale, Cengage Learning.
- Fishaw, J. (2013, September). How to Determine the Right Social Media Marketing Services for Your Small Business. *Digital Sherpa*. Retrieved April 22, 2014 from <http://www.digitalsherpa.com/blog/determine-right-social-media-marketing-services-small-business/>.
- Golbe, G. (2012). The history of social networking. *Digital Trends*. Retrieved March 16, 2014, from <http://www.digitaltrends.com/features/the-history-of-social-networking/#!/BeSQw>.
- Herzog, A. (2012, Sept). 90 percent of small business use social media. *Social media today*. Retrieved March 12, 2014, from <http://socialmediatoday.com/ariherzog/820046/90-percent-small-business-use-social-media>.
- Jones, W. (2012, September). SMB Still Reluctant to Embrace Social Media As They Should. *Social Media Today*. Retrieved April 18, 2014 from <http://socialmediatoday.com/dwilliamjones/796481/smb-still-reluctant-embrace-social-media-they-should>.
- Korhan, J. (2013). *Built in social: Essential social marketing practices for every small business*. New York, NY: Wiley.
- LinkedIn. (2014). About us. Retrieved March 20, 2014, from <https://www.linkedin.com/about-us>.
- Merril, T., Latham, K., Santalesa, R., Navetta, D. (2012, October 8). ACE insuring progress. *Social Media: The Business Benefits May Be Enormous, But Can the Risks-Reputational, Legal, Operational-Be Mitigated?*. Retrieved from <http://www.acegroup.com/us-en/news-room/podcast-social-media-risks.aspx?ht=>

- Miles, S. (2013, July). 7 Strategies for Maximizing the Success of SMB Social Media Campaigns. *Streetfight*. Retrieved April 17, 2014 from <http://streetfightmag.com/2013/07/15/7-strategies-for-maximizing-the-success-of-a-smb-social-media-campaigns/>.
- O'Dell, J. (2011, March). For the first time, more people get news online than from newspapers. *Mashable.com*. Retrieved March 8, 2014, from <http://www.mashable.com/2011/03/14/online-versus-newspaper-news/>.
- Omalley, T. (2014, April). 12 Astounding Reasons Why Your Small Business Should Use Social Media Marketing. *Social Media for Small Businesses*. Retrieved April 30, 2014 from <http://socialmediabeast.com/12-astounding-reasons-small-business-use-social-media-marketing/>.
- SMB Group. (2012, July). Solving the SMB Social Media Marketing Conundrum. *SMB Group: Actionable Market Insight*. Retrieved April 18, 2014 from <http://www.smb-gr.com/smb-education/solving-the-smb-social-media-marketing-conundrum/>.
- Smith, C. (2013). The planet's 24 largest social media sites, and where their next wave of growth will come from. *Business Insider*. Retrieved March 17, 2014, from <http://www.businessinsider.com/a-global-social-media-census-2013-10>.
- Statistic Brain (2012, July). Social Networking Statistics. Retrieved March 8, 2014, from <http://www.statisticbrain.com/social-networking-statistics/>.
- Statistic Brain. (2014). Social Networking Statistics. Retrieved March 17, 2014, from <http://www.statisticbrain.com/social-networking-statistics/>.
- Stern, P. (2014). Build Your Brand. *iCrossing*. Retrieved April 17, 2014 from

<http://www.icrossing.com/building-brands>.

Twitter. (2012). *About Twitter*. An Information Network. Retrieved from

<https://twitter.com/about>Vahl, A. (2013, June). 4 Easy Steps to Implement a Facebook Marketing Strategy. *Social Media Examiner*. Retrieved April 17, 2014 from

<http://www.socialmediaexaminer.com/4-easy-steps-to-implement-a-facebook-marketing-strategy/>.

WhatIsa. (2005). SMB (small and medium-sized business or small and midsized business).

Retrieved March 14, 2014, from <http://whatis.techtarget.com/definition/SMB-small-and-medium-sized-business-or-small-and-midsized-business>.

WhatIsb. (2011). Social media marketing (SMM). Retrieved March 14, 2014, from

<http://whatis.techtarget.com/definition/social-media-marketing-SMM>.

Appendix A: Survey Questions for SMBs

1. How does your company currently market to your clients/customers? Select all that apply.

- Company website
- Email/Newsletter
- Social Media
- Direct Mail
- Online Advertisement
- Website daily deals
- Outdoor, including billboards and signs
- TV or Radio

2. Do you currently have a social media marketing strategy in place?

- Yes
- No

3. How much time is invested in updating and sharing content on social media?

- None
- 1-5 hours a week
- 6-10 hours a week
- 11-15 hours a week
- 16-20 hours a week
- 21-25 hours a week
- 26-30 hours a week
- 30 + hours a week

4. Which of the following social media channels do you use to market to customers? Select all that apply.

- Facebook
- LinkedIn
- Twitter
- Google+
- YouTube
- Company Blog
- Yelp
- Foursquare
- SlideShare
- DocStoc

- Other
- None

5. Is it important for your business to be on all the social media channels available?

- Yes
- No

6. What is the most important reason your business leverages social media? Select one.

- Connecting with customers
- Visibility
- Self promotion
- Quickly getting news out
- Staying ahead of the curve
- Challenging the competition
- Other

7. Approximately how much money does your business spend to market to customers using social media?

- None
- \$1-\$100
- \$101-\$250
- \$251-\$500
- \$501-\$1,000
- \$1,001-\$5,000
- \$5,000 and above
- I don't know

8. Do you employ someone to manage your business' social media marketing?

- No, we employ no one
- Yes, Part-Time
- Yes, Full-Time
- Yes, Consultant

End of Questions

Appendix B: Survey Questions for Customers

1. What is your gender?

- Male
- Female

2. What is your age?

- 18-24
- 25-34
- 35-44
- 45-54
- More than 55 years

3. How frequently do you use social media applications for work/professional reasons?

- Daily
- Once a week
- A few times a week
- Once a month
- A few times a month
- Less frequently than once a month
- Never

4. How frequently do you use social media applications for personal reasons?

- Daily
- Once a week
- A few times a week
- Once a month
- A few times a month
- Less frequently than once a month
- Never

5. Why do you use social media?

- News
- Communication
- Networking
- Marketing
- Recruiting
- Job Search

6. How important is social media to your work/professional life?

- Very Important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Very unimportant

6. How important is social media to your personal life?

- Very Important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Very unimportant

7. How satisfied are you with the outcome of your work/professional social media activities?

- Very Important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Very unimportant

8. Do you use any social media monitoring or measurement tools?

- Yes
- No

If so, which monitoring or measurement tools do you use?

End of Questions

Appendix C: Interview Questions for SMBs

1. What goals do your company want to set up and achieve with social media?
2. Does your business plan on hiring someone in-house or outsourcing someone to create/maintain the business's social media profile accounts?
3. Do you want to have a presence on all social media channels? Just the popular social media channels?
4. Which four social media channels do you believe you should at the very least have a profile for?
5. Do you currently create your own content?
6. What types of content do you think should be posted on social media channels?
7. Social media marketing is becoming more of a customer service tool for SMBs. Will you be comfortable to respond to customer's questions and complaints?
8. Do you believe the benefits of social media marketing outweigh the challenges?

End of Questions