

**DIGITAL MARKETING: SOCIAL MEDIA AS THE NEW
MARKETING STRATEGY**

Student's Id:

Student's name:

Table of Contents

Introduction.....	3
Aims, objectives and research questions	3
Background and Rationale.....	3
Literature review.....	4
Evolution of SMM.....	4
Advantages of SMM over traditional media.....	5
Research methodology.....	6
Expected outcomes	7
References.....	8

Introduction

Companies are continuously moving towards social media marketing (SMM) instead of traditional marketing. This is because; SMM less costly and more effective than traditional media.

Aims, objectives and research questions

The research aims to evaluate the evolution of social media as the new marketing strategies and its benefits. The objectives are depicted below:

- To understand the evolution of social media marketing
- To compare traditional marketing and social media marketing
- To evaluate the benefits of social media marketing

Research questions are:

1. How social media marketing strategies evolved in the last few years?
2. What are the differences between SMM and traditional marketing?
3. Why SMMs are more beneficial than traditional media marketing?

Background and Rationale

Development of technology improves the connection between people and business through social channels. The channels are used almost by every organization, especially by SMEs because SMMs are less expensive (Rugova & Prenaj, 2016). The organizations are using it for twenty-four-into-seven connectivity with people and influence their buying behaviour as well. In the last 15 years, digital marketing and innovation of mobile have revolutionized the marketing strategies. Now, SMM strategies are used to sell, inform, learn, engage, and give service to consumers (Lamberton and Stephen, 2016). The graph below shed light on the current and future use of social media and mobile network that encourage SMM

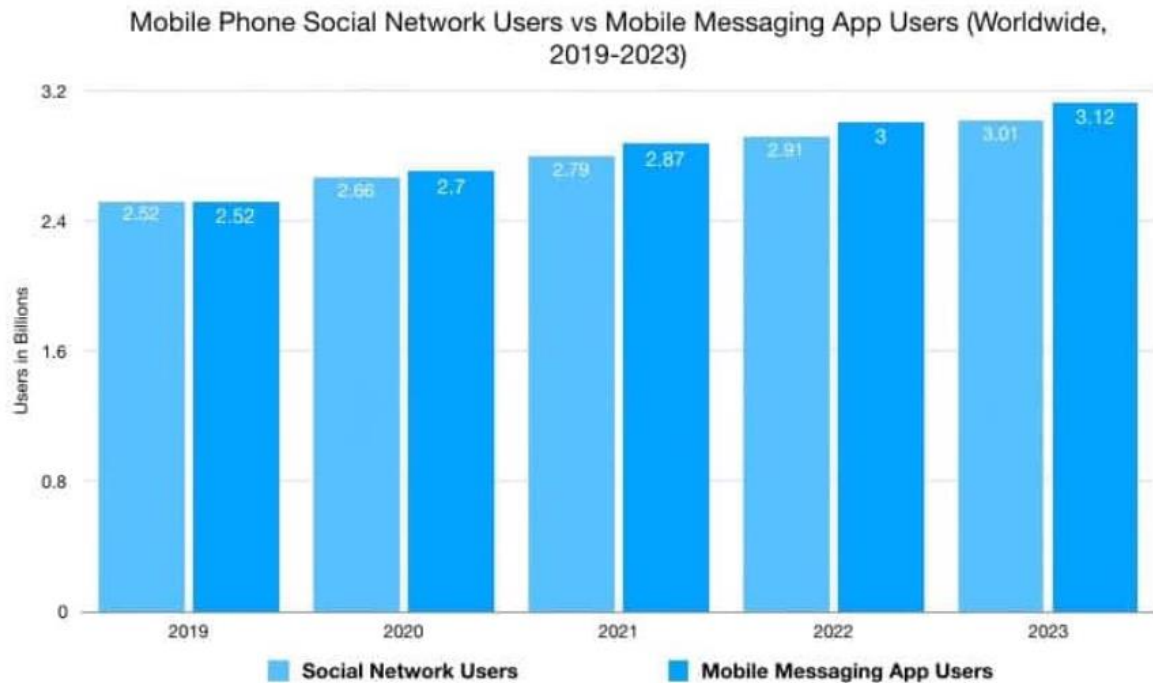


Figure 1: Users

(Source: Rugova & Prenaj, 2016)

Literature review

Evolution of SMM

Social media came into the market almost two decades ago and it was used for personal use at first but it is now used for business purpose as well. One of the main reasons to use social media in marketing is the increasing number of users around the world including Canada which provides a good platform to reach a large number of consumers.

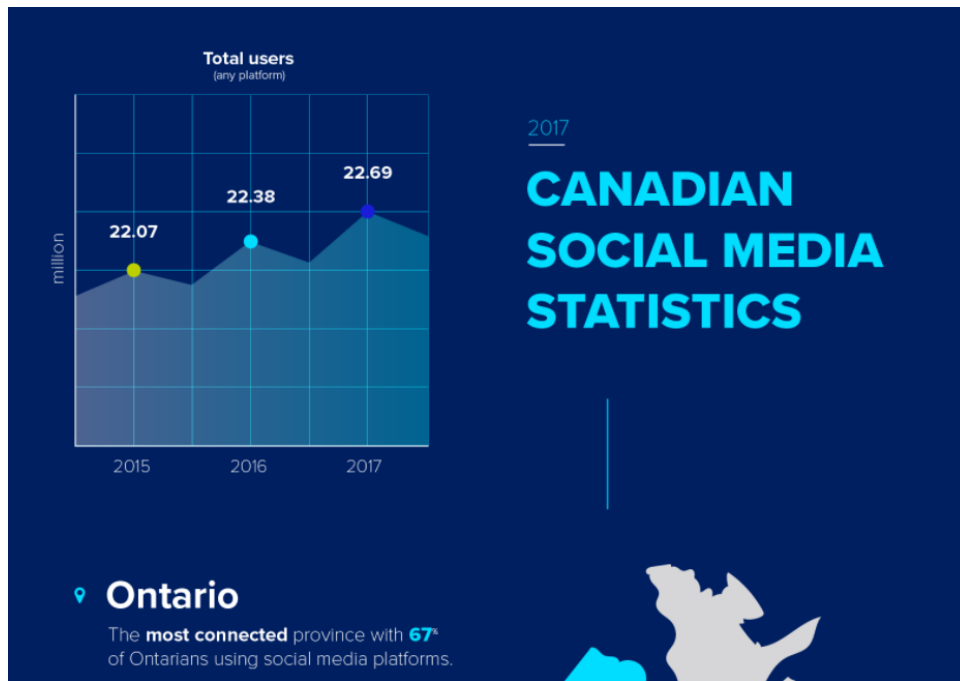


Figure 2: Increase in number of user in Ontario

(Source: sherpamarketing.ca, 2018)

Advantages of SMM over traditional media

Traditional media is very costly and it did not help to reach a large number of customer in limited time like social media (Nikolic, Miladinovski, & Pushova, 2016). Almost 64% of Canadians has an SM account and 46% business promoted here with 38% of sales. Canadians are more likely to follow pages of different organizations such as:

WHAT TYPES OF PAGES DO CANADIANS FOLLOW ON SOCIAL MEDIA?

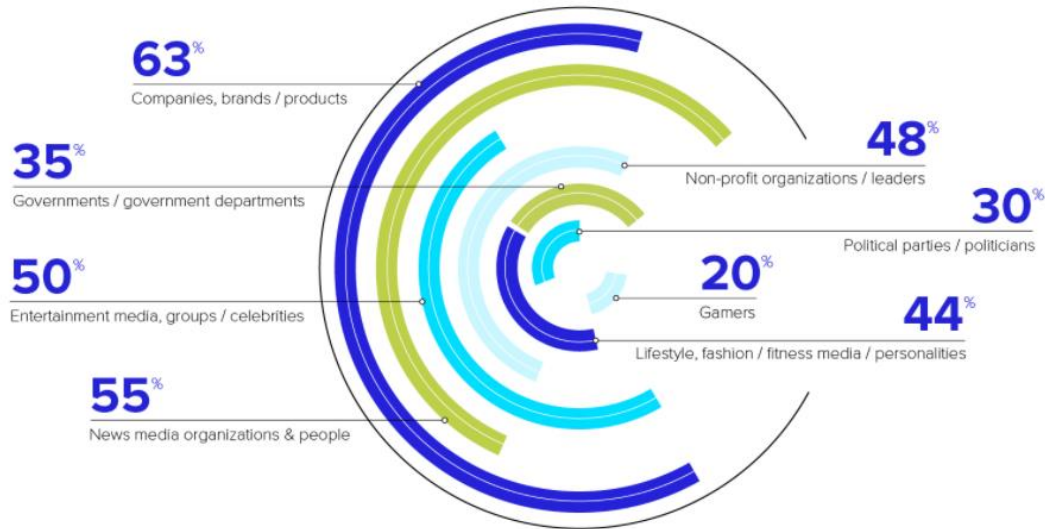


Figure 3: Types of pages followed by Canadians

(Source: sherpamarketing.ca, 2018)

Research methodology

Both primary and secondary research will be conducted by the researcher which is followed by qualitative and quantitative data analysis methods. 81 respondents are taken for a survey and three participants from management position for the interview. Consents are taken from the participants before the interview and survey. The data is protected according to *Data Protection 2018* and will not use for any commercial benefits (osler.com, 2020).

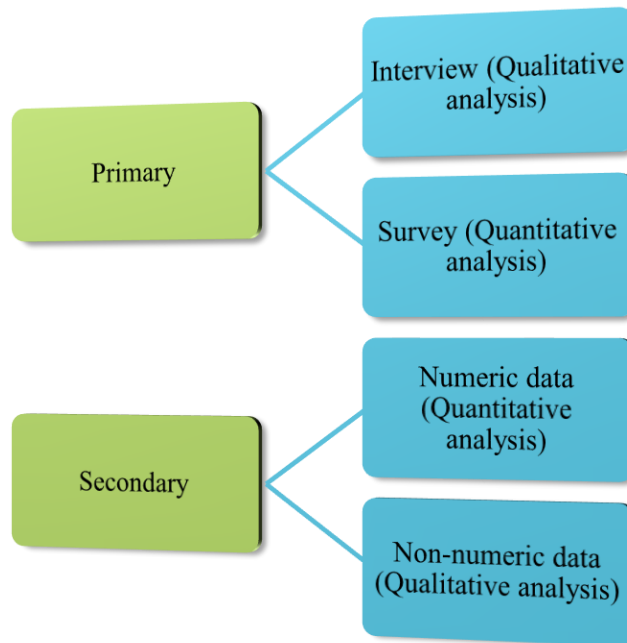


Figure 4: Research methodologies

(Source: Johnston, 2017)

Expected outcomes

This research is expected to find the advantages of social media marketing strategies over traditional marketing and the reason behind taking it seriously over time. The research will also find the number of businesses like to engage with the consumers regularly using social media channels.

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