

MAXIMIZING THE EFFECTIVENESS OF SOCIAL MEDIA FOR EVENT MARKETING

(Study Case: XYZ Business Fair)

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ABSTRACT

The XYZ Business Fair is an event organized by X's to bridge between the Netherlands and Ghana in the Business, Agriculture, Healthcare, Real Estate, and Renewable Energy sectors. Since 2018, the XYZ Business Fair has used social media to market and promote its event. The purpose of this research is to thoroughly analyze potential strategies that the XYZ business fair may employ to optimize the efficacy of social media in enhancing brand recognition and expanding the reach and engagement of prospective or past participants. This study provides an overview of the backdrop, theoretical framework, participant characteristics, and the utilization of social media for event marketing. The research findings are recommended, providing valuable insights for future events. The research findings indicate that social media platforms have established protocols for optimizing their usage, hence maximizing their effectiveness and efficiency. The organizers of the XYZ Business Fair should carefully consider the strategic approach they wish to use for utilizing social media. Additionally, numerous methods exist for effectively managing and sustaining a social media presence.

Keywords: *Social media marketing, Event marketing, Brand awareness*

INTRODUCTION

A marketing event is a pre-planned activity or performance conducted by a company for branding purposes, with anticipated outcomes (Krakowiak, 2015). By hosting an event, X's organization will enhance its brand image. Also, this event will indirectly provide a participant's emotional connection to the organization. If participants are satisfied with this event, they will likely recommend it to their coworkers, family, or friends. Event marketing is a relevant and effective tool for brand communication with consumers that allows for manipulating the target audience's emotional perception (Sharafutdinova et al., 2020).

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Numerous Businesses and organizations these days organize events to enhance their brand image and boost customer satisfaction. According to the survey, the Netherlands organizes over 19,000 events annually, of which 87% are workshops, training, exhibitions, seminars, events, and conferences (Bremer, 2022).

Using social media to promote an event is a common practice. Numerous new social media have emerged to facilitate communication and disseminate information to a huge audience as the rate of technological advancement continues to accelerate. Nearly 90% of the Dutch population uses the internet, and more than half of them utilize social media (Internet World Stat, 2022). Thus, to successfully advertise an event, it is also necessary to understand which social media platforms the Dutch utilize the most and what type of content captures their attention. Social media in the Netherlands is growing stronger, so competition intensifies. Select social networks carefully based on your growth objectives and create authentic, engaging content locally (Word Bank). Researchers see a significant opportunity for the XYZ business fair to maximize the use of social media to grow its audience and increase participant engagement. The XYZ business fair is already using social media to promote its events, but engagement appears to have stagnated, and the number of followers on social media is not growing.

RESEARCH PROBLEM

The XYZ Business Fair wants to use social media as a tool to market the business fair event. The business fair has been marketing their event since 2018. Numerous events market their events via social media. The development of social media is accelerating every year, and the additional features developed through social media are extremely beneficial to the growth of enterprises. Social media makes marketing very simple because nearly everyone uses social media on a daily basis. With the widespread use of social media, it should not be difficult to conduct marketing using an appropriate strategy and in accordance with the objectives.

The XYZ Business Fair has utilized social media for a long time to promote its events to increase brand awareness, reach and engage many participants, make their event successful, and increase networking.

This study aims to determine the most effective strategies for the business fair to use social media marketing to reach and engage with the potential audience.

RESEARCH OBJECTIVE

1. The purpose of this research report is to comprehensively examine the possible strategies that The XYZ business fair can implement to maximize the effectiveness of social media to increase brand awareness and reach and engage the potential participant or the valuable participant.
2. This research aims to have information that is beneficial for the company in the future on how to reach and engage with the potential participants.

RESEARCH METHOD

Research Type

The research methodology researchers will use here is quantitative and qualitative data, known as mixed methods research. Combining the benefits of quantitative and qualitative research techniques, mixed methods can provide a more complete picture than quantitative or qualitative research alone (George, 2021). The present report utilizes a mixed-methods research approach in its methodology. The present investigation relies on both primary and secondary data sources.

Sources of Type

1. Primary Data

Interviews and questionnaires were chosen to conduct this research as a primary resource for the obtained information. researchers will also conduct semi-structured interviews with the CEO of the XYZ Business Fair event and the participants so it can be reliable data to use. A semi-structured interview is a data collection technique that asks questions within a predetermined thematic framework; the questions are neither organized nor phrased (George, 2022). The researcher distributed a questionnaire for the XYZ Business Fair Event to get more feedback and data information that can be used.

2. Secondary Data

The researcher used secondary data to obtain additional information. Secondary sources of information were procured from reputable academic journals, scholarly books, articles, and online resources. In the process of searching data through secondary data, researchers rely on search engine optimization (SEO) techniques and strategically incorporate relevant keywords to access specific databases and address inquiries outlined in their research plan. For instance, researchers use the term "social media characteristics" to examine social media algorithms and the functionalities available on social media platforms. In order to ascertain the reliability and validity of specific information or databases, researchers apply the CRAAP method, which serves as a primary tool for assessing the relevance and utility of the information for the research.

CONCLUSION

According to data analysis conducted by researchers, Facebook and LinkedIn emerge as the most popular social media platforms. Facebook offers detailed content-sharing options, including mini blogging, photo uploads, and video sharing. On the other hand, LinkedIn is predominantly utilized by professionals and companies for business-to-business (B2B) networking purposes. Individuals commonly utilize Instagram as a platform for sharing photos

and videos. Twitter remains a popular platform for discovering trending information, although the number of users is smaller than Facebook, Instagram, and LinkedIn.

According to an analysis of algorithms and a SWOT analysis, it has been found that inconsistencies can have a significant impact on visibility on social media. It is observed that social media algorithms tend to perform better when there is active interaction with the audience and when efforts are made to foster engagement with the audience. The created content should strive to be engaging and avoid appearing overly promotional or dull.

RECOMMENDATION

1. This report's primary focus revolves around optimizing social media's effectiveness for event marketing. The case study used to explore this topic is XYZ Business Fair. To address this question, it will be necessary to provide recommendations for XYZ business fair.

- a. Make a marketing strategy.

Focusing on implementing a marketing strategy is important because it helps the business reach its target goals. The marketing strategy that XYZ Business Fair should implement is selecting suitable social media channels, content quality, investing in social media tools, monitoring or analyzing social media, and making the content calendar.

- b. The use of search engine optimization

This approach to enhancing a social media profile's effectiveness involves strategically incorporating pertinent keywords. This can be achieved by integrating relevant keywords into hashtags and including them in post descriptions.

- c. Social media campaigns and leveraging influencers

Sufficient attention has been given to a modest social media campaign, which entails an examination of prevailing trends within the business realm that are currently receiving significant public attention. Influencers can consistently generate content pertaining to a specific subject matter on their preferred social media platforms, thereby amassing a substantial and devoted audience that actively engages with and values their perspectives.

2. Adjustment on IB Domains

- a. Marketing and Sales

Enhancing the reach and engagement on various social media platforms is imperative in the marketing and sales domain. Specifically, for Twitter and Instagram, the primary objective should be to identify and attract potential audiences and followers. On the other hand, for Facebook and LinkedIn, the main focus should be on fostering increased interaction with existing followers. This approach establishes a sense of connection between followers, potential participants, and the XYZ business fair.

b. Supply Chain and Operation

XYZ Business Fair must work with multiple parties to ensure successful social media advertising and event success. The use of social media must also be done on a regular basis; social media allows businesses to engage with their customers or the general public, and this will strengthen customer relationships.

c. People and Organization

The XYZ business fair might benefit from clearer committee roles. The Netherlands could recruit individuals from last year's committee or open volunteer registration to help execute this event. Social media (graphic design and social media events), projects, financing and funding, public relations, and logistical divisions are important. With enough people, jobs are easier to complete, and responsibilities are balanced.

d. Finance and Accounting

The cost associated with the necessary resources to ensure the success of an event in the Netherlands, particularly in Rotterdam and The Hague, includes expenses related to social media optimization for enhanced performance.

e. Cultural Environment Readiness

The two nations engaged in this interaction exhibit contrasting cultural heritages, traditions, and practices. It is imperative for both nations to develop a comprehensive understanding of one another's dissimilarities to mitigate the occurrence of unfavorable events.

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