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Social media platform for Webzent technologies private limited

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ABSTRACT

In today's digital era, social media has become an essential tool for start-ups striving to build brand visibility and compete in dynamic markets. Platforms like LinkedIn, Instagram, and TikTok offer cost-effective marketing avenues, real-time customer engagement, and access to a global audience. This research explores how start-ups use social media for marketing, brand building, customer acquisition, and retention. Using primary survey data and secondary case studies, it also addresses the challenges such as content saturation, algorithm changes, and resource constraints. Findings suggest that while social media is pivotal to start-up growth, its effective use requires strategic planning and continuous adaptation. Ultimately, the report concludes that while social media offers substantial advantages for start-up growth and visibility, its full potential can only be harnessed through careful planning, audience understanding, and agile digital marketing practices. The findings emphasize the importance of integrating social media into a broader business development strategy to ensure long-term sustainability and competitive advantage.

Keywords: social media platform, sustainability

I. INTRODUCTION

The business landscape has been transformed by digital marketing, offering tools that allow businesses—especially start-ups—to reach and engage audiences like never before. Online marketing encompasses social media, search engines, websites, and email campaigns, all of which enable immediate, personalized outreach to potential customers.

Start-ups face significant challenges: limited budgets, low brand recognition, and a high need for customer traction. Social media offers an affordable way to counter these obstacles. Through engaging content, influencer partnerships, and interactive campaigns, even small firms can create a notable presence and drive growth. This research investigates how start-ups are using social media as a launchpad and how effectively it drives real business outcomes. This is where online marketing becomes not just useful but vital for startup success. It offers an affordable and scalable way to build brand awareness, reach targeted audiences, engage with customers, and drive sales. Through tools like social media campaigns, content marketing, email outreach, and search engine optimization (SEO), startups can compete on a more level playing field with larger businesses. Additionally, online marketing provides valuable insights into customer preferences and behavior, allowing start-ups to make informed decisions and adapt quickly to changing market demands.

II. LITERATURE REVIEW

Social Media Adoption & Start-Up Sustainability

Platforms like Facebook and Instagram aid in marketing, customer engagement, and brand building, especially for women entrepreneurs in economically challenged regions. However, challenges such as digital literacy and access to technology persist, indicating the need for targeted training and support.

Board Member Composition & Social Media Presence

Start-ups with venture capitalists on their boards and active board members on Twitter attract additional funding over time. However, these factors did not necessarily translate into increased sales, suggesting that while social media presence can enhance funding opportunities, it may not directly impact operational efficiency.

Social Media & Entrepreneurial Opportunities

Social media platforms are crucial for discovering and creating entrepreneurial opportunities. Usage among start-ups led to the identification of previously unnoticed business opportunities, emphasizing the role of digital platforms in fostering innovation and business development.

Women-Owned Start-Ups & Social Media

In the Kalyana Karnataka region, social media platforms provide affordable tools for marketing, customer engagement, and brand building, contributing significantly to the growth and visibility of women-owned businesses. However, challenges such as digital literacy and access to technology persist, indicating the need for targeted training and support.

Social Media & Brand Association

Engagement on platforms like Instagram and Twitter plays a vital role in brand management for start-ups, enabling them to connect with customers and communicate their services effectively, thereby enhancing brand association.

Research Objectives

- To examine how start-ups use social media platforms for marketing and brand awareness.
- To identify the benefits and challenges start-ups face when using social media for business growth.
- To analyze the effect of social media engagement on customer acquisition and retention in start-ups.

III. RESEARCH METHODOLOGY

This research used a mixed-method approach combining primary and secondary data:

- Primary Data:
  - Type: Exploratory
  - Method: Survey-based questionnaire
  - Sample: 20 employees from Webzent Technology Pvt. Ltd.
  - Response Rate: 18 respondents (90%)
  - Sampling Technique: Convenience sampling
- Secondary Data:
  - Method: Case study analysis
  - Sources: Published articles, journals, and real-world success stories such as Glossier, Odd Muse, and Slim Chickens.

The combination of quantitative (surveys) and qualitative (open-ended responses, case studies) data allowed for a comprehensive understanding of trends and insights.

Social Media Use & Preferences

- Platform Usage:
  - LinkedIn is the most used (44.4%), ideal for professional networking.
  - Twitter and Instagram follow (22.2% each), used for updates and visual branding.
  - Facebook is least preferred (11.1%).
- Posting Frequency:
  - 61.1% of respondents post daily—indicating strong reliance on social media.
  - 27.8% post weekly.
  - 11.1% never post—suggesting missed visibility opportunities.
- Team Management:
  - 61.1% of start-ups have a dedicated social media manager or team.
  - 38.9% do not, limiting consistency and strategic outreach.

Benefits & Challenges

- Benefits:
  - Networking (39.9%) and customer acquisition (27.8%) are the top advantages.
  - Some also benefit from branding, feedback, and customer service improvement.
- Challenges (as identified in survey responses):
  - Limited engagement and slow audience growth
  - Lack of expertise in analytics
  - Hiring constraints
  - Difficulty proving ROI
  - Keeping up with trends
  - Content creation demands

Case Study: Glossier

- Leveraged user-generated content on Instagram and TikTok.
- Created a loyal community with over 2.7M followers.
- Achieved more than $100 million in annual revenue.
- Used customer feedback from social media for product development and retention.

IV. FINDINGS

- LinkedIn Dominates: 44.4% of start-ups prefer LinkedIn, emphasizing its role in professional networking and B2B connections.
- Twitter & Instagram: 22.2% use these platforms for real-time updates and visual marketing.
- Facebook: Only 11.1% of start-ups consider Facebook relevant for their marketing goals.
- Posting Frequency:
  - Daily: 61.1% post daily, indicating a strong focus on visibility and engagement.
  - Weekly or Less: 38.9% post weekly or not at all, suggesting missed opportunities for consistent brand presence.
- Dedicated Social Media Teams:
  - With Team: 61.1% have a dedicated team, leading to structured strategies and better engagement.
  - Without Team: 38.9% lack a dedicated team, potentially struggling with inconsistent posting and content quality.

V. SUGGESTIONS

- Hire Trained Personnel: Invest in skilled social media managers or outsource.
- Diversify Platforms: Use LinkedIn for B2B, Instagram for visuals, and Twitter for real-time updates.
- Maintain Consistency: Adopt content calendars for regular posting.
- Use Influencers Strategically: Partner with micro-influencers to build credibility.
- Train Teams in Analytics: Measure and understand engagement metrics and ROI.
- Create Engaging Content: Use videos, polls, and interactive formats to increase reach.
- Avoid Platform Dependence: Distribute efforts across multiple channels.
- Track Trends: Stay updated with platform changes to remain competitive.

VI. LIMITATIONS

- Small Sample Size: Only 18 responses; results are not universally generalizable.
- No Industry Segmentation: Different sectors may use platforms differently.
- Subjectivity in Answers: Open-ended responses varied in clarity.
- Geographical Context Absent: India-specific trends not analyzed in-depth.
- Lack of Engagement Metrics: No analysis of likes, shares, or actual ROI.
- Platform-Specific Strategies Not Explored: Use-cases for each platform not deeply discussed.
- Temporal Scope Missing: No data comparing usage over time.
- Non-users Possibly Excluded: Bias toward respondents already active on social media.

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