

Executive Summary

Youmi Crepes and Bubble Tea is in search of ways to increase their social media presence across three social media platforms for the purpose of reaching new customers in their target audience, and to effectively retain the customer base they currently have.

To reach this objective, we have researched various social media marketing strategies and social media marketing applications that will allow for effective, easier marketing of their business on social media which will help increase social media activity on their accounts. This, in turn, will increase their customer base as well as keep current customers engaged in the Youmi Crepes and Bubble Tea business.

The findings of this report are based on primary and secondary research the group conducted. Primary research was conducted through a survey of local businesses in the area and online research about local businesses social media strategies. This information was important in developing our recommendations for this report. Secondary Research was conducted through scholarly articles and other credible online sources used to help formulate ideas to help provide nuance to our recommendations.

Key Findings:

- Engaging in Instagram sets up opportunities for success due to its over 1 billion monthly active users, 80% of those users following a business social media page
- Creating video content allows for information to be passed quicker than a photo or written description and better accounts for tone
- Using test campaigns on different platforms narrows down what type of audience you can reach out to based on the filters applied to define the target audience and aid in successful social media advertising.
- Implementing social media marketing schedule tools allow for businesses to schedule posts across all social media platforms, ahead of time, with just a few clicks.

Brief Recommendations:

These are the recommendations that are given to help Youmi create an effective social media strategy for increasing and retaining their customer base.

- Create A Brand Logo To advertise and Make the Establishment Stick in People's Minds.
- Use social media marketing tools to help marketing through social media platforms be more effective and easier for the business.

- Develop Test Campaigns to send out to customers and see which strategies are most effective.
- Implement Video to Appeal Customers and Stand Out Against Similar Pages.
- Build Categorical Organization to Design and Publish Social Media Posts.

Introduction

Youmi Crepes and Bubble Tea is seeking ways to increase their social media presence and marketing in order to draw in new customers and increase the number of return customers. To do this, we have researched the most successful social media marketing techniques and applications that cause an increase in followers, account activity, and public awareness of the business page.

The purpose of the research is to narrow down what marketing techniques prove to be most effective, create a plan to increase Youmi's activity on social media platforms, and to distinguish the most alluring content to potential customers. By combining different research methods, we are able to share recommendations meant to improve Youmi Crepes and Bubble Tea's social media presence.

Methodology:

In order to design well informed and researched recommendations, we sought to distinguish design elements, marketing techniques, and a platform that proved to be the most effective in social media in order to increase customers at Youmi Crepes and Bubble Tea. After meeting with Youmi Crepes and Bubble Tea on 10/12 we designed a strategy to gather research to meet Youmi's goals.

This strategy was composed of two different approaches: online research examining material in IUPUI Proquest Central: "The largest multidisciplinary database with over 11,000 titles, more than 8,000 in full-text," and local study that involved a survey with specific questions related to social media strategies, sent to successful businesses' social media pages.

Research: Secondary Research Through Proquest and Google

During the secondary research phase, we sought to understand the effects of particular design elements and online marketing in terms of creating an influential online social media presence. We wanted to know exactly how to catch a viewer's attention through published content and incentives. We also wanted to explore how personal connection, between customer and business, affected the number of returning and new customers.

Information and research on the specific subject matter was readily available online. In addition to IUPUI Proquest Central, we used Google search engine to find additional articles, studies, best practices, and industry trends to narrow our topics of interest. Common phrases that were used to in Google search prompts and Proquest included:

- Social media marketing strategies and business success
- Loyalty programs and customer satisfaction
- Social media marketing and online engagement

Research: Narrowed and Categorized into Six Leading Topics

Overall, our team invested 100 hours searching databases, reading relevant articles, and reporting from top publications in the Review of Literature. This research led us to six main topics:

- Creating a consistent brand
- Distinguishing most successful platforms for Youmi's content
- Establishing a social media schedule
- Engaging with customers through online incentives and opportunities
- Integrating promotional videos
- Leveraging platforms through test campaigns and settings

Research: Primary Research through Survey created from Secondary Research

Through continued research of these five topics, a clear guideline of next steps and future knowledge that needed to be obtained for social media success emerged. These guidelines set the foundation for our primary research. Our primary research phase sought to gather information from small businesses, with successful social media pages, in order to distinguish the most effective social media marketing strategies, platforms, and communication techniques that were noted in our secondary research.

Research: Survey Creation, Content, and Responses

The survey was created using Google Forms, included four questions, and was delivered through "direct messaging" on various social media websites: Facebook, Instagram, and Twitter. Each question contained five answers, four of those being carefully constructed by our team and the fifth being an "other" category for open-ended responses. The survey results derived

specifically from smaller, local businesses, whose social media pages had over 1500+ followers and active engagement by viewers. The survey was sent out to 40 businesses and 30 of those businesses [responded](#).

After analyzing the results of the survey, we had enough additional information to solidify recommendations for best design elements, customer incentives, social media platforms, and communication techniques. This data, along with our research from the online research phase, provided us with support for our recommendations that are discussed in the analysis.

Analysis

This analysis will focus on the most effective marketing tactics in social media to attract new customers and encourage returning customers. Through our research, we have narrowed the most effective social media platform and marketing and communication techniques.

Create A Brand Logo To advertise and Make The Establishment Stick in People's Minds

Creating a brand logo such as KFC's Colonel Sanders will help give the Youmi brand a face to be recognized by. This can be done through many avenues with a computer and a few hours of work. There are many different websites that are utilized for this, including:

- Canva
- Brand Crowd
- Tailor Brands
- Smashing Logo

Michelle Goodall is an experienced consultant with over 20 years of digital marketing experience. She created a guide to social media marketing which includes "Unsurprisingly, brands with established characters, such as KFC's Colonel Sanders, have created instantly recognisable stickers and gifs that users can simply add, or layer, to their Instagram Stories or share via WhatsApp." If a brand logo were to be created, once it is found recognizable to the brand a creation of stickers and such like this could be heavily beneficial in advertising.

Using Scheduling Tools to Make Posting on Social Media Easier and Timely:

After speaking with Youmi Crepes and Bubble Tea directors, we determined that Youmi could benefit from a social media marketing plan that allows for them to create a strategy when it comes to scheduling posts. Youmi currently owns a Facebook, Instagram, and eventually wants to start a Tik Tok, and can implement a strategy for how to line up the scheduled posts for each of these platforms.

Through our research on how to effectively schedule posts across multiple platforms in a timely and effective manner, experts suggest that the use of scheduling tools would synergize marketing across all social media platforms as well as make the use of social media marketing easier and less time-consuming.

In the article, “Manage Your Social Media in 5 Minutes a Day,” Anne Marie Watson details the distinct advantages of using social media scheduling tools to manage all your platform's marketing. This includes:

- **Ability to add multiple social media platforms and accounts**
 - Each social media platform will have its own tab, and each account on each platform will have a separate tab as well
- **Easy access to all social media platforms**
 - With a scheduling tool you can log into all social media platforms at once instead of having to visit each account separately
- **Allows for scheduling of posts ahead of time**
 - The ability to schedule posts ahead of time allows for social media marketing to be scheduled at your convenience and to crosspost across all social media platforms

For Youmi to maximize their reach on social media, they would benefit by publishing great, concise content with the right timing and frequency. Buffer, an organization that helps businesses organize their social media strategies, states, “There are many scheduling tools out there, both free and paid, that are out there for Youmi to use to maximize their social media strategies.”

Here are some helpful resources to assist in scheduling social media:

- **Microsoft Excel Social Media Content Calendar**
(<https://templates.office.com/EN-US/social-media-content-calendar-TM34312278>)
- **Buffer Publish** (<https://buffer.com/publish>)
- **HootSuite** (<https://www.hootsuite.com/>)

Creating Test Campaigns to See What is Most Effective

Creating test campaigns to send out through social media and other avenues will help determine what people are interested in and how to gain their attention. After gaining valuable information through this method, you can follow what was stated in the creating templates section from those that gain the most attention.

Ask the Experts

Former senior marketing manager turned freelancer Indrajeet Deshpande says that you need to “create test campaigns on different platforms to know what type of audience you can reach out to based on the filters applied to define the target audience” in order to be successful in social media advertising. He has over six years experience as a freelance digital content creator and before that worked for a company in India called SpiderG. Deshpande’s strategy can benefit you in many ways, including:

- Gathering key information through focused groups
- Finding the right target demographic to approach for this specifically
- Answering the question of what to apply to templates

Chris Mason is a specialist for social media strategy. He describes something called guerilla marketing, which is the innovative, unconventional, and low-cost marketing techniques aimed at obtaining maximum exposure for a product.. It is a low budget way of getting advertisements out there. His article from woocurve is an interesting read and states “the great thing about guerrilla marketing is that

anyone can use it to their advantage. Even if you do have a substantial budget, you will want to try some of these tactics to see how well they connect with your audience.” Guerilla marketing is a great way to send out test campaigns. It doesn’t break the bank. It opens the door to find out what works. It is relatively straightforward. Some ways to do this are:

- Creating and posting advertisements for social media
- Creating rewards programs with text promotions
- Posting fliers in the area with coupon slips for your business

Using Video to Appeal Customers and Stand Out Against Similar Pages

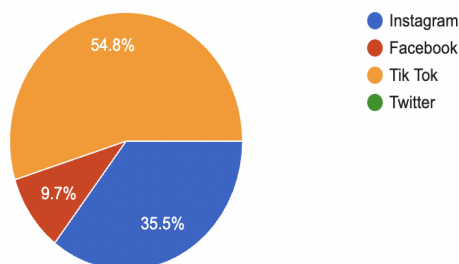
Youmi currently owns an Instagram and Facebook account, but their activity on each account is minimal. Through research concerning how to effectively operate a social media business page, we concluded that implementing new techniques and design elements would encourage traffic across Youmi’s accounts and encourage repeat customers to return. In the article, “Video Becomes Valuable,” author Jennifer Schiff, C.E.O. of Schiff & Schiff Communications, a marketing firm focused on helping organizations better interact with their customers, describes how **the use of videos in social media marketing increases the awareness of a business and opens doors to new opportunities**. The article states:

- **Video sets you apart from the competition** - Rather than a still image or a typed description, video creates both visual and audio appeal
- **Video is a great tool for communication with customers** - Video allows for information to be passed quicker than a photo or written description and better accounts for tone
- **Video customer testimonials quickly validate your business** - customer success videos create confidence within buyers and trust within the worth of the product they are receiving
- **Video creates a sense of shared community** - Live videos on platforms, like Instagram, allow for real time communication between the customer and the business (Schiff, 2013).

What social media platform has given you the most effective engagement from your target demographic?



31 responses



Currently there is a popular social media platform, called Tik Tok, that is specifically designed for video content. In an article discussing social media platform popularity, posted on Oberlo, it states, “As of January 2021, the platform has 689 million monthly active users worldwide” (Moshin, 2021). For tips, tricks, and tutorials on the use of Tik Tok and marketing videos in general, visit [appendix B](#).

Using Categorical Organization to Design and Publish Social Media Posts

Once Youmi increases their activity on social media outlets and implements videos, these tips will allow for increased customer engagement and create guided instructions for effective marketing. Videos are an important step in the process of improvement, but there are other valuable techniques that could be implemented. In the article, “Create a Stronger Sense of Community With Your Social Media Strategy,” author Ellie Burk describes more techniques to increase engagement and ways to improve current marketing strategies. In a section concerning the three categories social media posts should fall into, the article states:

- **Appreciation Posts** - Saying a simple, “thank you” to your customers can go a long way. Recognize your supporters through social media to connect with them and show personal gratitude.
- **Advocacy Posts** - A simple way to increase attention to a new product or service is to advocate for it through social media. Post industry news and rewards to creative incentives to visit your business or buy your products.
- **Appeal Posts** - Including your customers in the company, such as allowing followers to vote on monthly/seasonal flavors, allows them to feel a sense of community and identity within the business (Burke, 2015).

Schiff and Burke both provide specific and helpful ways to increase overall customer engagement, satisfaction, and retention. By using these techniques, Youmi’s **social media’s presence can improve and grow in order to create awareness and appeal** of Youmi’s Crepes and Boba as a whole.

Recommendations

After analyzing all our research, we have six recommendations that we believe will benefit Youmi Crepes and Bubble Tea’s social media presence. Our main focus was to find new ways for Youmi to draw more attention to their social media platforms in order to increase followers and grow the customer base. We found these recommendations to be the most practical for Youmi Crepes and Bubble Tea to utilize.

- **Create a consistent brand**
 - Create a brand logo.
 - Utilize that logo throughout social media and other forms of advertising.
- **Distinguish most successful platforms for Youmi’s content**

- Based on current social media following, Youmi Crepes and Bubble Tea's Instagram has the largest following.
 - Build followers on other platforms by becoming more active on Facebook, Instagram, and Tik Tok
- **Establish a social media schedule**
 - Audit social media accounts to see which ones are doing well and which ones are not.
 - Pick a Posting Schedule for social media accounts
 - Pick out a social media scheduling tool to fill out your calendar and schedule your content
- **Engage with customers through online incentives and opportunities**
 - Give customers opportunities to be a part of the business through surveys, polls, giveaways, discount codes, etc.
 - Focus on posting rewards/discounts solely online in order to create an incentive to follow social media platforms
- **Integrate promotional videos**
 - Upload short videos of the process of preparing food, finished products, customer testimonials, etc.
- **Leverage platforms through test campaigns and settings**
 - Create different advertising campaigns to find what works best
 - Utilize guerilla marketing techniques to avoid breaking the bank

Conclusion

Youmi Crepes and Bubble Tea are concerned with their online presence. When presented with the opportunity to be featured in a recommendation report, they asked for recommendations on expansion of social media presence, drawing customers in, and getting customers to return. Through the recommendation report this team advises Youmi to create a consistent brand, distinguish most successful platforms for content, establish a social media schedule, engage with customers through online incentives and opportunities, integrate promotional videos, leverage platforms through test campaigns and settings. By completing these recommendations, Youmi will be able to expand their online presence while also gaining new customers and retaining returning ones.

Review of Literature

There is substantial research for Youmi Crepes and Bubble Tea to improve their social media as a business. As we give out recommendations, we support these reasons with extensive research from academic sources and expert advice that will allow Youmi to meet their goal of improving their social media presence.

Popularity of Instagram Stories

Experts have suggested that, when it comes to Instagram marketing, Instagram Stories have the most functionality. Over time, as the popularity of Instagram stories has grown, Instagram has taken over as the most popular site to view stories. As stated by PR Newswire, “68% of millennial Instagram users view Stories on the platform, compared to Snapchat's 49%” (para. 3). As the use of Instagram stories have grown on the platform, the evolution of stories has continued to add more creative and sophisticated features. Michelle Goodall, an experienced consultant with a wide range of clients, agrees with PR Newswire about the ever-increasing popularity of Instagram stories, and explains why they have become so popular. Goodall states that, “Today, Instagram Stories have the most functionality, evolving from basic features and video modifier effects such as Superzoom and Rewind, stickers and gifs, through to Snapchat-esque face-filters to engagement features such as emoji reactions, polls to add new levels of creativity to brand storytelling” (p. 15). As stated by Goodall, with the increased popularity of stories on Instagram every marketing department should be looking to incorporate this format into their social media strategies.

Importance of Scheduling Tools

Research has shown that social media marketing allows brands to maintain a consistent social media presence with its customers with viable options to market across all social media platforms on the same schedule. As stated by DesignRush, “[social media](#) can be automated and scheduled weeks or months in advance, giving employees and marketers total flexibility and enabling them to plan ahead. You can't say that for other marketing strategies that are this effective. Just load entire content calendars into scheduling tools and watch how your business grows” (n.p.). One such example of this type of schedule tool is discussed by Buffer who validates DesignRush's viewpoints on social media scheduling tools. Buffer shows that, “There are now a variety of social media scheduling tools, such as [Buffer Publish](#), that can help you publish your content automatically at your preferred time. This saves you time and allows you to reach your audience when they are most likely to engage with your content” (para. 14). Social media marketing is one of the few marketing strategies that allow for cohesiveness across all platforms with viable options for minimizing time and stress.

Popularity of Loyalty Programs

Experts have suggested that the implementation of loyalty programs encourage customers to keep coming back. In writing about the effectiveness of loyalty programs, Stephanie Howie, marketing director at TalkRoute, a blog helping more than 100k entrepreneurs to start, run, and grow their businesses, states, “Customers notice when you go the extra mile for them & include them... a loyalty program that they can sign up for is a great way to keep customers,” (Howie, 2021, pg.1). Howie claims that loyalty programs create a sense of belonging within the business and allow the customer to feel valued. Grace

Miller, author for Annex Cloud, an online company that aids in the formation and improvement of loyalty programs, agrees with Howie when she states, “Based on research, 50% of customers say they would change their behavior to attain a higher tier of the customer loyalty program and 76% of customers believe that loyalty program strengthens their relationship with brands,” (Miller, 2020, pg.1). Miller’s findings highlight the competitive and rewarding nature of loyalty programs. Customers will spend more money and increase their attendance to a business, just to reach certain rewards or status. Notably these two authors both positively connect loyalty programs and the frequency of returning customers through rewards incentives and personal sense of connection to the business.

Possibilities of Growth Using Videos

Experts have suggested that the use of videos in social media is the most effective marketing technique when it comes to business social media accounts. In writing about exactly how video improves social media marketing, Jennifer Schiff, C.E.O. of Schiff & Schiff Communications, a marketing firm focused on helping organizations better interact with their customers, employees and partners, states, “Video is a great tool for demonstrating how to use your product or service--and can often convey more information quicker than a photo or a written description” (Schiff, 2013, pg.1). Schiff claims that videos provide the required info in a more effective and appealing way that will remain longer in the viewer’s mind. Monica Carvalho, a social media manager at Zipstarr, a popular video editing & collaboration app, agrees with Schiff regarding the effectiveness of videos in social media marketing. Carvalho states, “According to our research, video generates 1200% more shares than both images and text, users spend 88% more time on a website that has video, and a user’s positive experience with a video ad increases their purchase probabilities by 97%” (Carvalho, 2018, pg.1). Carvalho’s research highlights the positive correlation between videos and customer engagement and experiences. Notably these two authors both positively connect videos in social media marketing improvement in customer satisfaction through effective visuals, increased activity, and purchasing probabilities.

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References:

Carvalho, M. (2018, May 7). “This is why video is the most engaging type of content.” *Slice*.

<https://medium.com/@slicevideo/this-is-why-video-is-the-most-engaging-type-of-content-e5ca46d5cef1>

Miller, G. “10 benefits of implementing a customer loyalty programs” | *Annex Cloud*.

<https://www.annexcloud.com/blog/10-benefits-of-implementing-customer-loyalty-program/>. Accessed 5 Nov. 2021.

Schiff, J. L. (2013). “Video becomes valuable: From attracting new customers with online marketing to recruiting employees, business owners, managers and video experts discuss how video can benefit your organization.” *CIO*. Retrieved from

<http://ulib.iupui.edu/cgi-bin/proxy.pl?url=http://search.proquest.com/trade-journals/video-becomes-valuable/docview/1429132161/se-2?accountid=7398>

Stephanie. (2021, Aug. 16). 11 ways to keep your customers coming back. Retrieved from

<https://talkroute.com/11-sure-ways-to-keep-your-customers-coming-back/>

Our research has confirmed that engaging their target audience with a variety of social media content is crucial to building the consumer loyalty that Youmi is seeking. Social media marketing is important because of the better story that can be told through social media sites.

Appendix A

Local Survey

Access to the survey is [here](#).

Annotated Bibliography

Deshpande, I. (2020, June). What Is Social Media Advertising? Definition, Costs, Best Practices, Benefits, and Examples. *Toolbox.com*. Retrieved October 7, 2021, from <https://www.toolbox.com/marketing/social-media/articles/what-is-social-media-advertising/>.

ABSTRACT: Social media advertising is broken down into a step by step process. Statistics on various things from social media and is a guide on setting up successful advertisements with social media.

Digital Marketing Trends to Watch For In 2018. (2018, Feb 09). *IT Var News*, Retrieved from <http://ulib.iupui.edu/cgi-bin/proxy.pl?url=http://search.proquest.com.proxy.ulib.uits.iu.edu/magazines/digital-marketing-trends-watch-2018/docview/2000991036/se-2?accountid=7398>.

ABSTRACT: In 2018, social media engagements, particularly video content, has surged as an effective medium for advertisement. With social media, users spend most of their time watching video content on these platforms. These video formats can take on a variety of options providing flexibility when it comes to social media campaigns. Social media Influencers, chatbots, and social media stories can expand a company's brand on social media.

Do Your Customers Intend to Return? *NBRI*. (2017, May 9). Retrieved October 7, 2021, from <https://www.nbrii.com/blog/do-your-customers-intend-return/>.

ABSTRACT: Sometimes your customers do not want to return. This is a good way to see if they will. If they do, make sure the next visit was worth the return trip. You need to create a loyal customer then once that is done, they should return regardless.

How To Develop An Effective Digital Marketing Strategy The Drives Revenue, According To DesignRush: DesignRush researched how to put together an effective marketing strategy can increase conversions, click-through rates, and revenue. (2019, Sep 25). *PR Newswire* <http://ulib.iupui.edu/cgi-bin/proxy.pl?url=http://search.proquest.com/wire-feeds/how-develop-effective-digital-marketing-strategy/docview/2296515957/se-2?accountid=7398>

ABSTRACT: Marketing is a competitive battlefield, and for businesses to compete in this area they need an in-depth strategy. There are several digital companies that are around that can help build up a companies' digital strategy particularly their social media campaigns. Some of these digital marketing companies include Innovative Flare, Leverage, and Epic Notion to name a few. All these digital marketing companies provide a variety of social media and marketing campaigns that will allow for increased pushes towards higher revenue streams.

How to Develop an Effective Digital Marketing Strategy to Increase Conversions & Revenue Fast. (*N.D.-A*). Retrieved October 4, 2021, from <https://www.designrush.com/trends/effective-digital-marketing-strategy>

ABSTRACT: Social media platforms are a great space for generating advertising for a business. There are various campaigns that can be tested on social media to determine which campaign is received best by a target audience. Social media is also great for allowing automated social campaigns allowing for greater flexibility. Also, social media has their own analytics and measurements that can help maximize strategies thus achieving better results on social media campaigns. Two-way communication is more accessible with social media than in other advertisement channels thus making customer relations better than before.

How to Effectively Market Your Small Business on Social Media. *QuickSprout*. (2021, June 10). Retrieved September 30, 2021, from <https://www.quicksprout.com/social-media-for-small-business/>.

ABSTRACT: Social media is the lead method of effective social speaking. Without having a social media page nor a social media presence, you are more likely to not know nor follow the newest trends. Define your research goals. The only people to be involved are the student, the victim, the suspect, and an adult who ran the school well.

How to Use Instagram For Business: A Practical Step-by-Step Guide. *Social Media Marketing & Management Dashboard*, 8 Apr. 2021, <https://blog.hootsuite.com/how-to-use-instagram-for-business/>

ABSTRACT: To narrow down business objectives on social media, apply SMART framework: specific, measurable, attainable, relevant, and timely. Defined goals and objectives allow for metrics to be tracked on social media. Metrics that can be measured include awareness of follower growth rate and engagement of followers. Close analysis of these statistics create opportunities for growth and improvement.

Lundin, K. (2018, May 16). 5 Reasons Why Your Business is Losing Customers. *Entrepreneur*. Retrieved September 30, 2021, from <https://www.entrepreneur.com/article/313463>.

ABSTRACT: There are five direct reasons as to why a business is losing customers. One, a company is providing poor customer service to their clients causing them to not return. Instead, focus on maintaining a happy, solutions based team to deal with customers. Two, the business is inconsistent. This causes customers to be wary of the company. This can also be inconsistent branding. Three, the sales tactics are out of date and causing customers to not get covid updates and other important information.

Schiff, J. L. 6 Ways Twitter Can Help Your Business Go Beyond PR. *CIO*, (2016, Mar. 28).

Retrieved from

<https://www.cio.com/article/3048469/6-ways-twitter-can-help-your-business-go-beyond-pr.html>

ABSTRACT: Fifty-four percent of businesses use Twitter to hire employees. There is a constant crowd of people looking specifically at businesses and retailers for products/experiences that stand out. Twitter's search engine narrows down exactly what people are saying about a business and the media marketing that is produced. It is the ideal platform for event marketing, customer service feedback, live chats, and media relations. Use of the "poll feature" provides feedback that a company can use to make adjustments better suited to customer preferences.

Schiff, J. L. (2013). Video Becomes Valuable: From Attracting New Customers With Online Marketing to Recruiting Employees, Business Owners, Managers and Video Experts Discuss How Video Can Benefit Your Organization. *CIO*. Retrieved from <http://ulib.iupui.edu/cgi-bin/proxy.pl?url=http://search.proquest.com/trade-journals/video-becomes-valuable/docview/1429132161/se-2?accountid=7398>.

ABSTRACT: Videos attract more customers through digital marketing by: announcing new products or services in an appealing way, cutting through other dry product announcements, generating a buzz through visuals, visually demonstrating product or service, and creating video testimonials from real customers. Viewpoint enterprise received positive feedback from prospects and analysts after posting a promotional video with a “fun and cheeky” tone. Views on youtube also increased with every promotional video that was posted. Videos provide an effective marketing medium to connect with customers beyond words written on a page and break language and age barriers within text.

6 Ways to Use Youtube to Market a Small Business | *Zenbusiness Inc.* (2021, August 11). *ZenBusiness Inc.* <https://www.zenbusiness.com/blog/market-youtube/>.

ABSTRACT: There are six ways a business can gain interest through advertisement on YouTube. First, is to use YouTube to connect personally with the target audience. Second, is to market the top features of the product to show customers its benefits. Third, is to prove your expertise by posting informative videos that prove the validity of expertise. Fourth, use YouTube to present customer testimonials that show that there are customers who bought and liked the product. Fifth, use YouTube to show a step-by-step way demonstrating how to use the products of the business. Lastly, use YouTube to do real-time marketing by hosting YouTube live events.

7 Tips on How to Get Returning Customers. *Paychex*. (2019, October 2). Retrieved October 7, 2021, from <https://www.paychex.com/articles/marketing/how-to-get-customers-to-return>.

ABSTRACT: Businesses need returning customers because they are free advertisements, it's cheaper than trying to attract new ones, and you can test new products on them. There are seven ways to keep customers coming back:

1. Make customer service a priority
2. Loyalty programs
3. Positive customer experiences
4. Variety of products
5. Helpful insights via social media
6. Listen to customer complaints
7. Survey repeat customers

Social Media Strategy - clubrunner.blob.core.windows.net. *Social Media Strategy* . (n.d.).

Retrieved October 7, 2021, from

https://clubrunner.blob.core.windows.net/00000050088/en-ca/files/homepage/social-media-strategy---best-practices/Social_Media_Bundle_-Social_M---1-.pdf.

ABSTRACT: Social media is the new best place to advertise. The majority of the consumer base spends most of their free time on social media, so you want to use that to your advantage. It allows you to easily focus your particular target audience and tailor the advertisements to what works for them in particular.

Stephanie. (2021, Aug. 16). 11 Ways to Keep Your Customers Coming Back. Retrieved from

<https://talkroute.com/11-sure-ways-to-keep-your-customers-coming-back/>.

ABSTRACT: Marketing towards the ideal customer is the most effective and productive way to create advertisements. Elimination of targeting outside that range improves information retention within ideal customers and improves overall business marketing success. Integrate incentives in marketing to lure customers back to your business. Possible incentives include: discounts, limited time items, rewards or point systems. Sending a “thank you” card, email, or text shows the customer that they are remembered by the business.

Valos, M., Maplestone, V. L., Polonsky, M. J., & Ewing, M. (2017, December). Integrating Social Media Within an Integrated Marketing Communication Decision-Making Framework. *ProQuest*.

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<https://www.proquest.com/abicomplete/docview/2213818019/57B748CAE39749ACPQ/1>.

ABSTRACT: The failure to successfully advertise through social media is detrimental to small business owners throughout the country. After a three step process marketers obtained ways to advertise through social media through means of research and questionnaires.

Wasserman, T. (2009, November 28). Guerrilla Marketing Goes Tweet. *Adweek*. Retrieved October 7, 2021, from

<https://www.adweek.com/brand-marketing/guerrilla-marketing-goes-tweet-106652/>.

ABSTRACT: Marketers are realizing that in the new digital age they have to conform to technology. This means they need to learn the best strategies in marketing through social media. With things like QR codes advertising has never been easier and potentially cheaper than it has become now.

Appendix B

Video examples to aid in the integration of marketing videos:

- **How to create a Tik Tok account:**
 - <https://youtu.be/W9zUhaIGTGg>
- **How to use Tik Tok to market effectively:**
 - <https://youtu.be/JRMSSDbQtcoQ>
- **Examples of posts used to market on social media**
 - <https://youtu.be/RMVNt-IMAg>