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**Faculty of Economics and Management**

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**Bachelor thesis**

**Social media as a tool for business development applied  
to a selected company**

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**Summary:**

This bachelor thesis focuses on assessing the role of social media in modern marketing and its influence on business development. The concept of SMM (Social Media Marketing) and its techniques and potential use in the marketing and advertisement activities is further analyzed. This is investigated in detail in the practical part which elaborates on the use of social media marketing possibilities on the example of a real developing company that owes its existence predominantly to SMM methods. The purpose is to determine the efficiency of social platforms in the context of marketing as well as all possible ways of their utilization, based on the data from a specific example of a company that has employed this approach.

**Key words:**

Social media, Social Networks, Business development, Facebook, LinkedIn, Instagram, Advertisement, Social Media Marketing, SMM, Market research

**Objectives and Methodology:**

Main objectives include examination and evaluation of various social media marketing techniques and their efficiency in creating marketing strategies for business enterprises. Thus, the primary goal is to determine whether social media platforms can serve as effective tools for promoting goods and services as well as for increasing brand awareness.

Methodology: This work is divided into two parts. The first theoretical part describes social media platforms and networks as applied to business; their advantages, features and an analysis of the most common social media platforms in a modern marketing context. Practical part concentrates on utilizing previously described SMM techniques by example of an existing business. Combination of qualitative and quantitative methods was applied (with the emphasis on qualitative research). That includes abstraction, classification, qualitative and statistical data analysis and data interpretation. The second part of the work features SWOT and Porter's 5 analyses, trend analysis, case study research with elements of narrative research, as well as inductive reasoning on the example of a real business enterprise.

**Theoretical part:**

Theoretical part includes the description and classification of most common and established social media platforms in the context of marketing and advertisement; elaborates on their features and potential ways of utilizing them in regards to business development, introduces the concept of SMM (Social Media Marketing) and its various techniques. It also contains a comparison of the most popular social media platforms by user involvement and observations on the current format of B2C business relationship changes.

**Practical part:**

Practical part concentrates on utilizing previously described SMM techniques by example of an existing business (TimeSpace start-up). The purpose of research conducted in this section was to determine if previously described theoretical inferences function well when applied to practice. Another aim was to provide the most detailed image of enterprise's profile to give a better understanding of this type of business' relevance and credibility in the SMM marketing environment. Additionally, a study of statistical data in social networks and platforms that was performed allowed to analyze the primary target audience, its tendencies and opportunities of expanding potential customer reach. The main goal of disquisitions described above was to answer the question of whether social media platforms indeed are effective tools for promoting goods and services and overall business development.

**Conclusion:**

It can be concluded that applying social media marketing techniques have generally proved to be very effective for this particular enterprise and is widely utilized in the modern marketing environment. SMM strategies that could be considered as those with the most utility for business development include: utilizing social networks as a communication channel for marketing, sales promotion, identifying and expanding to the new segments of the market; improving the brand's image and exploring sponsorship options. Recognition, increasing the number of customers, good advertisement and

managing communication is highly important for any type of enterprise. Nowadays most of the communication with customers is done via Internet, where social networks and social media platforms serve as best intermediaries of this type of B2C communication. Conducted analyses of social media platforms' statistics demonstrate the functionality of social media promotion features on the web. Apart from the description of SMM techniques and advantages, this work contains a detailed review of a selected company's (TimeSpace start-up) profile, their marketing and business strategies as well as particular SMM tools and approaches they have applied to build their business and spurt its growth. Predominantly, TimeSpace was chosen because it is, in fact, an enterprise that owes its existence to SMM exclusively, as there was no initial financial capital involved. The preference was given to this company (rather than to a larger, more established or well-known corporation) due to the fact that TimeSpace is an exemplary proof of the social media effectiveness in the modern marketing context. In the future, the company plans an expansion to other cities in Netherlands applying the same set of SMM methods. Would a more well-known corporation have been chosen, the data on which the study was based would have been rather abstract and possibly ambiguous, while the development of TimeSpace, from the original concept draft to the point where it's an actual business operating in two buildings with a potential to expand further, was closely observed by author throughout the whole time of its existence. It was an example of their success in creating a functioning business in a short amount of the without investments but through utilization of SMM techniques that largely inspired this research.

Given the digital realities of the modern world, the very format of marketing as we know it will continue to change, therefore the importance of the role of advertising online and social media marketing in general must be taken into account as it might increase dramatically in the near future.

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