

## 8. Appendix

### List of pictures, tables, graphs and abbreviations

#### 8.1 List of pictures

Figure 6



Figure 7

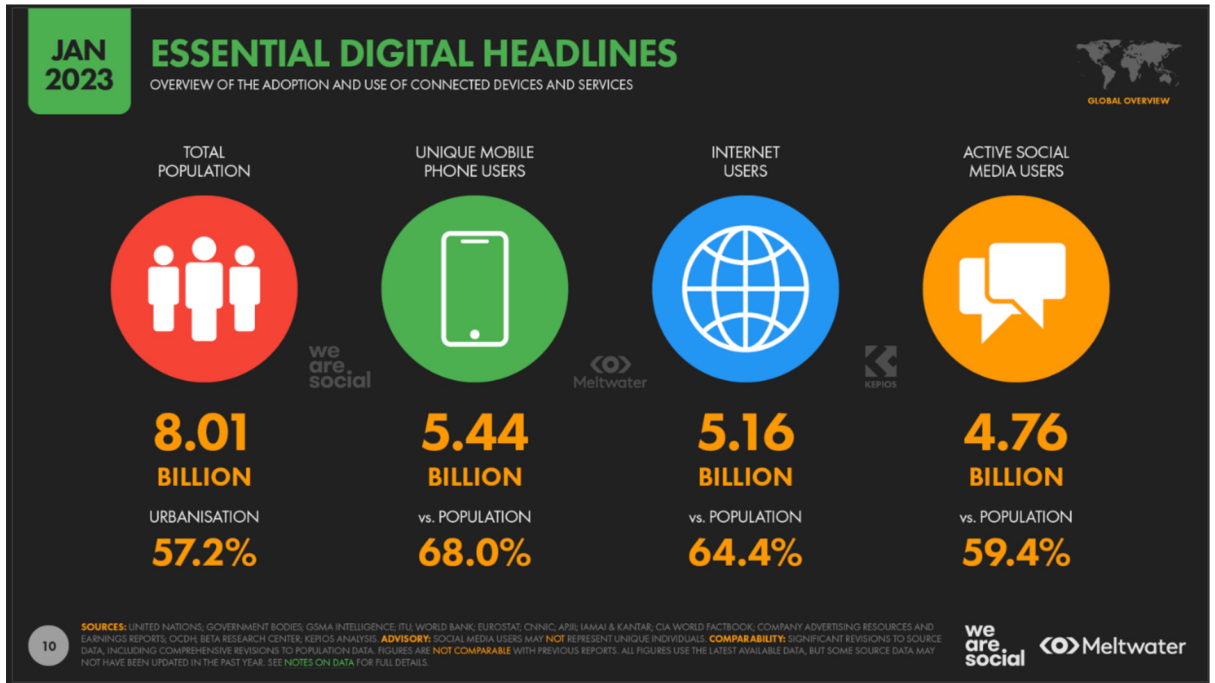


Figure 8

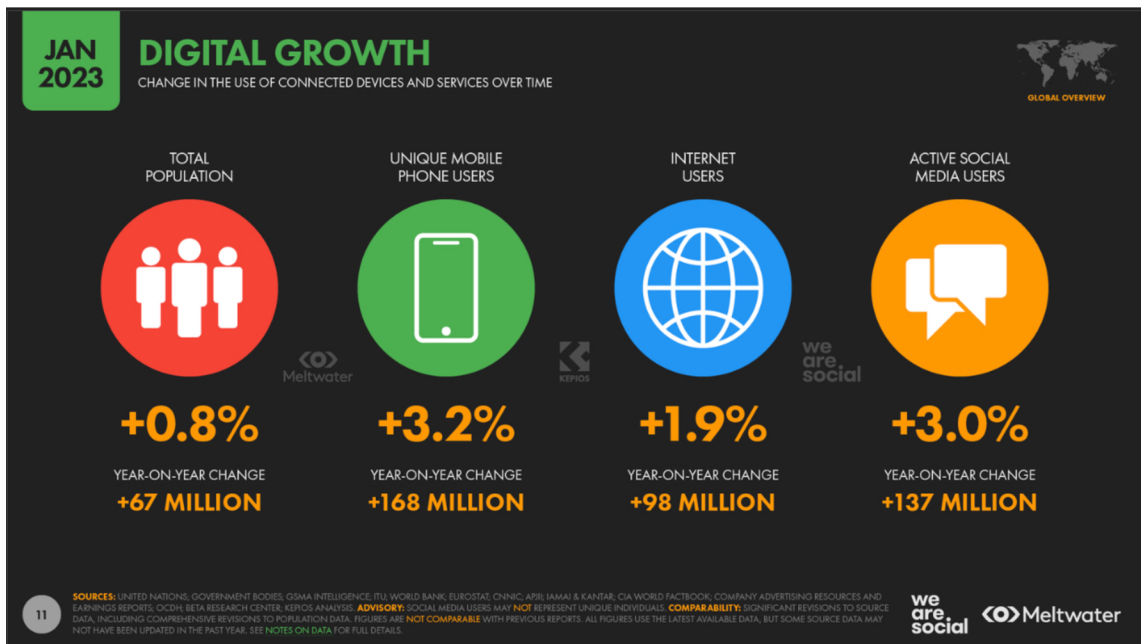


Figure 9

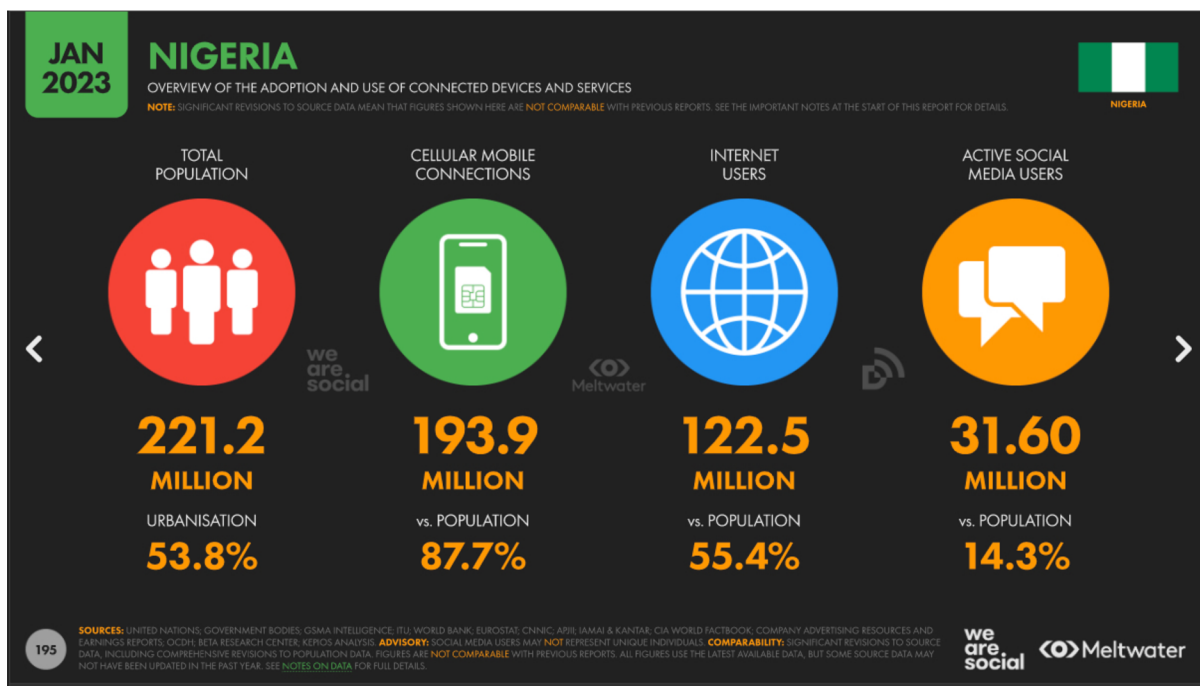


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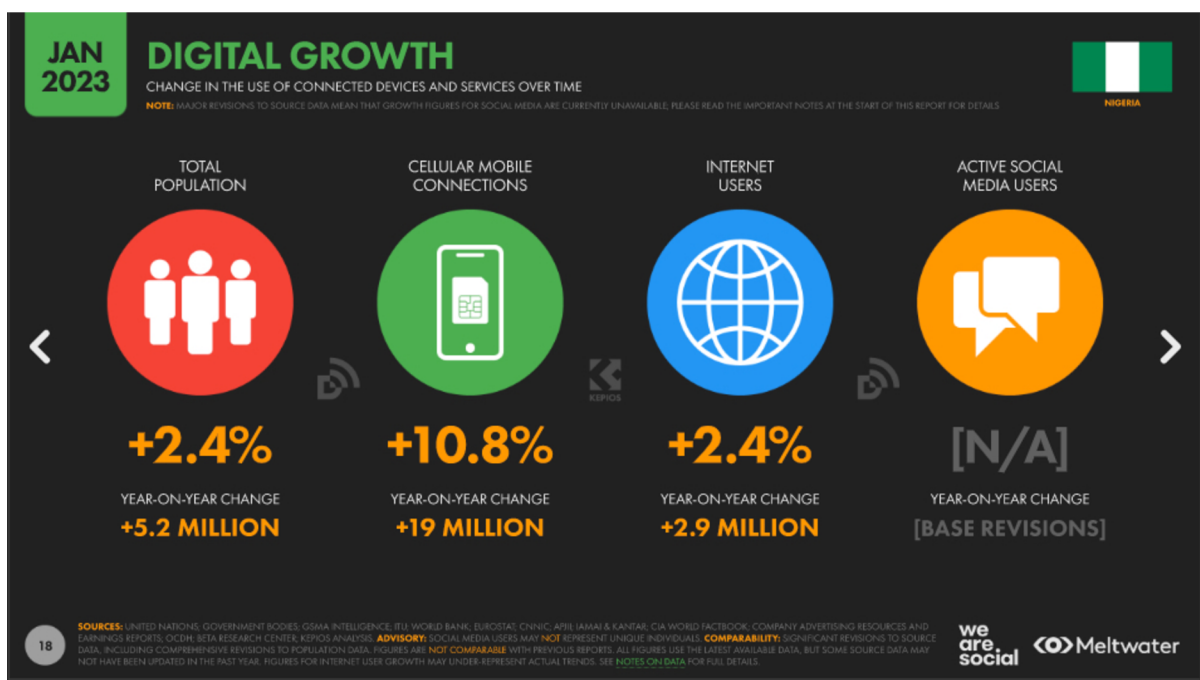


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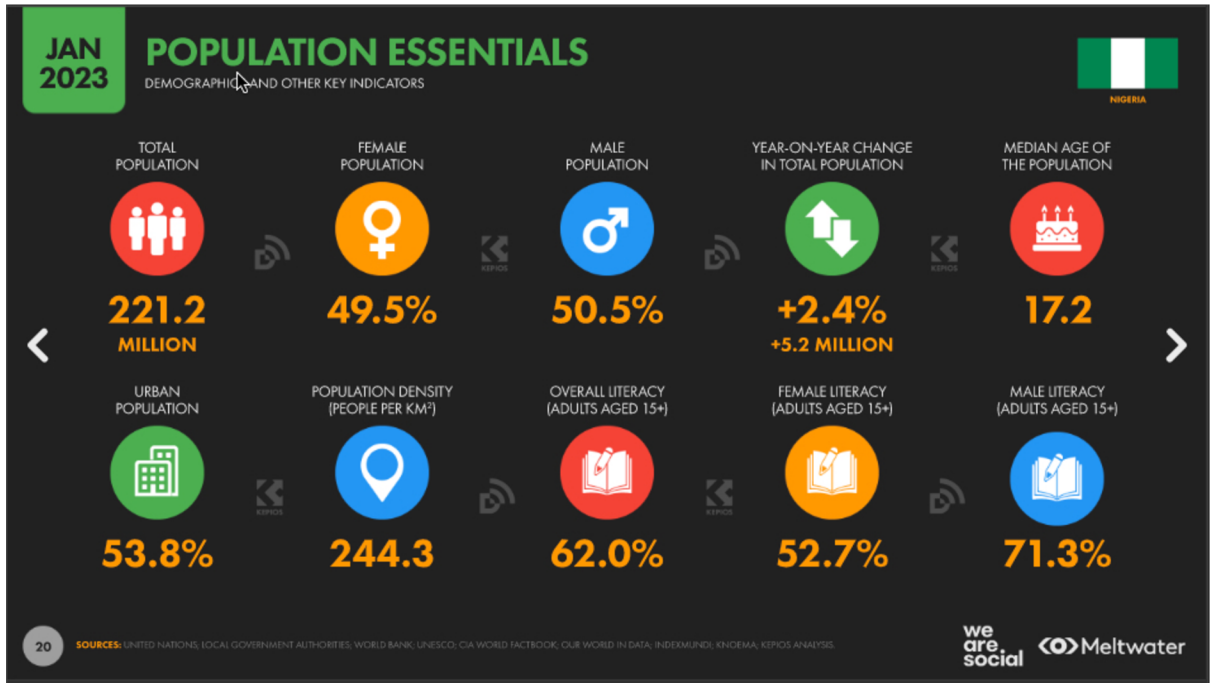


Table 12



Figure 13

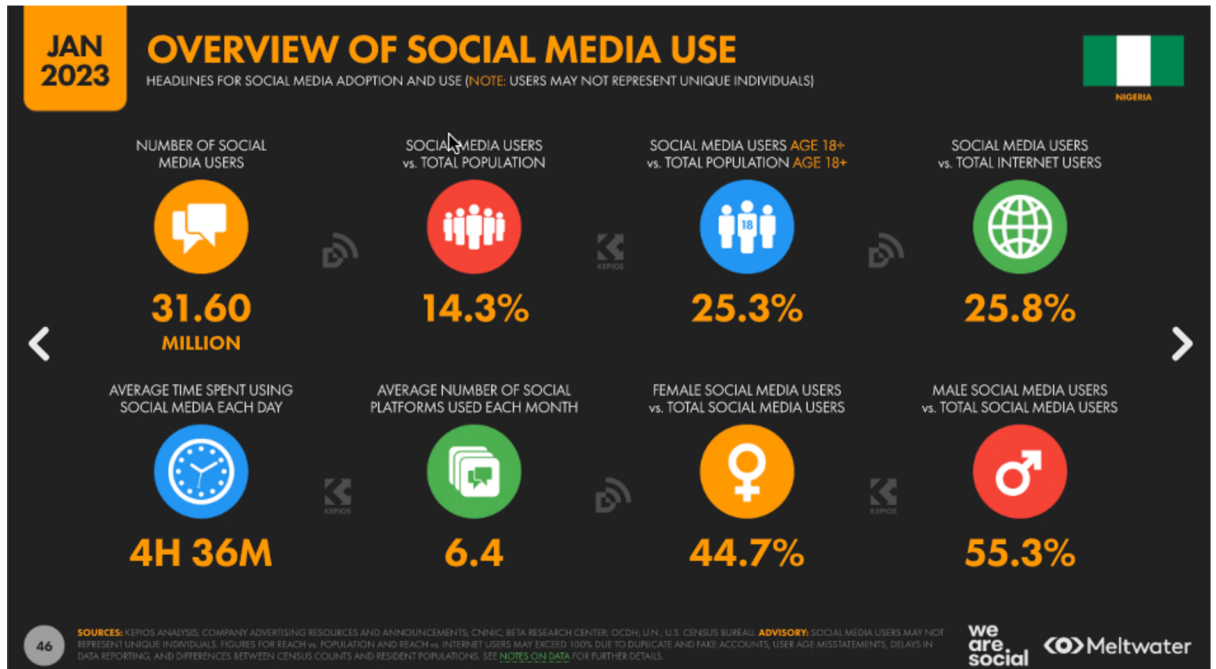


Figure 14

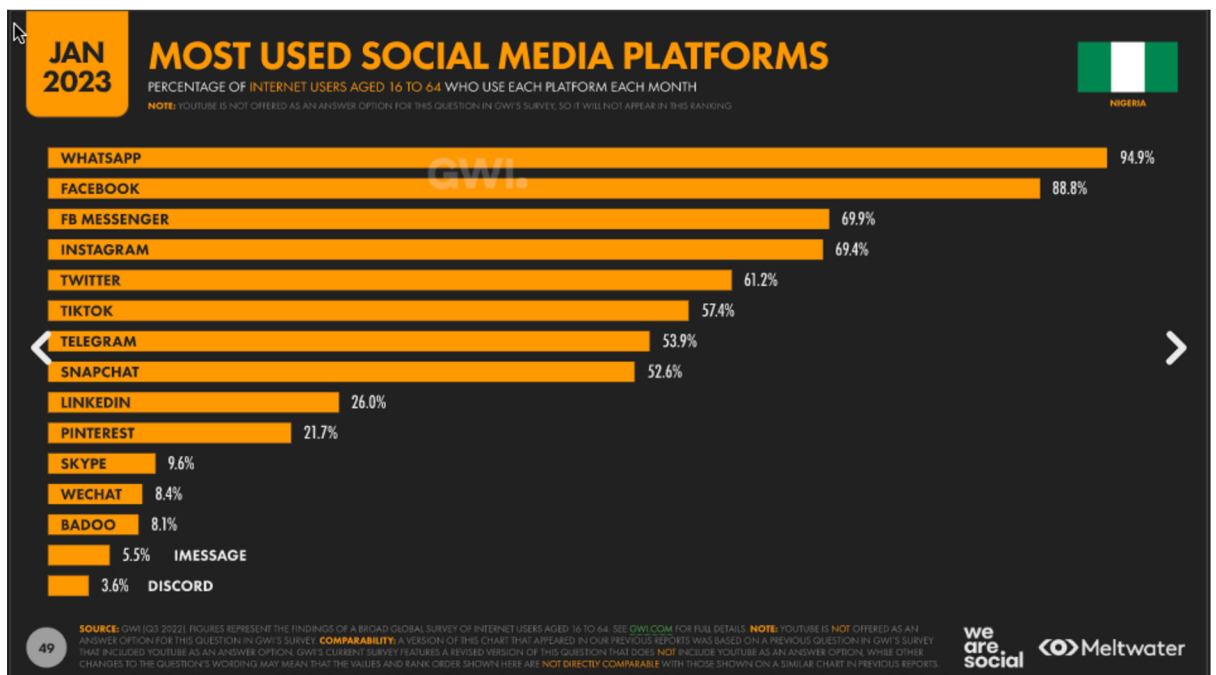


Figure 15

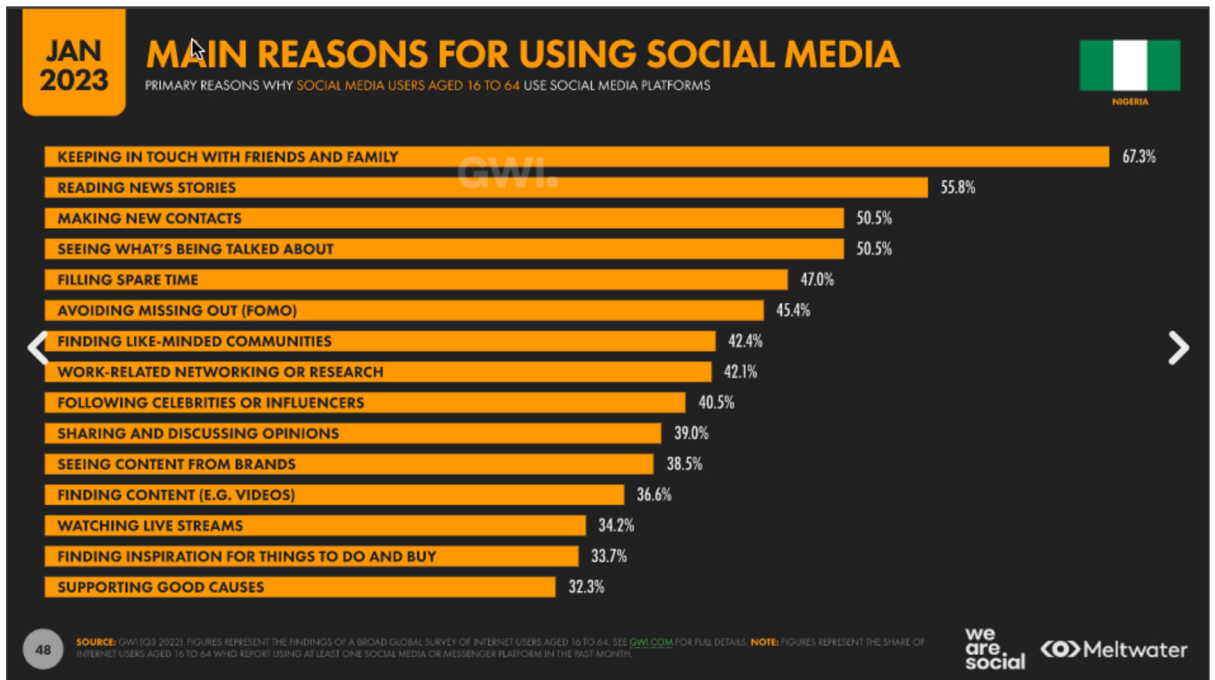


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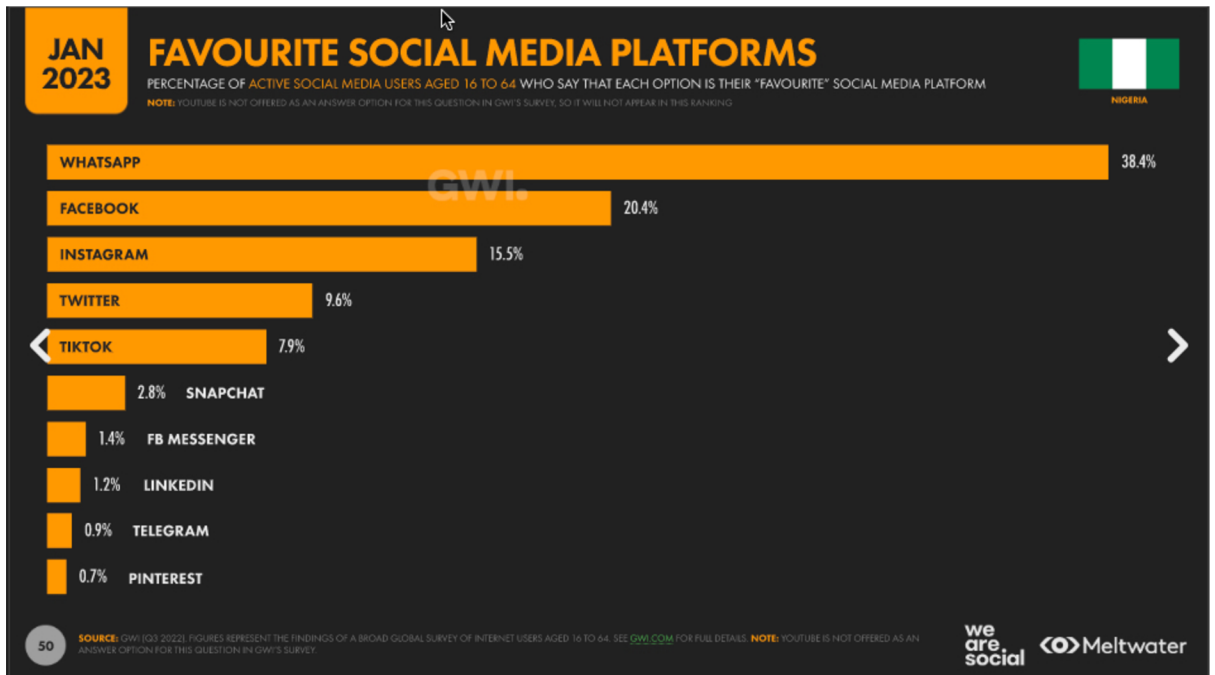


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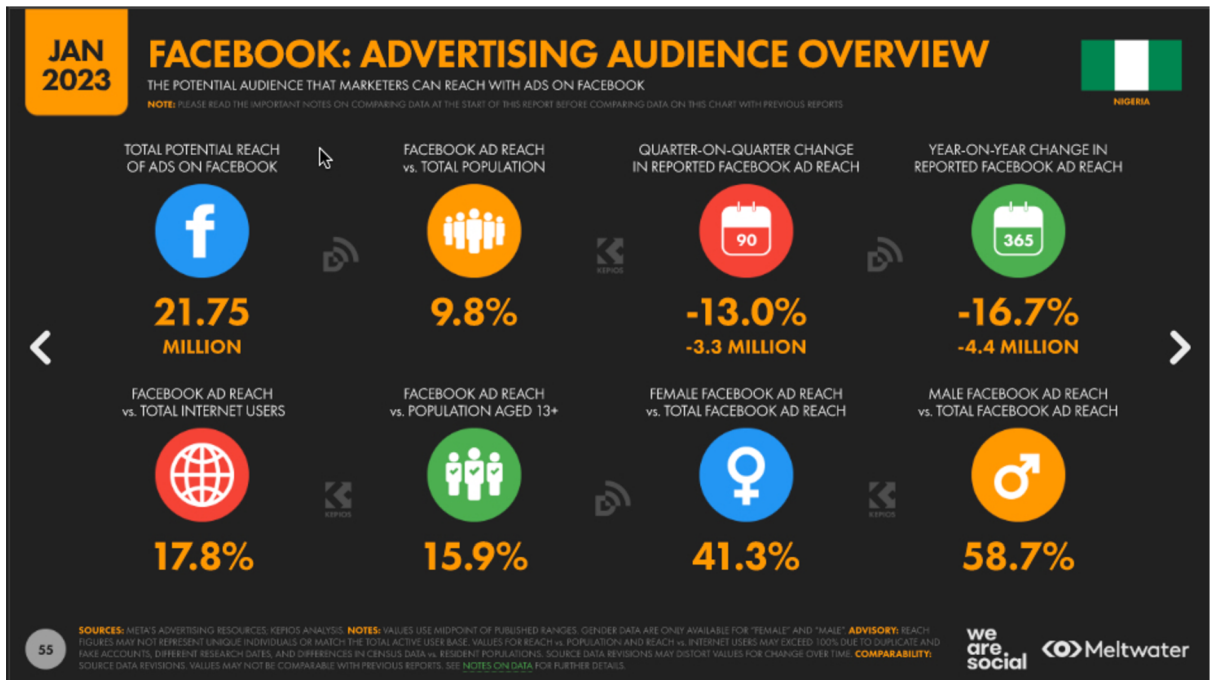


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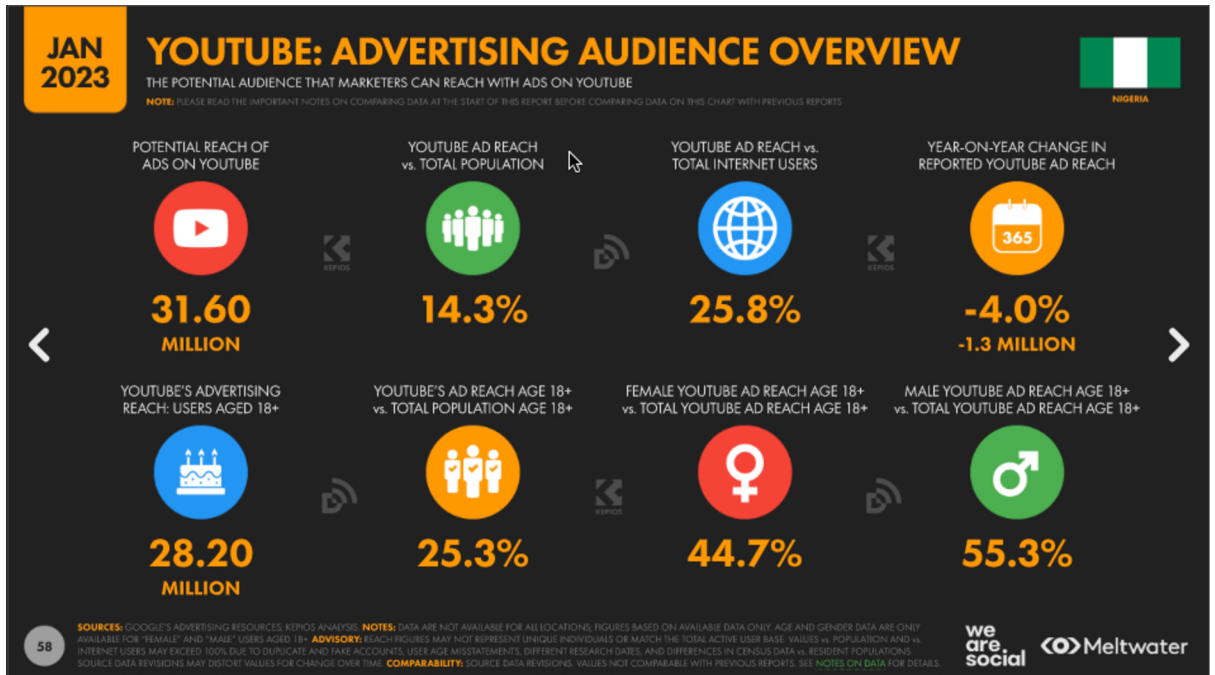


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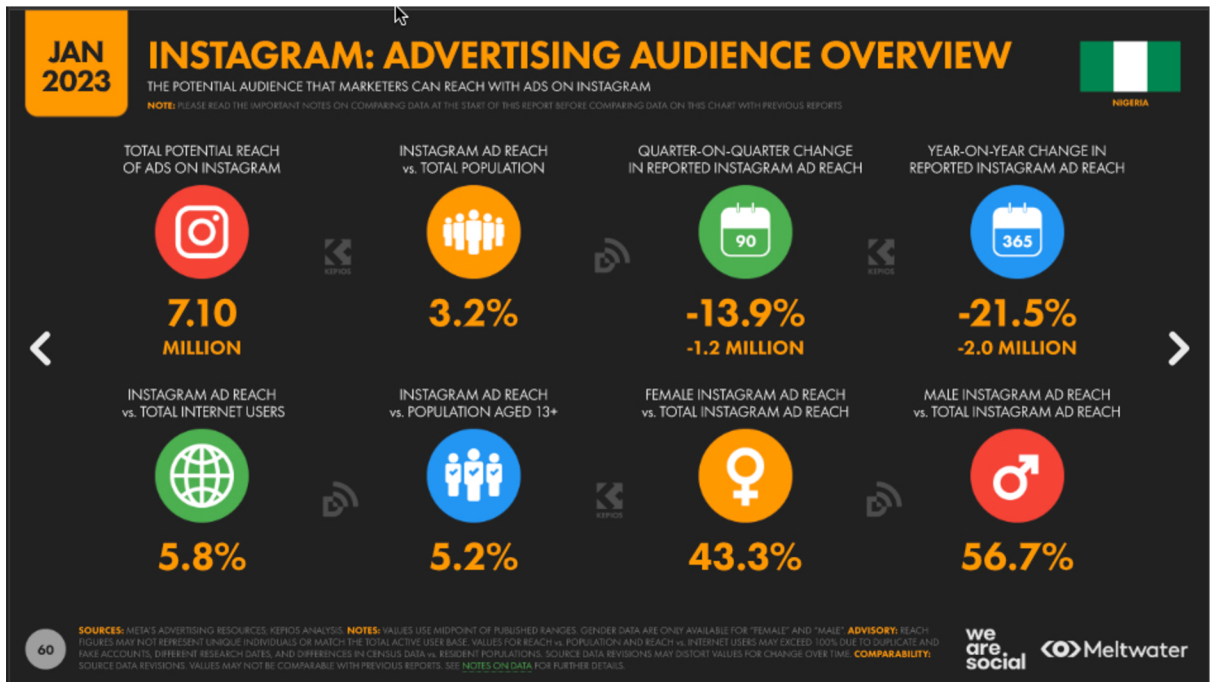


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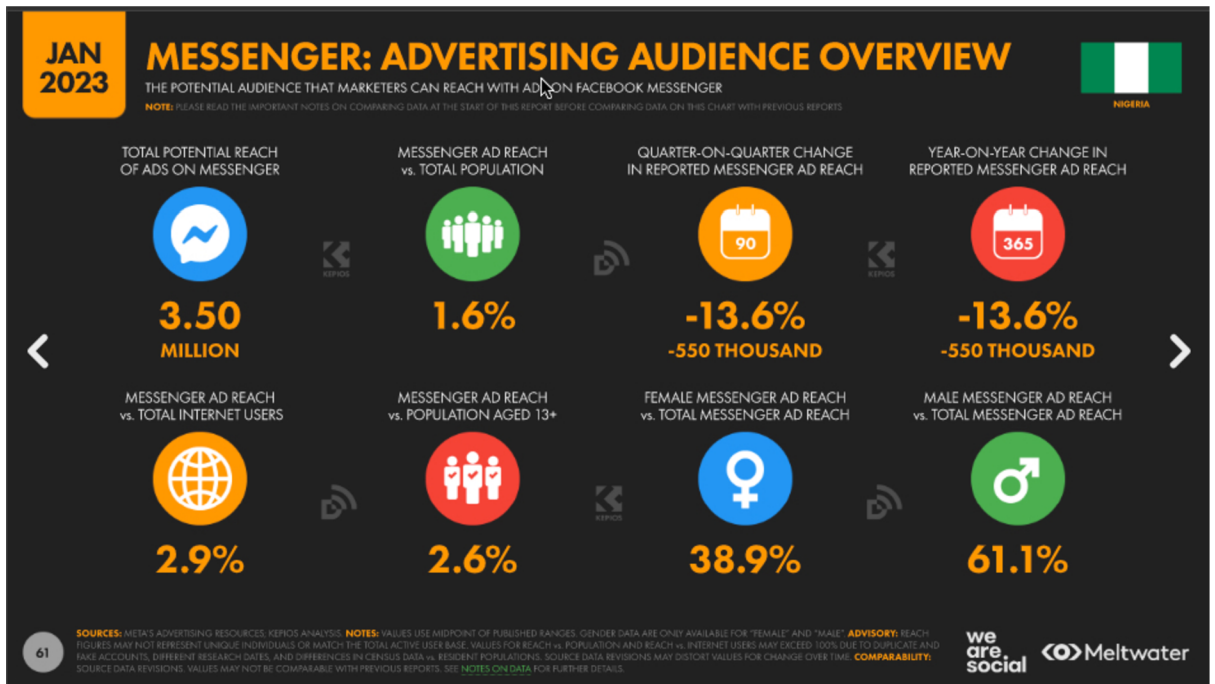




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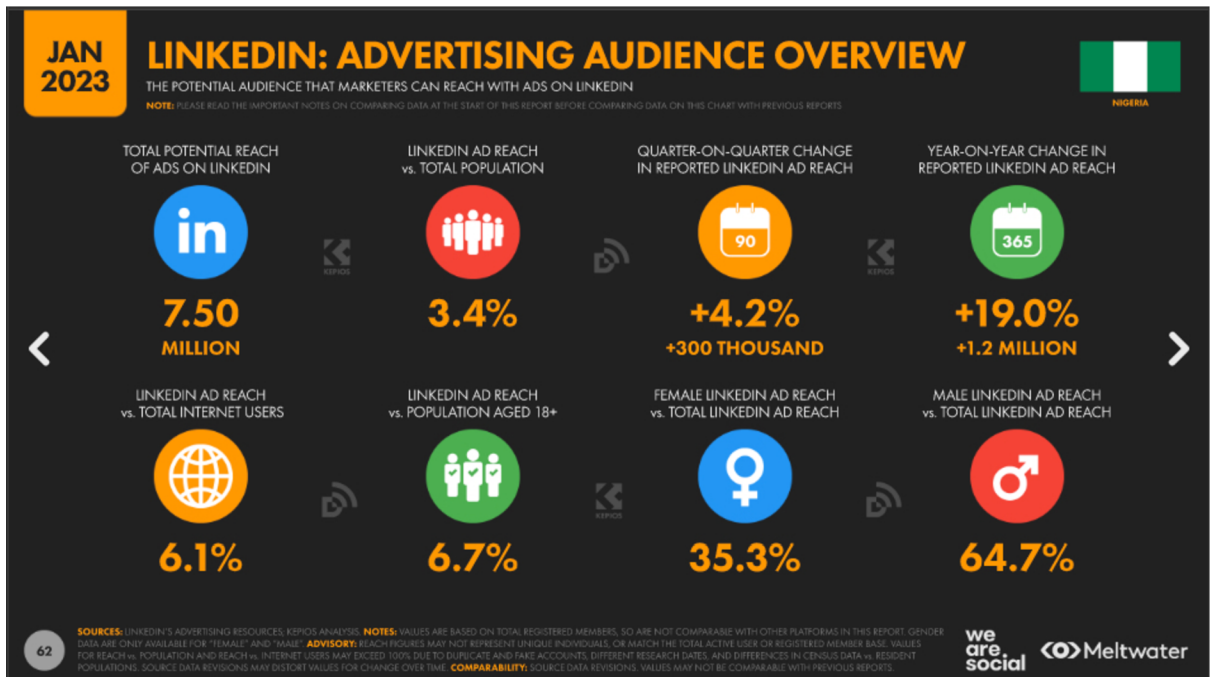


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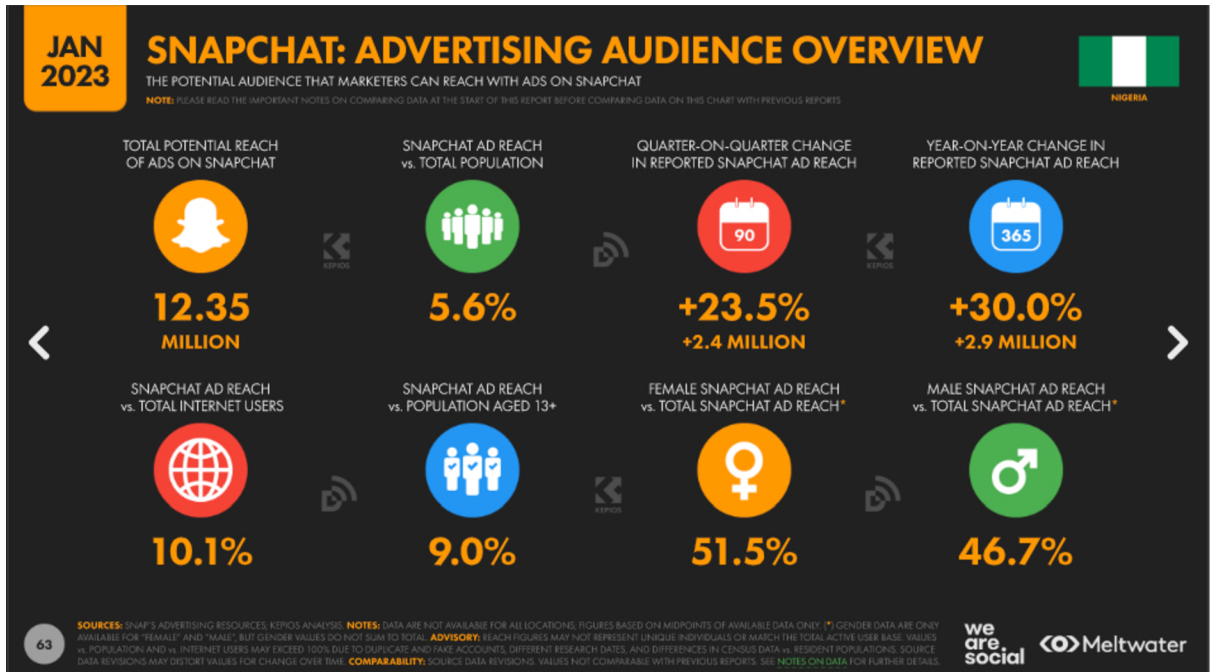


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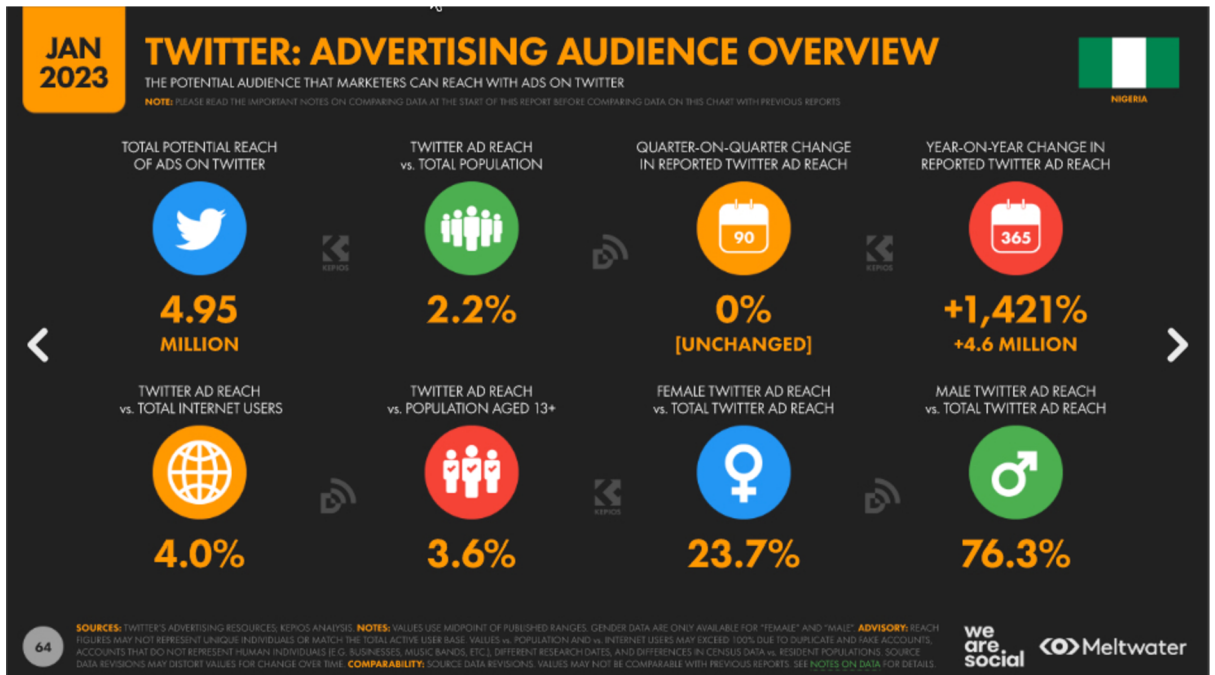


Figure 24



Figure 25

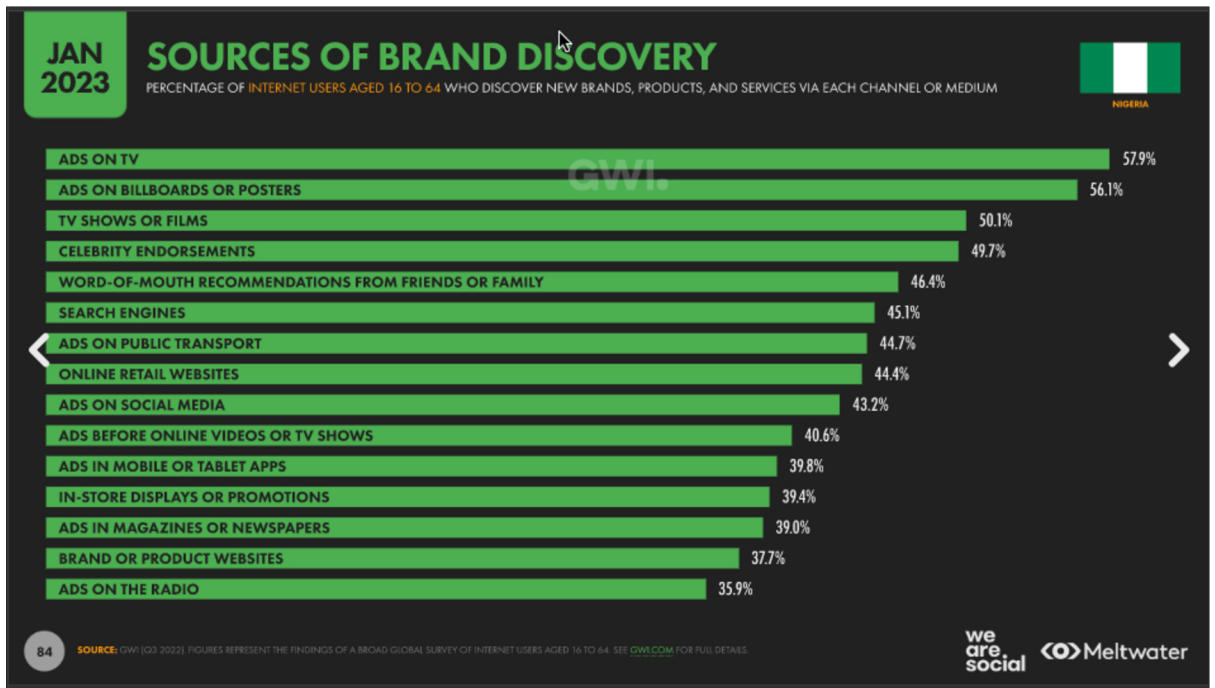


Figure 26

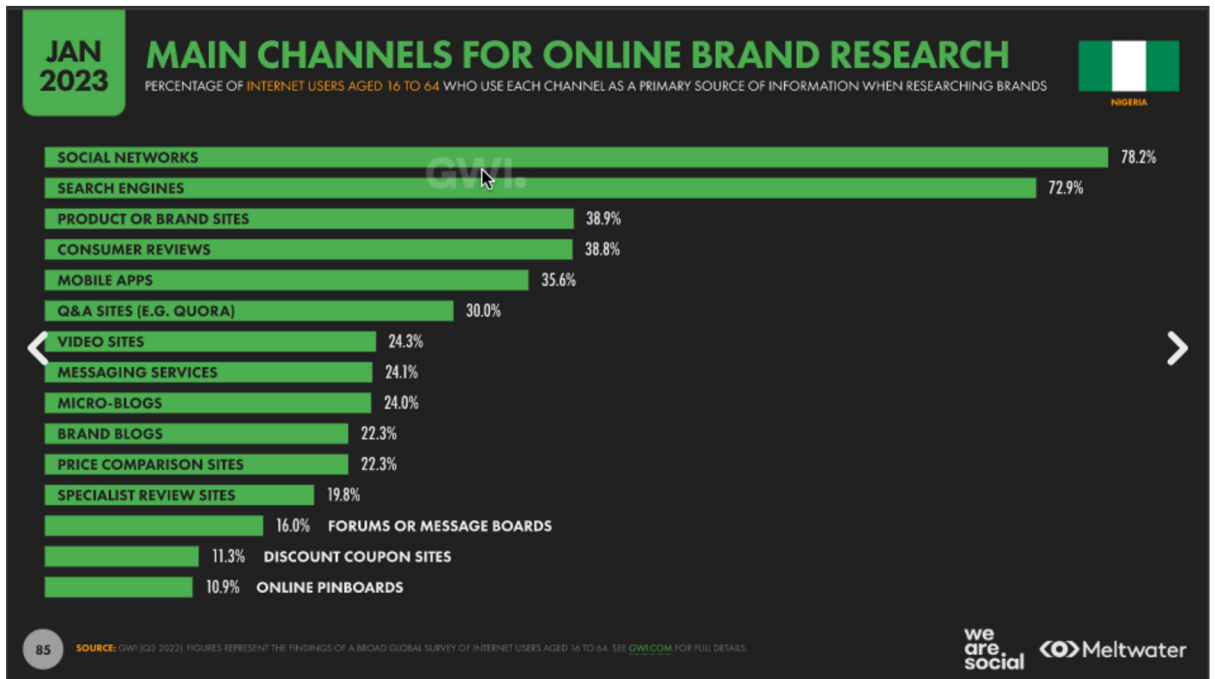


Figure 27

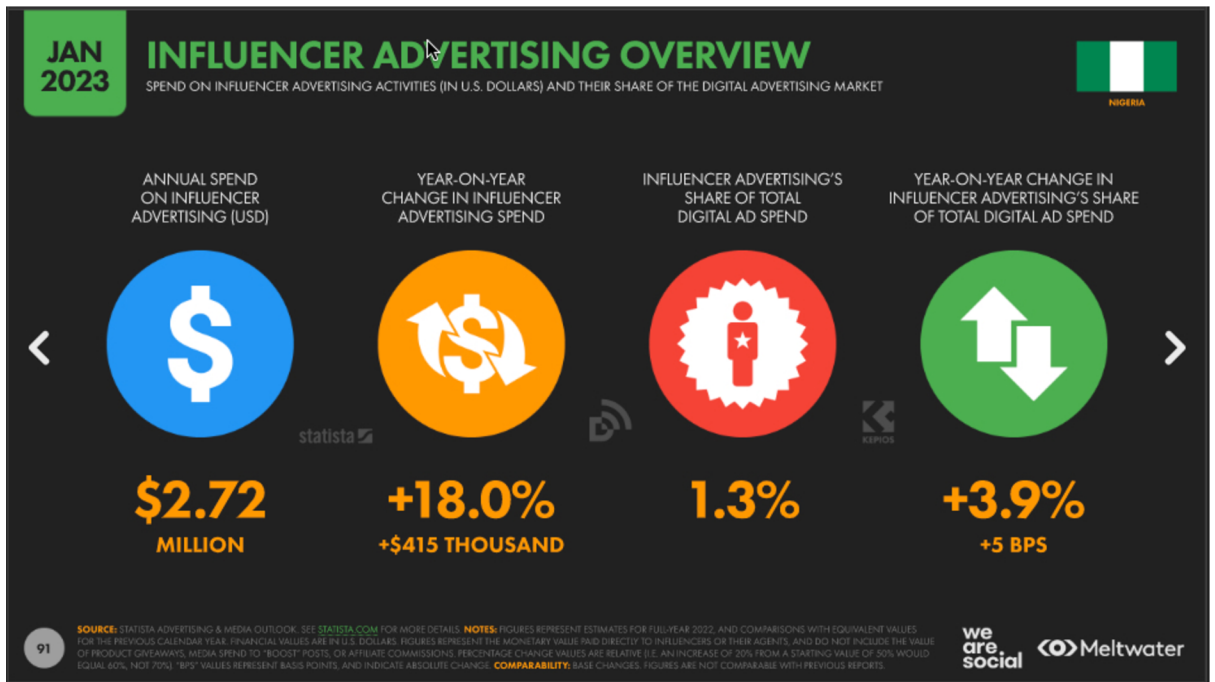
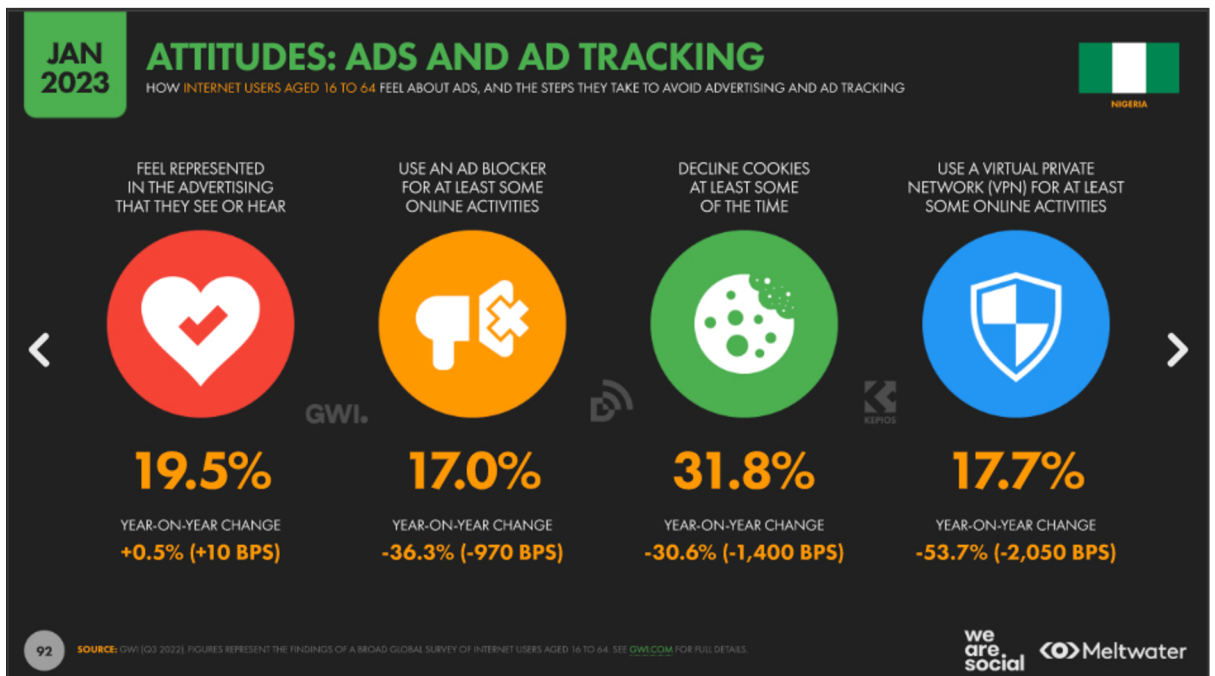


Figure 28



## 8.2 List of graphs

Figure 29

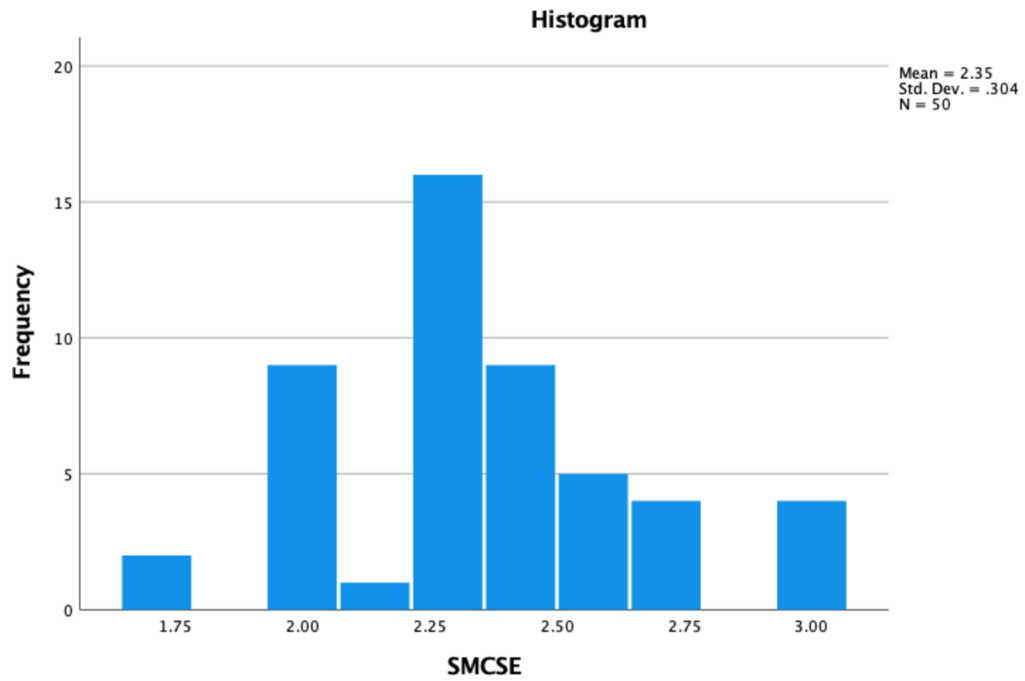


Figure 30

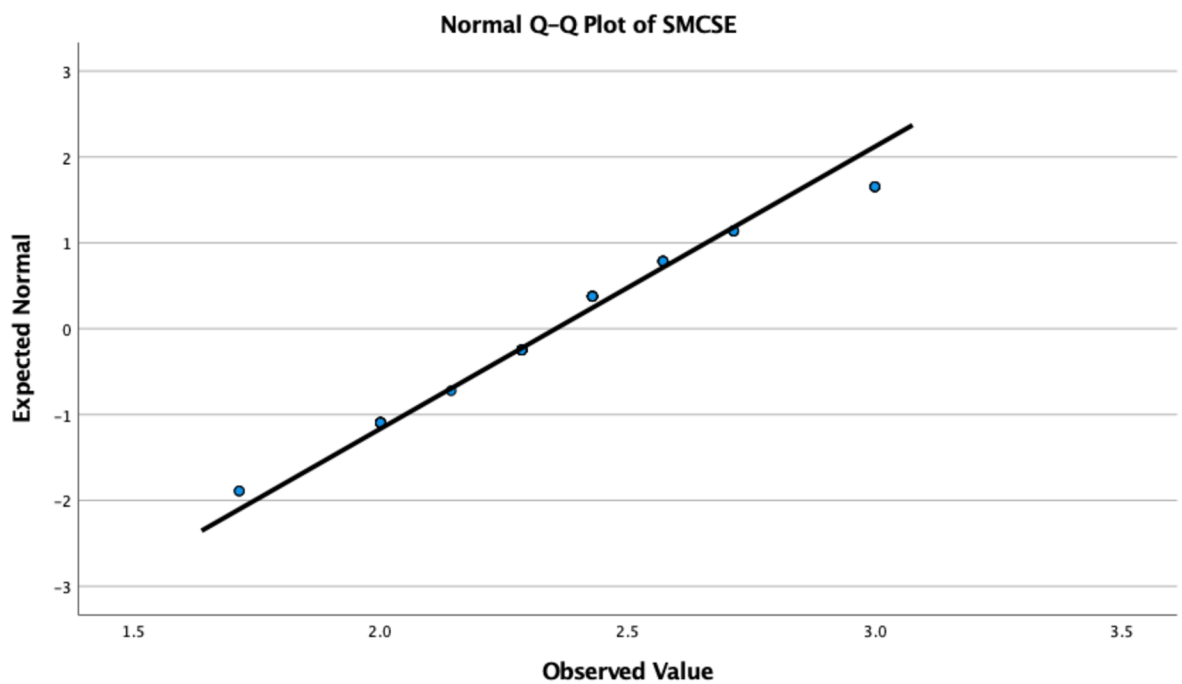


Figure 31

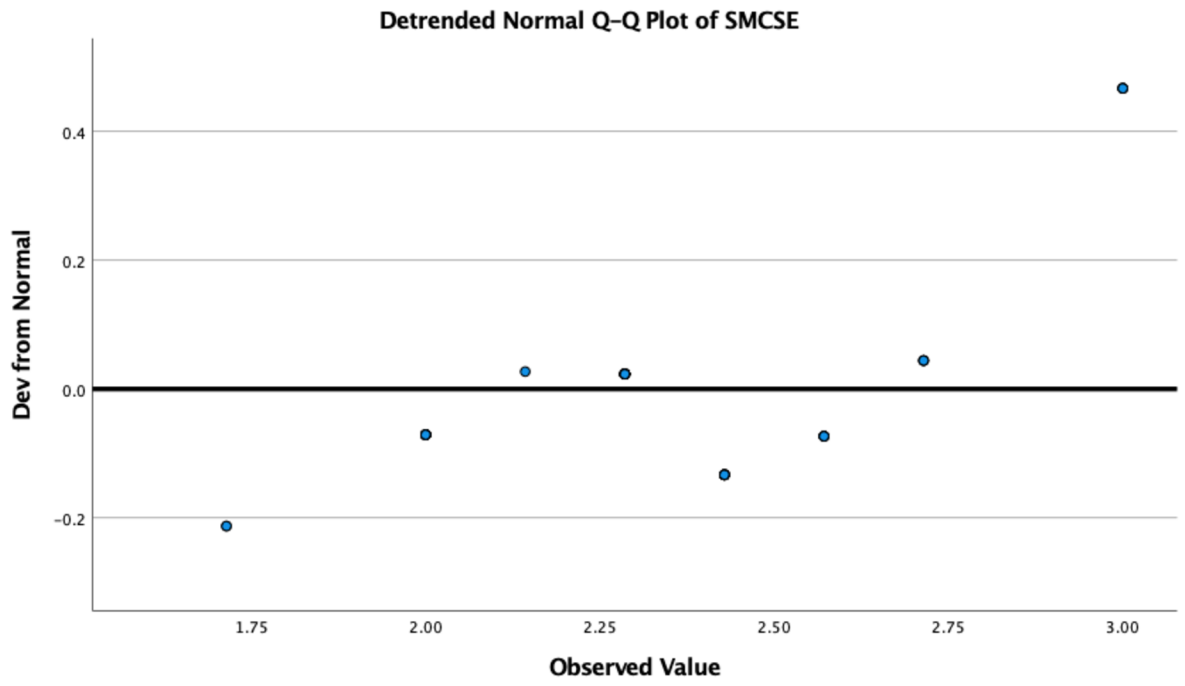


Figure 32

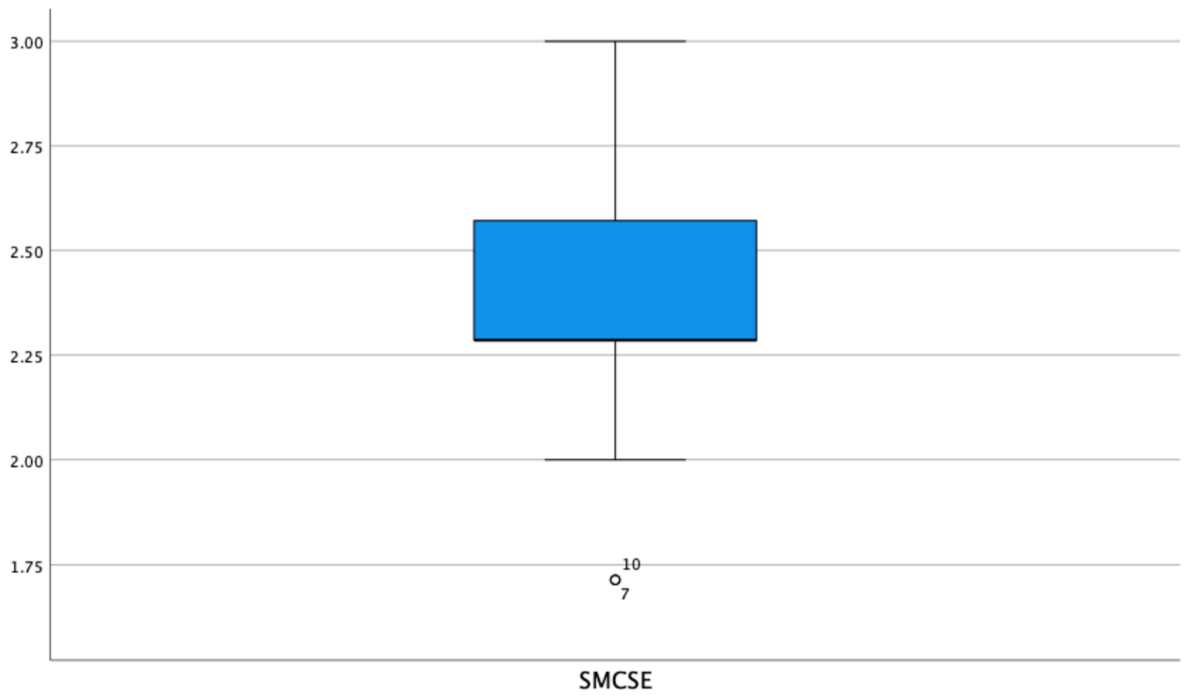


Figure 33

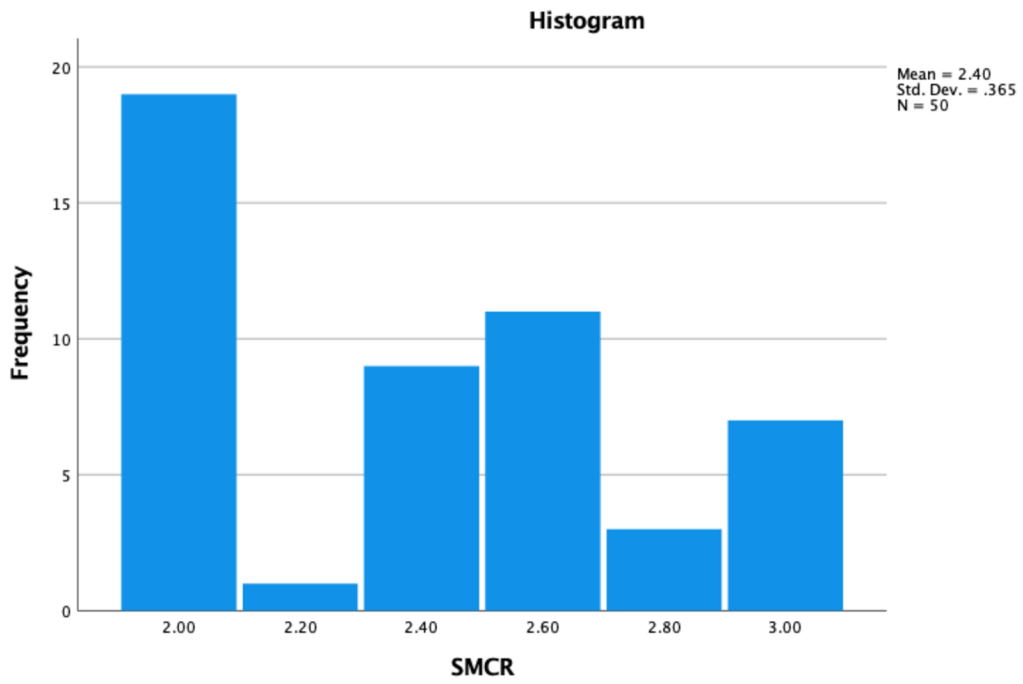


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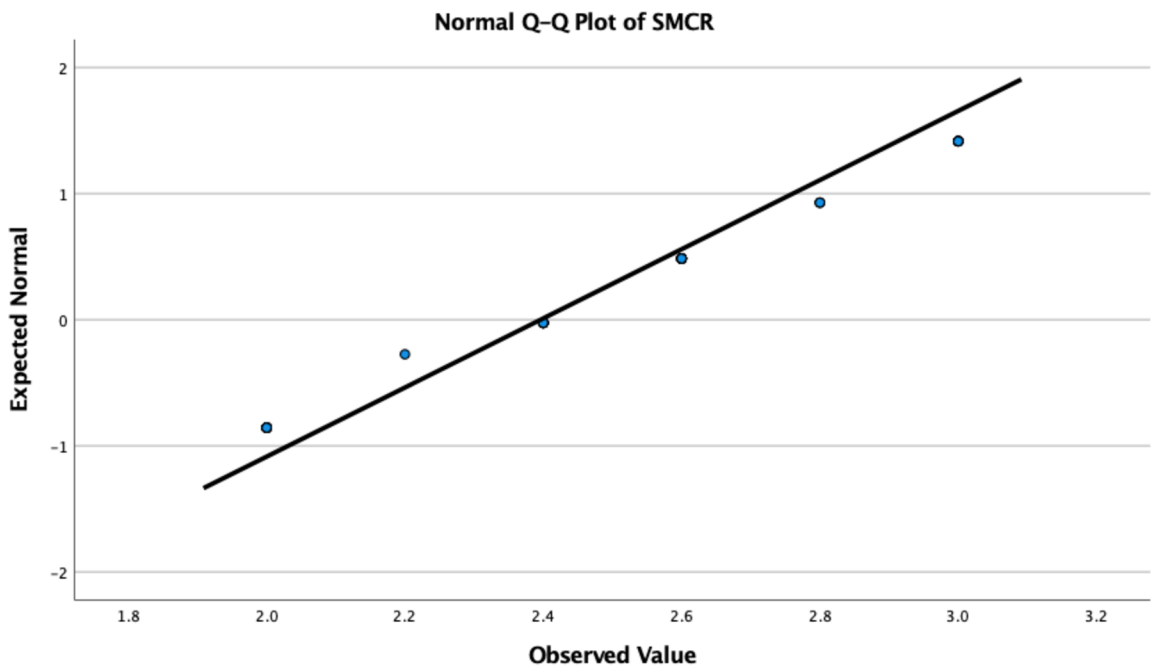


Figure 35

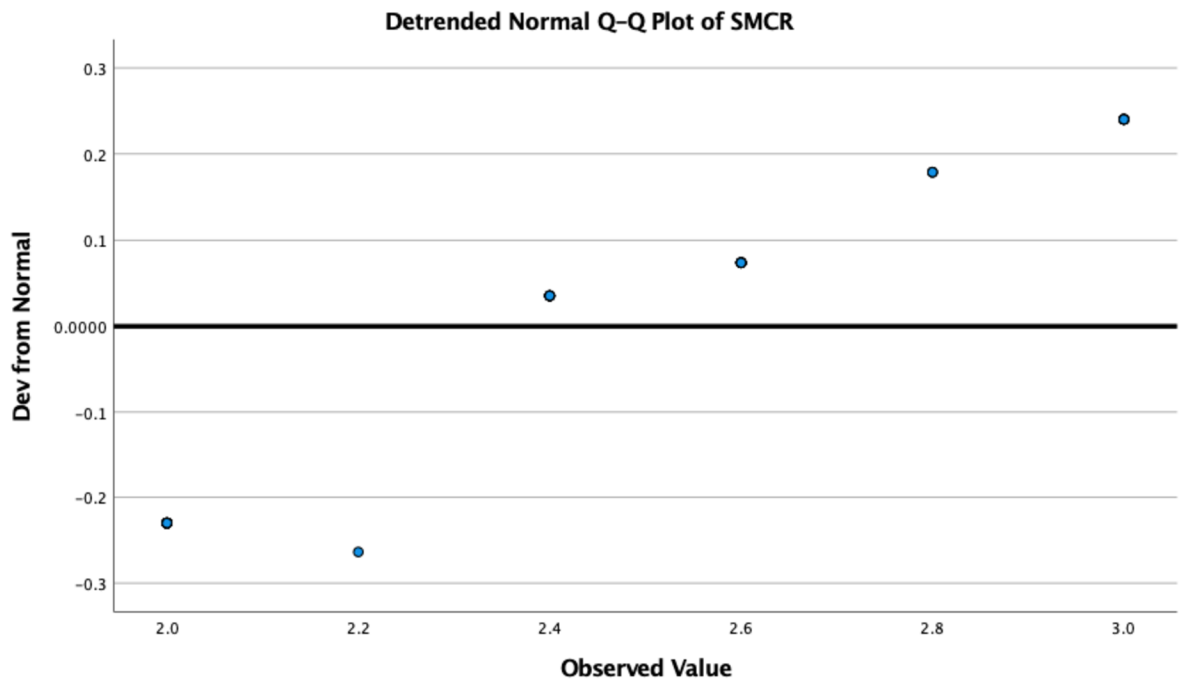
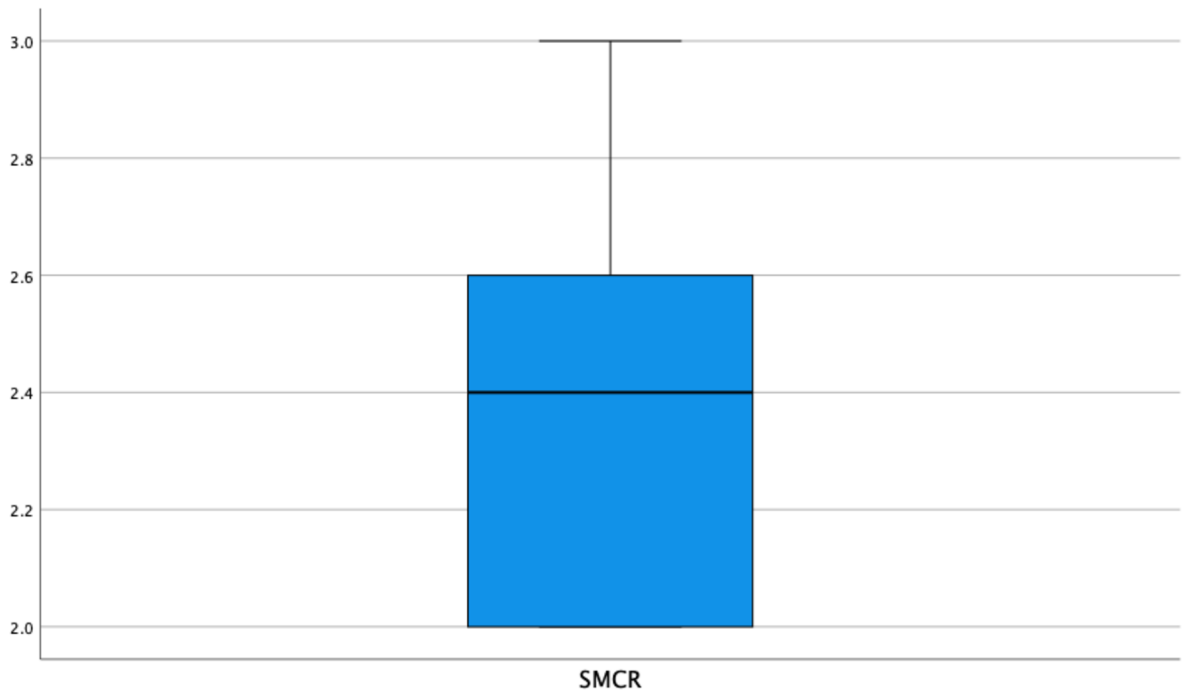


Figure 36





### **8.3 List of abbreviations**

AI-	Artificial Intelligence
AR-	Automated Rules
B2B-	Business to Business
B2C-	Business to Customers
CTA-	Call to Action
DV-	Dependent Variable
GDP-	Gross Domestic Product
FAQ-	Frequently Asked Questions
IMB-	International Business Machines Corporations
IMC-	Integrated Marketing Communication
IP-	Internet Protocol
IV-	Independent Variable
HTTP-	Hypertext Transfer Protocol
KPI-	Key Performance Indicators
MCPF-	Marketing Communication Planning Framework
ML-	Machine Language
NLP-	Natural Language Processing
NLU-	Natural Language Understanding
SERP-	Search Engine Result Pages
SEO-	Search Engine Optimization
SEM-	Search Engine Marketing
SME-	Small and Medium Enterprises
SMCST-	Social Media Communication Strategy
SMCSE-	Social Media Communication Strategy Evaluation
SMCR-	Social Media Communication Rating
SMS-	Social Media Strategy
SPSS-	Statistical Package for Social Scientist
PPC-	Pay Per Click

## **Appendix**

### **Evaluation of Social Media Communication Strategy; A Case Study of PELSE Consulting**

You are invited to participate in a research study titled " Evaluation of Social Media Communication Strategy". Your participation in the study will contribute to a better understanding of this research topic in general and to PELSE consulting in particular. The purpose of this study is to provide practical recommendations on improving the organisation social media communication strategies. This questionnaire will take approximately 5-10 minutes of your time and this is completely for educational purposes.

#### **1. What is your gender**

- Male
- Female
- Prefer not to say

#### **2. Which age group do you belong to?**

- 18 - 30
- 31 - 40
- 41 - 50
- 61 - 60
- Above 61

#### **3. Occupation Status**

- Student
- Employed
- Self Employed
- Other

#### **4. Where is your location?**

- Nigeria
- Western African
- Northern Africa
- Eastern Africa
- Central Africa
- Southern Africa

#### **5. How much time do you spend on the internet averagely per day\***

- Less than 1 hour
- 1 - 2 hours
- 2 - 3 hours
- 3 - 4 hours
- Above 4 hours

**6. On which platform do you spend most time online**

- Social Media Platforms (facebook, instagram, twitter, whatsApp, You tube etc)
- Internet
- Online forum (Clubhouse)
- Social Network (LinkedIn)
- Online Shopping
- Blogs & News
- Other

**7. How did you find out about PELSE Consulting:**

- Leaflet
- Internet
- Website
- Social Media

**8. If Social Media Indicate which one**

- Facebook
- WhatsApp
- LinkedIn
- Twitter
- Instagram
- You Tube
- Other

**9. Which social media strategy are you familiar with? Select all that applies**

- Social media influencers
- Brand Position
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM, PPC & Google Ads)
- Emails

- Websites & Blogs (WhatsApp & Telegram)
- Chatbot
- Other

**10. How effective do you think these social media strategies are?**

	Not Effective	Effective	Very Effective	Dont Know
Social media influencers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand Position	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Search Engine Optimization (SEO)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Search Engine Marketing (SEM, PPC & Google Ads)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Emails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Websites & Blogs (WhatsApp & Telegram)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chatbot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**11. Should companies use social media platforms in their marketing strategy?**

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

**12. Are you following PELSE Consulting on any of the social media platforms?**

- Yes
- No

**13. If Yes please rate PELSE Consulting social media communication strategy on a scale of 1-5 where 5 been the highest score.**

	1	2	3	4	5
Social media influencers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand Position	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Search Engine Optimization (SEO)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Search Engine Marketing (SEM, PPC & Google Ads)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Emails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Websites & Blogs (WhatsApp & Telegram)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use of Chatbot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**14. If you're following PELSE Consulting online, please select the social media communication strategy that should be improved on?**

	Not Important	Important	Very Important	Neutral
Search Engine Marketing (SEM, PPC & Google Ads)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve presence of social media platforms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve content engagement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website should be more user friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use of chatbot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**15. How much do you spend on internet subscription per week**

- Below 500
- 500-1500
- 1600-3000
- 3100-5000
- Above 5000

Thank You, for your precious time!

## **Evaluation of Social Media Communication Strategy in Nigeria (SME's)**

You are invited to participate in a research study titled "Evaluation of Social Media Communication Strategy". Your participation in the study will contribute to a better understanding of this research topic in general. The purpose of this study is to provide practical recommendations on improving the organisation social media communication strategies. This questionnaire will take approximately 5-10 minutes of your time and this is completely for educational purposes.

1. What is your gender

- Male
- Female
- Prefer not to say

2. Which age group do you belong to?

- 18-30
- 31-40
- 41-50
- 51 & Above

3. Occupation Status

- Student
- Employed
- Self-Employed
- Other

4. Where is your business Located

Your answer.....

5. Is your business on social media

- Yes
- No

6. If yes on which social media platform

- Facebook
- Instagram
- WhatsApp
- Snapchat

- TikTok
- LinkedIn
- YouTube
- Others

7. Do you know your followers count

- Yes
- No

8. If yes how many are they?

- Below 50
- 51-100
- 101-200
- 201-500
- 501-1000
- Above 1000

9. Did you set KPI's for your social media engagement

- Yes
- No

10. If yes name them

Your answer.....

11. What is your average revenue monthly?

- Below 500,000
- 501,000-1,500,000
- 1,501,000-2,500,000
- 2,501,000-5,000,000
- Above 5,001,000

12. Have social media contributed in any way to your revenue growth?

- Yes
- No

13. If yes what's the % contribution

- Below 10%
- 10-20%
- 20-40%

- 40-70%
- 70-99%
- Above 100%

14. Have you use social media to increase value for your business

- Yes
- No

15. On which social media are you most active, the top 3 separated by comma

Your answer.....

16. which social media strategy do you favour on a scale of 1-3. 1 been the highest

	1	2	3
Use of Chatbot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Search Engine Optimization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email Marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pay per click	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Influencers Marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand positioning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Search Engine Marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Web sites & Blogs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. How much do you spend on data on a weekly basis

- Below 1000
- 1100-3000
- 3100-5000



Above 5000

18. What is your budget for social media communication monthly

Below 50,000

50,000-100,000

100,000-500,000

500,000-1,000,000

Above 1,000,000

None

Thank You, for your precious time!