

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Master's Thesis

**Social Media Communication- Evaluation of Online
Communication Strategy on Social Network; a Case Study
of PELSE Consulting**

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DIPLOMA THESIS ASSIGNMENT

Bachelor of Science Olugbenga Ayodeji Tanimomo, BSc

Economics and Management

Thesis title

Social media communication

Objectives of thesis

The diploma thesis aims to develop the selected subject's online communication marketing strategy on social networks.

Methodology

The diploma thesis is divided into two parts, theoretical and practical.

The theoretical part is based on the analysis, comparison and synthesis of professional literature in the field of social media marketing.

The practical part aims to design the selected company's online communication marketing strategy. This goal will be achieved through the following steps: 1) analysis of the initial state of social media use in marketing communication in the selected entity, 2) comparison of the current state with the company's strategic goals, 3) Creating a proposal for online communication marketing strategy based on comparison of company needs and current marketing trends on social media, which were identified based on the theoretical part.

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Apenteng, B. A. and et al. Examining the relationship between social media engagement and hospital revenue. *Health Marketing Quarterly* 2020, 37(1), 10–21. doi: 10.1080/07359683.2020.1713575.

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Social Media Communication- Evaluation of Online Communication Strategy on Social Network; a Case Study of PELSE Consulting

Abstract

This study evaluates the effectiveness of PELSE Consulting's online communication strategy on social media networks. The research examines the company's social media activities and the impact they have on its stakeholders, particularly customers and employees. The study uses a case study approach and analyses data collected from various social media platforms, including Facebook, Twitter, WhatsApp, YouTube, and LinkedIn.

The methodology adopted include an online questionnaire survey through google forms using multiple choice questions and Likert scale questions like strongly disagree to strongly agree and not important to very important. Ordinal logistics regression and chi-square method of analysis was used to determine relationships among the variables towards answering the research questions.

The findings reveal that PELSE Consulting needs to develop a robust social media presence and to successfully engaged with its stakeholders through online communication. The company's social media communication strategy is lagging in its brand awareness, customer loyalty, and employee engagement. However, there is still room for improvement in terms of content creation and audience targeting.

Overall, this research demonstrates the importance of effective social media communication for companies and provides insights into best practices for online communication strategy in Nigeria.

Keywords: Social Media, Social Media Communication, Marketing, Digital Marketing, Social Networks, Social Media Rentability, Marketing Communication, Social Media Platforms, Chatbot, Web Analytics.

Social Media Communication-vyhodnocení online komunikační strategie na sociální síti; Případová studie Pelse Consulting

Abstraktní

Tato studie hodnotí účinnost online komunikační strategie PELSE Consulting v sítích sociálních médií. Výzkum zkoumá aktivity společnosti v sociálních médiích a jejich dopad na její zúčastněné strany, zejména na zákazníky a zaměstnance. Studie využívá přístup případové studie a analyzuje data shromážděná z různých platform sociálních médií, včetně Facebook, Twitter, WhatsApp, YouTube, a LinkedIn.

Přijatá metodika zahrnuje online dotazníkové šetření prostřednictvím formulářů google pomocí otázek s výběrem odpovědí a otázek Likertovy stupnice, jako je rozhodně nesouhlasím s pevným souhlasem a není důležité až velmi důležité. K určení vztahů mezi proměnnými k zodpovězení výzkumných otázek byla použita regresní logistická regrese a metoda chí-kvadrát.

Zjištění ukazují, že Pella Consulting musí rozvíjet silnou přítomnost v sociálních médiích a úspěšně spolupracovat se svými zúčastněnými stranami prostřednictvím online komunikace. Komunikační strategie společnosti v sociálních médiích zaostává v povědomí o značce, loajalitě zákazníků a zapojení zaměstnanců. Stále však existuje prostor pro zlepšení, pokud jde o tvorbu obsahu a cílení na publikum.

Celkově tento výzkum ukazuje význam efektivní komunikace v sociálních médiích pro společnosti a poskytuje informace o osvědčených postupech pro online komunikační strategii v Nigérii.

Klíčová Slova: Sociální Média, Komunikace Na Sociálních Médích, Marketing, Digitální Marketing, Sociální Síť, Pronajímatelnost Sociálních Médíí, Marketingová Komunikace, Platformy Sociálních Médíí, Chatbot, Webová Analýza.

Declaration

I declare that I have worked on my master's thesis titled "Social Media Communication-Evaluation of Online Communication Strategy on Social Network; a Case Study of PELSE Consulting" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the master's thesis, I declare that the thesis does not break any copyrights.

In Prague on 31 March 2023

Tanimomo Olugbenga Ayodeji

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1. Introduction

The advent of social media has transformed how people interact with one another and with businesses. With a plethora of social media platforms available today, businesses have numerous opportunities to connect with their customers and stakeholders. Consequently, it has become crucial for companies to create and implement effective online communication strategies to maintain a competitive edge in their industries.

This case study focuses on the evaluation of PELSE Consulting's online communication strategy. PELSE Consulting is a consulting firm specializing in innovative solutions for small and medium-sized enterprises (SMEs). The study will analyze the various social media platforms utilized by PELSE Consulting, the content they share, and the efficacy of their online communication strategy in terms of engaging their target audience and accomplishing their business objectives.

Moreover, the case study will delve into the challenges faced by PELSE Consulting in their online communication strategy and provide suggestions for improvement. The outcomes of this study will benefit other businesses in similar industries to develop effective online communication strategies to accomplish their objectives and remain competitive in their respective markets. Overall, this case study highlights the significance of online communication strategies for businesses in the digital age and the necessity to continuously assess and adapt these strategies to stay ahead of the competition.

2. Objectives and Methodology

2.1 Objectives

The diploma thesis aims is to develop the PELSE Consulting online communication marketing strategy on social networks.

The objectives to achieve the aim are:

- Analysis of the initial state of social media use in marketing communication in PELSE Consulting,
- Comparison of the current state with the company's strategic goals,
- Create a proposal for online communication marketing strategy based on comparison of company needs and current marketing trends on social media, which were identified based on the theoretical part.

2.2 Methodology

The swift growth and evolution of social media have significantly transformed the way people communicate and interact, leading to unprecedented levels of attention (Chi Thi, 2020). The focus of this diploma thesis is to assess the communication strategy of PELSE Consulting on social media platforms.

2.2.1 Research Questions

The following research questions are asked to fulfill the stated objective:

- What types of social media communication techniques is PELSE consulting uses?
- How effective are the company's existing social media communication techniques, and what could be done better?
- Where on the social media do users spend the most time in Nigeria?
- Which social media communication are the most popular with consumers in Nigeria?
- Which online marketing techniques is most profitable in Nigeria?
- What fresh social media communication techniques can be suggested for the PELSE Consulting?

2.2.2 Theoretical Framework

In carrying out adequate evaluations and significance of the subject matter, insights were taken from various online secondary data such as literatures, social media channels, journals, articles, publications, books, and websites with focus on marketing, social media, and social media communications within the past 10 years.

As a result, in addition to the methods covered in the literature research, the practical component also analyzes the present degree of social media marketing strategies used by the specified organization and in Nigeria. To understand how customers feel about these techniques, the level of social media communication methods being used by the organization is analyzed in the practical section together with the strategies covered in the literature research. The best and preferred technique is suggested as a conclusion, along with recommendations for advancement.

2.2.3 Methodological Approach

The possibility of using real time data (Primary data) for study is becoming more common in an era where massive quantum number of data are being produced and archived by scholars throughout the world (Andrews & Andrews, 2012; Smith et al., 2011). Analysis of data that was gathered by someone else for a different main goal is known as secondary data analysis. Researchers with time constraint and resources have a good alternative in the use of this current data.

Secondary analysis is an empirical activity that follows the same basic procedures as any other research approach and utilizes the same fundamental research principles as studies that use primary data.

2.2.4 Research Design

The research design adopted is quantitative, descriptive, analytical, and exploratory in nature using deduction approach from both the secondary and primary data collected. The primary and secondary data collected through social media platform and questionnaires on social media communication strategies was administered between 15th November 2022 to 28th February

2023. Quantitative research is characterised by high reliability with a high degree of data standardization, but at the same time low validity.

Probability Sampling was used because it reduces bias, the sample involves diverse population, and it enables the opportunity to create accurate sample.

2.2.4.1 Sampling Design

An established strategy for drawing a sample from a certain population is known as a sample design. It alludes to the method or process the researcher would use while choosing the items for the sample. The process for determining the sample's size, or the number of objects to include in the sample, is likewise a result of sample design and the adoption of closed questions and the Likert scale in the questionnaire technique.

- Sample Universe- The sample universe is a finite sample represented in Nigeria.
- Sampling Unit- The sample unit is the total clientele of PELSE consulting in Lagos, Nigeria.
- Sampling Frame- The sample frame is represented by the total Small and Medium Enterprise (SME's) as an ongoing process in Lagos, Nigeria.
- Sampling Size- The sampling size is 50 respondents which represents 10% from PELSE clients and 20 SMEs in Lagos, Nigeria with which questionnaire were administered through google forms.
- Sampling Procedure- The sampling procedure is probability sampling adopting the simple random technique.

2.2.5 Data Collection

The primary data was gathered from the respondents to give a more comprehensive picture of how they perceive the number of techniques that have been addressed. According to their responses in the survey questionnaires, this provides a basic picture of client preferences for the company's online marketing approach and suggestions for improvement.

Online questionnaire administration (Google forms) to the clients, strategic partners, and collaborators of the company. The primary respondents who complete survey questionnaires are the intended targets. Based on demographic characteristics like gender, age, and occupation, the target audiences are divided into groups. The survey questionnaires are

organized using the 5Ws and H (who, what, when, where, why, and how) to help in data collection and to clarify whatever the questions that is been asked to learn.

Table 1: Likert Scale Question Sample

Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
1	2	3	4	5

The Likert scale is a commonly used rating system in surveys and questionnaires to assess individuals' attitudes, opinions, and perceptions on a specific topic. Typically, respondents are presented with a series of statements or objects to evaluate and are asked to rate their level of agreement or disagreement using a range of response options, usually from "strongly agree" to "strongly disagree" or "not effective" to "very effective."

These responses are then assigned numerical values, typically ranging from 1 to 5, depending on the options given, and the scores are tallied to determine the respondents' overall attitude or viewpoint on the subject matter.

2.2.6 Tools for Data Analysis

Statistical analysis such as descriptive statistics, probability distribution and Non-parametric logistics regression modelling tools are used. Multi-narrative statistical analysis is used within this study, several statistical tests will be applied such as:

- Normality tests.
- Descriptive analysis
- Chi-square
- Correlation
- Ordinal Regression Analysis
- Hypothesis Testing

Table 2: Types of Probability Distribution tools

Normally Distributed Likert Scale Data: Parametric Method	NOT Normally Distributed Likert Scale Data: Non Parametric Method
Descriptive Analysis	Descriptive Analysis
Linear Regression	Ordinal Regression
Pearson Correlation	Spearman Rank Correlation

Normality Test: Skewness and Kurtosis tests were conducted to assess the normality of the distribution of the data. To address multicollinearity issues that arise when there is a significant relationship between independent variables, the Variance Inflation Factor (VIF) was used to measure the degree of multicollinearity. If the VIF values reach 100%, it indicates high multicollinearity among the independent variables, whereas the acceptable value is 80% or 0.8.

Descriptive Analysis: Descriptive analysis is a statistical technique that is used to summarize and describe the characteristics of a dataset. It involves the use of various statistical measures, such as central tendency, dispersion, and frequency distributions, to provide a summary of the data and to identify patterns and trends. Measures of central tendency, such as mean, median, and mode, are used to describe the typical or average value of the data. Dispersion measures, such as standard deviation and range, are used to describe the spread or variability of the data. Frequency distributions are used to describe the distribution of the data across different categories or values.

Descriptive analysis can be used to summarize both quantitative and qualitative data. For quantitative data, descriptive analysis can provide measures such as the mean, median, mode, standard deviation, range, and percentiles. For qualitative data, descriptive analysis can provide measures such as frequency counts, percentages, and measures of central tendency for categorical data. Descriptive analysis is often used in the exploratory phase of data analysis to gain an understanding of the data and to identify any potential outliers or anomalies. It is also useful for summarizing and presenting data in a clear and concise manner, making it easier to communicate the findings of the analysis to stakeholders.

Examples of descriptive analysis techniques include histograms, scatterplots, boxplots, frequency tables, and summary statistics. The choice of technique depends on the nature of the data and the research question being addressed.

Chi-Square: Chi-square (χ^2) is a statistical test that is used to determine whether there is a significant association between two categorical variables. It is a non-parametric test that is used to test the independence of two variables, meaning that it can be used when the data is not normally distributed or when the relationship between the variables is not linear. The test works by comparing the observed frequencies of each category in the data to the expected frequencies, assuming that there is no association between the variables. The expected frequencies are calculated under the null hypothesis, which is that there is no association between the variables. If the observed frequencies differ significantly from the expected frequencies, then the null hypothesis is rejected, and it is concluded that there is a significant association between the variables.

The chi-square test can be used with any number of categorical variables and can be extended to test for independence between more than two variables using contingency tables. It is commonly used in fields such as social sciences, epidemiology, and market research to test for associations between categorical variables, such as gender and political party affiliation or smoking status and lung cancer incidence. The chi-square test can also be used for goodness-of-fit testing, where the observed frequencies are compared to expected frequencies based on a specific distribution, such as a normal or Poisson distribution. In this case, the test is used to determine whether the observed data follows the expected distribution.

Spearman Rank Correlation Analysis: Spearman's rank correlation coefficient is a statistical measure that assesses the strength and direction of the association between two variables. It is a non-parametric measure that is used when the variables being analyzed are not normally distributed or when the relationship between them is not linear. Spearman correlation is calculated by first ranking the values of each variable from smallest to largest, and then calculating the correlation between the ranks of the two variables. The resulting correlation coefficient, denoted by the symbol ρ (rho), ranges from -1 to +1, where -1 indicates a perfectly negative correlation, +1 indicates a perfectly positive correlation, and 0 indicates no correlation. It is also commonly used in data science and machine learning as a feature selection method to identify the most relevant features in a dataset.

Ordinal Regression: Ordinal regression is a statistical method used to model the relationship between an ordinal dependent variable and one or more independent variables. An ordinal variable is a type of categorical variable where the categories have a natural order or hierarchy, such as a Likert scale or a rating system. The goal of ordinal regression is to predict the

probability of each category of the dependent variable, given the values of the independent variables. This is done by estimating the parameters of a cumulative probability distribution function, such as the cumulative logistic distribution or the cumulative normal distribution.

Ordinal regression models are often used in social sciences, psychology, and marketing research to analyze data from surveys or questionnaires that ask respondents to rate or rank items on a Likert scale or other ordinal scale. They can also be used in other fields, such as healthcare or finance, where ordinal outcomes are common. There are several types of ordinal regression models, including proportional odds models, continuation ratio models, and stereotype logistic regression models. The choice of model depends on the specific research question and the distribution of the dependent variable.

Hypothesis Testing: Hypothesis testing is a formal statistical method that aims to determine whether a claim about a population parameter can be supported by evidence from a sample of data. It involves the formulation of a null hypothesis, which is a statement that there is no significant difference or relationship between two or more variables, and an alternative hypothesis, which is a statement that there is a significant difference or relationship.

The process of hypothesis testing involves the following steps:

- State the null and alternative hypotheses: The null hypothesis is typically denoted as H_0 , while the alternative hypothesis is denoted as H_1 .
- 1. The Null Hypothesis (H_0) is: There is no significant relationship between gender and occupational status of PELSE consultant social media users in Nigeria.
The Alternate Hypothesis (H_1) is: There is a significant relationship between gender and occupational status of PELSE consultant social media users in Nigeria.
- 2. The Null Hypothesis (H_0) is: There is no significant relationship between Social Media Strategy and revenue growth of SMEs in Nigeria.
The Alternate Hypothesis (H_1) is: There is a significant relationship between Social Media Strategy and revenue growth of SMEs in Nigeria.

- Choose a level of significance: The level of significance (alpha level, α) is the probability of making a Type I error, which is the rejection of a true null hypothesis. It is typically set at 0.05 or 0.01. For this study, α is set at 0.05.
- Select a statistical test: The choice of statistical test depends on the type of data and the research question being addressed. Chi-square and ordinal regression are adopted.
- Collect and analyze the data: The data is collected and analyzed using the chosen statistical test to calculate a test statistic.
- Determine the p-value: The p-value is the probability of obtaining a test statistic as extreme or more extreme than the one calculated from the data, assuming that the null hypothesis is true.
- Decide: If the p-value is less than the level of significance, the null hypothesis is rejected in favor of the alternative hypothesis. If the p-value is greater than the level of significance, the null hypothesis is not rejected.

Hypothesis testing is widely used in various fields, such as healthcare, social sciences, economics, and engineering, to test research hypotheses and make decisions based on the results of statistical analyses.

Through the comprehension of secondary data that discusses in various methods, tools, and techniques for enhancing the efficacy of strategies and from the analytical section, the company is provided a practical advice that helps to achieve the goal of the diploma thesis.

2.2.7 Methodological Limitation

The methodological limitations include the following but are not limited to;

- Limited extent of information concerning many individuals.
- Strong reduction of number of observed variables and strong reduction of observed relations between them.
- Data Secrecy due to confidentiality.
- Financial constraint which limits accessibility to respondent through online survey.

Generalization to the whole population is mostly easy and validity of this generalization is measurable.

3 Literature Review

3.1 What is Marketing?

The process of satisfying the wants and needs of a target market through exploring, generating, and delivering products and services is commonly referred to as marketing, according to Garcia and Kotler (2017).

However, the definition of marketing has undergone changes over time, and more recent definitions place greater importance on the relationship between the company and the customer.

Kotler and Armstrong (2018) define marketing as a process of engaging customers, building strong relationships, and delivering value to them in order to acquire value in return from customers, clients, business partners, and society as a whole. As a discipline, marketing encompasses all activities that companies undertake to attract and retain customers.

3.2 Marketing Concept

The concept of marketing is fundamental to a company's various marketing endeavors. It refers to the underlying principles and beliefs that guide a company's choice of marketing tactics. The specific type of marketing approach a company adopts is determined by the marketing philosophy it follows.

A marketing concept serves as a guiding ideology that communicates a company's vision for driving sales growth and expansion to its staff. It also assists in aligning the marketing team's objectives. A company needs to adopt a well-planned marketing strategy that aligns decisions regarding product, price, distribution, and promotion to maintain consistency in its operations.

3.2.1 Types of Marketing Concepts

The five marketing concepts are production, product, selling, marketing, and societal (Deepak & Jeyakumar, (2019). The below list provides further details about each type.

- Production - The production marketing strategy focuses on mass-producing a product while emphasizing its affordability and accessibility to the consumer.
- Product: In contrast, the product marketing strategy emphasizes improving and enhancing the product's quality to increase its value and appeal to consumers, allowing for a higher price point.
- Selling: Selling, as a marketing strategy, prioritizes aggressive sales tactics over customer needs and desires, with the main objective being closing the sale.
- Marketing: Marketing, on the other hand, centers around fulfilling customer wants and needs by delivering high-value products that satisfy their demands.
- Social: Finally, the social marketing concept goes beyond profit-making and aims to contribute to the betterment of society while fulfilling the customer's needs and wants.

The marketing concept suggests that a company should anticipate and meet the needs and desires of potential customers more effectively than its competitors to achieve its organizational goals. Although this idea first appeared in Adam Smith's *The Wealth of Nations*, it took nearly two centuries for it to gain widespread acceptance. By adopting the marketing concept, potential conflicts between customer interests, long-term societal welfare, and their demands can be avoided.

3.3 Marketing Communications

Marketing communication is a way for the public to learn and understand what a brand has to offer. It includes various methods such as advertising, promotions, sales, branding campaigns, events, and internet promotions. Marketing communication channels refer to how organizations convey their message to their target market or the market as a whole, including internal communication within the company. Brands utilize a range of marketing communication tools, such as advertising, personal selling, direct marketing, sponsorship, communication, public relations, social media, customer journey, and promotion, to establish brand awareness and preference over competitors. Customers can now actively

participate in the development of brands and products through sharing their ideas and creations due to evolving technology and procedures. To successfully brand a product or service, it is essential to target individuals who are aware of the organization's mission, values, and marketing plan.

3.3.1 Types of Marketing Communication

Doyle Charles (2011) outlined the four main categories of marketing communication, including:

- One-to-many communication is a form of communication that is created by a single source and distributed through various channels, such as airwaves or print runs. It is often used for non-interactive news distribution and general announcements. For instance, when a particular industry broadcasts an urgent notice on the radio.
- Many-to-one communication is often associated with one-to-many communication, where communication strategies are sent in both directions. For example, email inboxes with reply buttons or prepaid numbers bought from Spark.
- Face-to-face interactions are the most comprehensive and interactive form of one-to-one communication. This type of communication is commonly used for sales presentations, market negotiations, and direct deliveries. However, the rise of the internet has increased email and online purchases, which have decreased the need for in-person communication. Business-oriented instant messaging platforms like Wechat and Facebook have also played a significant role in facilitating one-to-one communication.
- The internet has also given rise to many-to-many communication, such as online chat rooms and blogging websites, where participants can exchange their thoughts and experiences with one another.
- Compared to one-to-one communication, one-to-many communication is more immediate, while many-to-many communication is typically less urgent but has a longer lifespan.

3.3.2 Integrated Marketing Communications

Throughout the middle to late 1980s, the marketing landscape underwent major transformation, necessitating the development of new marketing communications methods.

Due to reasons including new communication technology, audience segmentation, worldwide marketplaces, and database utilization, the conventional mass marketing strategy was no longer effective. The rise of digital and interactive media rendered advertising, once the main form of commercial communication, ineffective. As a result, practitioners and academics concurred that new marketing communication tactics were required; these strategies later became known as integrated marketing communications (IMC). Early 1990s empirical investigations showed that the new strategy was not a passing experiment but rather a reaction to the changing external environment.

Integrated marketing communication (IMC) is built on the principles of coherence, cooperation, and synergy. It requires collaboration between individuals from different departments within the client organization and external stakeholders to ensure that all brand contact points are integrated, and the customer journey is seamless and successful. The four key elements of IMC, according to Kliatchko and Schulz (2015), heavily rely on this need for collaboration: media neutrality, customer insight-based consumer centricity, coordination and uniformity throughout the customer experience, and strategic board involvement. Bolman (2015) highlights the complexity of the customer experience in the Forbes leadership blog, it should be noted that this occurs across a wide range of brand interaction touchpoints, spanning sales, marketing, services, engineering, and possibly retail.

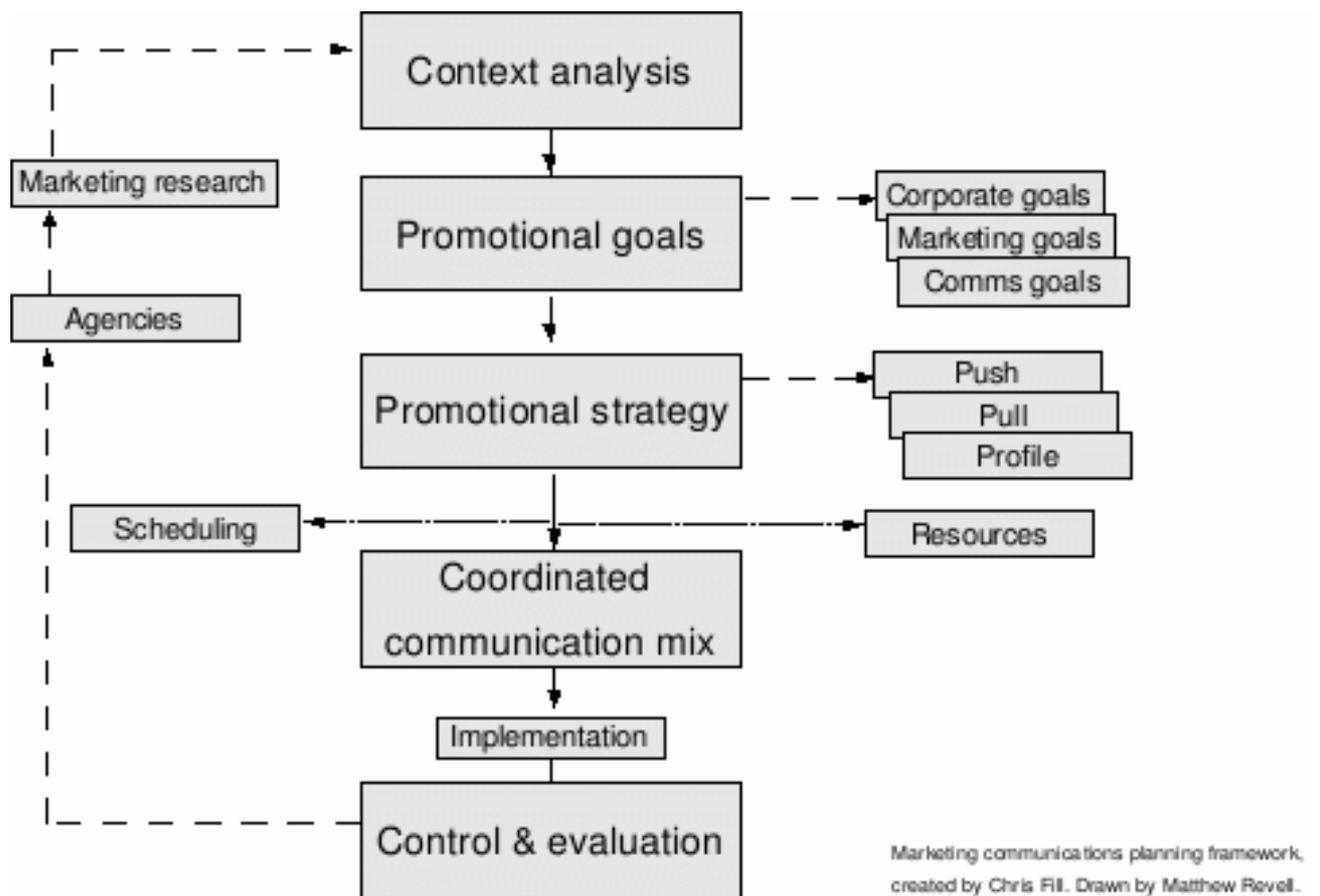
According to Kitchen, & Burgmann (2015), integrated marketing communications (IMC) refers to the use of marketing strategies to ensure that the company's brands communicate a consistent message to stakeholders. By combining different techniques, IMC can enhance communication and create a more significant impact than when channels are used separately. Marketers must define the parameters of the promotional mix and consider the efficacy of the campaign message when implementing IMC (Dahl Stephan et al 2015).

IMC is a comprehensive planning process that involves integrating messages across various communication disciplines, creative executions, media, timing, and stakeholders. According to Belch & Belch (2016), businesses have adopted an integrated approach as the standard method to plan and execute their marketing communication programs.

3.3.3 Marketing communications framework

Chris Fill (2013), a senior examiner for the Chartered Institute of Marketing, developed the marketing communications planning framework (MCPF) to address the inadequacies of existing frameworks. The MCPF can be used to create an IMC plan.

Figure 1: Marketing Communications Planning Framework (MCPF)



Source: Chris Fill; Chartered Institute of Marketing (2013)

3.3.4 Customer-Centric Approach to Marketing Communication Strategy

An unconventional perspective that goes against the norm and prioritizes the outside-in approach is customer-centricity. This approach involves abandoning the idea of customers being passive receivers of marketing tactics and instead focusing on understanding their needs, incorporating them in the process, and working to meet those needs. In the words of

Amazon CEO (as seen in Figure 7 in the Appendix), "We see our customers as invited guests to a party, and we are the hosts. It is our responsibility every day to make every important aspect of the customer experience a little bit better."

As technology advances, customers are gaining more influence through social media and word-of-mouth, prompting organizations to reassess their traditional marketing and customer strategies and adopt a more integrated customer-centric approach. This power shift has led to a redefinition of the customer-focused approach as one that involves learning about customer habits to uncover cross-selling opportunities, but this approach is no longer sufficient in the current business environment.

3.4 Social Media

Social media has gained widespread acceptance due to platforms such as YouTube, Facebook, Instagram, Pinterest, Snapchat, and TikTok. These external platforms are used by companies to engage with current and potential customers, enhance brand messaging, shape consumer perceptions, provide targeted offers, and offer better customer service. According to Pursuit (2013), social media are versatile communication tools that transcend traditional forms of advertising and enable companies to engage with their audience in a personal or professional capacity.

Obar and Wildman (2015) define social media as interactive technologies that facilitate the creation and sharing of knowledge, opinions, interests, and other forms of expression through online communities and networks. Although the variety of standalone and integrated social media services present challenges in defining social media, there are common features, such as:

- Social media are interactive Web 2.0 Internet-based applications.
- User-generated content, including written posts or comments, digital photos or videos, and statistics from all online interactions, is the lifeblood of social media.
- Social media companies create and maintain service-specific profiles for users.
- Social media helps grow online social networks by linking a user's profile with those of other individuals or groups.

3.5 Evolution of Social Media

Social media is typically associated with popular platforms such as Facebook and Twitter, although there are many other tools available. These platforms can facilitate various actions and behaviors. Moreover, it is important to consider the evolution of social media and how it has impacted both consumers and brands.

Table 3 below show a structure for Forrester report. (Gancho, 2017, Stelzner, 2012) divides diverse social manifestations into categories according to period (years) such as:

- Social Relationships (1995; 2003–2007),
- Social Functionality (2007; 2010–2012),
- Social Colonization (2009–2011),
- Social Context (2010–2012), and
- Social Commerce based on the years in which they occurred (2011;2013).

Table 3: Evolution of Social Media

	Era of social relationships	Era of social functionality	Era of social colonization	Era of social context	Era of social commerce
Start; Maturity	1995; 2003 to 2007	2007; 2010 to 2012	2009; 2011	2010;2012	2011;2013
Descriptions	Individuals come together and connect with each other in on-line groups	Social networks becomes an operating systems	Nowadays, every website is considered social, regardless of whether it intends to be or not.	Websites deliver personalized content to visitors.	Online groups take the place of brands.
Consumers	People use simple profile and discussion features to share information with one another and	Embed web applications and widgets on their profiles to make the experience more enjoyable and practical.	They rely on their peers' opinions to make decisions about products,	Opt in to share their identity in return for a more relevant Web experience	Collaborate with their peers to define the next generation of products while also purchasing in groups.
Brands	Join online groups using conversational marketing or sponsorship, or create their own community	Advertise, then sponsor, then create applications to provide utility to consumers	Focus on influencers and including social recommendations	Provide specialized content for visitors; get rid of registration pages	Lean on groups to define products
Social Networks	Struggle with monetization	Share as developers to monetize applications	Aggregate all implicit and explicit data, creating a new type of social inbox	Become the identity system of the Web	Offer features to help with product design and vendor management
Other Media	The world is more connected, and	Office apps become social; even solitaire games have social leaderboards	Mobile devices trigger in-store displays to show customized content, and	TV offers personalized interactive channels for viewers	A new PR agency emerges that represents online groups rather than brands.

Source: Gancho (2017), Stelzner (2012).

3.6 Social Media Marketing

Social media marketing is the process of promoting a company's products or services on social networking sites and other online communities to establish a relationship with potential

customers. This form of marketing has gained popularity due to the increasing number of active users on social media platforms, though the growth has not been exponential.

The involvement and empowerment of consumers and stakeholders are now more intertwined than ever with the challenges faced by global enterprises and their leaders. The World Wide Web, described by Sir Tim Berners-Lee as "an interactive sea of shared knowledge, made of the things we and our friends have seen, heard, believed, or have worked out," has hastened the transition to consumer-driven markets. Power has traditionally been based on resources such as land, money, and knowledge.

Today, shared knowledge is emerging as the ultimate resource in a socially connected market. Information desires to be unconfined, and in these new markets, it is liberated from geographical restrictions, content control, and restrictive regulations (Evans et al 2021).

Similarly, to traditional advertising, Stephen and Galak (2012) argue that social media marketing can be classified into three distinct categories.

First, there's the

- Paid media,
- Organic reach, and
- Owned media.

Paid social media advertising refers to the practice of a company actively purchasing ads on a social media network. When a business engages in actions that leave a lasting impression on its customers or other stakeholders, and they voluntarily share content about it on social media, the company has earned attention from its target audience. On the other hand, owned social media refers to a scenario where the corporation itself owns the social media channel and generates content for its followers (Brenner, Michael, 2022).

Creating engagement with the audience and generating awareness about the company or organization are among the main goals of social media. The ultimate aim is to establish a two-way communication system where customers or audiences can provide feedback on the

company's products or services, as noted by Chaffey and Ellis-Chadwick (2012). However, social media's ability to allow consumers to communicate thoughts and experiences in a peer-to-peer format has shifted the power dynamic from businesses to consumers, as these messages can be transparent and honest.

Digital marketing is often confused with internet marketing, and vice versa. The term "digital marketing" refers to the practice of advertising and promoting a product, service, or brand through electronic media available via various online and offline channels, including search engine optimization, social media marketing, email marketing, content marketing, pay-per-click, print ads, TV marketing, telemarketing, radio marketing, and others. Internet marketing, on the other hand, involves channels that rely on or use the internet as a platform, such as search engine optimization, email marketing, social media, and pay-per-click.

The internet experience and consumer behavior have undergone significant transformations due to the social media revolution. With broadband penetration, internet usage, speed, and user experience have improved, resulting in more than 59% of the world's population currently online and over 90% in many other countries (Statista, 2021).

As of the beginning of 2023, DataReportal (2023) reported that Facebook had 2.958 billion users, YouTube 2.514 billion users, WhatsApp 2 billion users, and Instagram 2 billion users. Digital marketing's impact is rapidly increasing, and it is now becoming an integral part of all levels of business operations. Business decisions such as product creation, pricing, public relations, and employee recruitment are just a few examples.

3.7 Social Media Strategy

Over the past decade, businesses and their clients have engaged in increasingly sophisticated, diverse, and intense interactions using social media. On the one hand, businesses have utilized social media platforms to expand their consumer base geographically (Gao et al., 2018), enhance brand perception, and establish stronger client relationships (Rapp et al., 2013). On the other hand, social media has empowered customers, making them more involved in the marketing communication process and enabling them to create, collaborate, and comment on messages (Hamilton et al., 2016).

As the role of social media has shifted from being a single marketing tool to a source of marketing intelligence, it has become critical for marketers to strategically utilize and leverage it to achieve a competitive edge and superior performance (Lamberton and Stephen, 2016). This necessitates businesses to observe, analyze, and predict consumer behavior using social media.

3.7.1 Social Media Influencers

Internet celebrities, commonly known as "influencers," are individuals hired or sponsored by organisations to promote products on social media. According to research, digital endorsements appear to be effective in attracting social media users, particularly younger consumers who have grown up in the digital era (Newman, Daniel, 2015). The influencer's ability to engage with their audience on a personal level can have a significant impact on encouraging them to purchase a product.

In today's business landscape, companies are increasingly concerned with the feedback and comments they receive on their social media platforms, as consumers are more likely to trust other consumers. Many consumers rely on reviews to make purchase decisions, and even one negative review can significantly impact a business's revenue.

Influencer marketing often involves the use of "B2C marketing" tactics to reach and engage with the audience. Business to Consumer (B2C) marketing refers to the strategies that businesses employ to promote their services and products directly to their target customers. In influencer marketing, businesses achieve this by advertising and creating content through the influencer, with the aim of persuading their followers, who admire or identify with the influencer, to purchase a product based on their recommendation.

3.7.2 Brand Positioning

In today's increasingly globalized world, a brand is crucial for businesses to differentiate themselves from competitors in the marketplace. A brand serves as a commercial entity that provides products with personality and identity while being influenced by customer

perceptions and preferences, ultimately shaping the relationship between a company and its customers (Demir, 2019).

Gancho (2017), McKee (2010) proposes a social media model, called "The Social Media Trinity Model," which breaks down social media platforms into three categories based on their specific goals: networking, dialogue, and community (see Figure 3). The model serves as a concept for businesses to generate growth and increase brand awareness, with the brand at the center surrounded by the neighborhood, networking, and conversation.

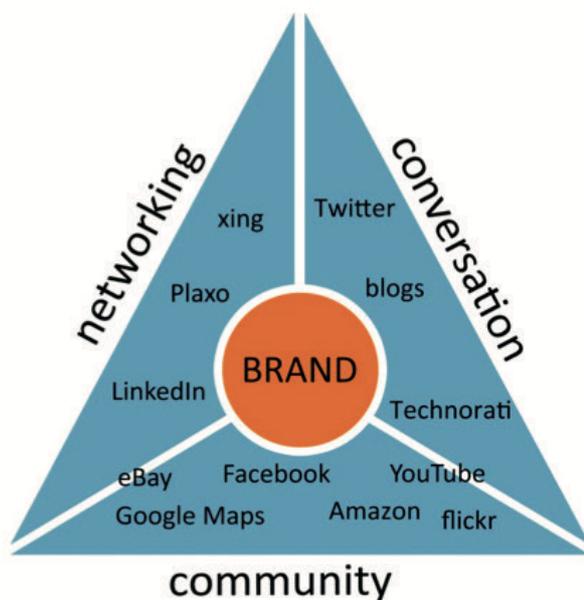


Figure 2: The social media Trinity Model. Source: Gancho 2017, Mckee et al, 2010.

- Conversation creates opportunities, and opportunities lead to revenue
- Community: A place where one can interact for a larger audience. A location with participatory communication
- Networking: A location where one can join organizations pertinent to the industry (LinkedIn) and make connections with other professionals. Connect with friends, family, and even their own businesses like restaurants, singers, and brands.

In brand positioning, the consumer plays a crucial role, rather than the brand's creator, marketer, or advertiser. The target audience and competition are two essential points of reference that should be considered in brand management. To remain successful in today's highly competitive markets, an organization's core success criteria must be periodically examined, effectively communicated throughout the organization, and reinforced and tracked through a performance measurement system (Adiguzel, 2020).

3.7.3 Search Engine Optimization

Search Engine Optimization (SEO) is a process that aims to enhance a website's ranking on search engines for specific search terms by managing inbound links and a website's attributes. Search engines use sophisticated algorithms to return the most relevant pages based on a wide range of ranking criteria that have been evolving over the past decade. While the precise ranking algorithms of search engines are not publicly available, Google, Bing, and Yahoo, the top search engines, provide guidelines to web content developers that cover the fundamental principles of SEO, such as high-quality content, user-focused design, appropriate link building, relevant keywords, and social media elements.

When used as an internet marketing strategy, SEO considers various factors, such as how search engines function, the algorithms that determine their behavior, the keywords or search terms people use, and the search engines preferred by the intended audience. The objective of SEO is to increase a website's traffic from search engines by achieving a higher ranking on search engine results pages (SERP). This, in turn, increases the opportunity to convert these visitors into customers (Ortiz and Jansen, 2012).

To help businesses, understand and take advantage of the advertising opportunities provided by search engines, search engine optimization consultants extended their services, and new businesses with a primary focus on search engine marketing and advertising arose. To encompass the range of activities involved in performing SEO, managing paid listings at the search engines, submitting sites to directories, and creating online marketing strategies for companies, organizations, and individuals, Danny Sullivan popularized the term "search engine marketing" in 2001.

Research indicates that certain website owners' resort to using Black Hat techniques, such as duplicating content to inflate their content volumes, buying links to increase their backlink count, and engaging in keyword spamming to raise their keyword density in the content, to manipulate search engine algorithms. However, such unethical practices often result in these websites being removed from search engine results pages or even banned entirely in a matter of months. Alternatively, their quality rankings may be significantly downgraded. As a result, website administrators are very interested in applying ethical ways to increase SEO, the significance of each component, and close achievement disparities when taking SEO's factors into account.

While SEO can provide a good return on investment, there are no guarantees of ongoing referrals, and search engine algorithms change frequently, making it challenging to rely solely on organic search traffic. Dependence on search engine traffic could result in significant losses if search engines stop sending customers due to the lack of predictability. A website's search engine ranking can change due to a change in algorithm, resulting in a significant decrease in traffic. On June 16th, 2021, Google implemented the Core Web Vitals algorithm update, which incorporates three new criteria to rank websites based on their user experience.

3.7.4 Search Engine Marketing

The process of enhancing website visibility in search engine results pages (SERPs) through paid advertising is referred to as search engine marketing (SEM). Although the language used to describe digital marketing seems to evolve every year, it has been a top priority since 2013. Each facet of digital marketing is closely intertwined with search engine marketing. The primary objective of digital marketing is to generate content that is disseminated through various platforms, including search engines. Unlike nearly every other conventional advertising method (radio, TV, billboards, etc.), search engine marketing enables you to track return on investment, which is why it is so crucial (Kesley, 2017).

SEM encompasses search engine optimization (SEO), which involves modifying or rewriting website content and site layout to improve pay-per-click (PPC) listings and increase the Call to Action (CTA) on the website. According to Todd Kesley (2017), search engine marketing employs at least four techniques and metrics to optimize websites.

- Content/SEO: To enhance a website's visibility on Google search results pages and boost click rates, website owners may engage in search engine optimization (SEO) which involves optimizing website content and structure for specific keywords.
- Analytics (Web visitors): Valuable insights are gained when you measure the performance of your websites and advertising campaigns. Google analytics allows you to see how many people visit your site, where they come from, what they do and how long was spent on your page.
- Adwords: The process of creating and managing ads on Google (Adwords) where company's attempt to influence people to click on their ads when particular keywords are typed in google search engines. The company pays when someone clicks.
- Social Media Marketing: This is the process of managing and creating a presence on social media, including making posts and advertisements. The main platforms are Facebook, YouTube, WhatsApp, Instagram, as well as Twitter and Pinterest.

Search engine marketing (SEM) encompasses SEO and paid advertising through programs like Adwords and Bing Ads. SEM includes techniques such as article submissions, advertising, and keyword analysis for both organic and sponsored search results. Regular monitoring and updating are necessary for both SEM and SEO to reflect changing best practices.

3.7.4.1 Pay Per Click (PPC)

Pay-per-click (PPC) is an online advertising method where advertisers pay each time their ads are clicked, effectively buying targeted online traffic for their website, landing page, or app. When executed correctly, the cost of PPC is minimal since each click is worth more than the amount charged.

PPC ads can be in various formats, such as text, graphics, videos, or a combination of these, and they can appear on multiple platforms, including websites, social media sites, and search engines. One of the most commonly used PPC techniques is search engine marketing or paid search, where advertisers bid for ad placement in sponsored links when someone searches for keywords related to their product or service.

PPC benefits three parties: the web publisher or search engine that displays the ads (e.g., Google), the advertiser who attracts the attention of potential customers, and the consumers who find what they are searching for online, including the website and the price at which they can purchase that product or service (Eaton and Kenyon, 2014).

According to online articles, PPC has five benefits, which are frequently listed. These benefits include the ability to quickly launch targeted traffic, improve online visibility, schedule ads to appear at specific times and locations, allow low-risk keyword and landing page testing, and provide easy cost and conversion management for maximum return on investment (Ldesanctis, 2013). Another source suggests that web publishers do not initially charge advertisers for inserting their ads and lists additional benefits of PPC such as better budget control, rapid gratification, keyword tracking, exposure, and localized visibility (TKG, 2014).

The main purpose of PPC is to determine the profitability and cost-effectiveness of online marketing and to minimize ad campaign costs while achieving predetermined goals. Eaton and Kenyon (2014) also view localized PPC advertising as an additional benefit since companies can choose to advertise locally or globally based on their anticipated customer location.

Social media platforms such as Facebook, Instagram, LinkedIn, Reddit, Pinterest, TikTok, and Twitter utilize pay-per-click advertising. The cost that advertisers pay varies based on the quality of the advertisement and the maximum bid per click, compared to competitors' bids. The amount paid by advertisers is determined by the publisher and in general, the cost per click is lower for higher quality ads.

3.7.5 E-mail Marketing

Email marketing is the process of sending promotional emails to a list of recipients, which may include both current and future customers. These messages could include promotions, commercial inquiries, or requests for gifts or purchases. Building brand awareness, fostering client loyalty, and establishing trust are the main goals of email marketing. The phrase refers to a variety of actions, including sending emails to strengthen bonds with present or former clients, promoting repeat business, luring in new clients, simplifying speedy purchases, and distributing third-party adverts.

In today's world, email marketing is one of the most advanced and effective marketing strategies. With the help of modern information and communication technologies, it has become simpler to send high-quality electronic messages with precision. Email marketing efforts are particularly useful for increasing product sales in online stores and legally targeting potential buyers. (Sabbagh, 2021)

As email marketing gained popularity as a more effective means of direct communication, it began to be referred to as "spam," and users started using filters and blocking software in the 1990s to screen email content. Marketers had to find a way to deliver content via email to end users without being blocked by spam filters or other automated anti-spam measures.

In the modern digital world, B2B brands are inundated with bulk emails and email marketing campaigns from companies attempting to reach and engage their target audience. Even though some of these campaigns have a spammy feel to them, email marketing has become the go-to marketing tactic for lead generation and conversion. In fact, 87% of B2B marketers consider email marketing to be the best organic distribution

method and the most dominant marketing channel, producing a 4000% return on investment (Evaldas Mockus, 2022).

According to Noah Elkin & Benjamin Bloom (2020), email marketing remains a mainstay for marketers due to its effectiveness, measurability, and ability to capture customers' attention. Additionally, data shows that email still accounts for up to 85% of adult internet users, far outpacing search engines at 70% and social media at 63%. Therefore, executing an effective email marketing campaign is critical for success. However, the challenge is that most people don't know how to do it properly.

3.7.5.1 Types of E-mail Marketing

- Transactional emails are typically triggered by a customer's interaction with a business, and they aim to assist, complete, or confirm a business transaction that the recipient has previously agreed to enter with the sender. The main purpose of a transactional email is to provide information about the action that triggered it. These emails present an opportunity to establish or strengthen a relationship with customers, address any questions or concerns, and promote additional products or services, as they tend to have higher open rates than email newsletters (51.3% compared to 36.6% for email newsletters, Adikesavan, T. 2014).
- Direct emails- Direct emails refer to the practice of sending emails primarily for advertising purposes, such as promoting a special offer or showcasing a product catalog. Businesses may compile their own email address list or rent one from a service provider to distribute direct marketing communications to customers or potential customers.
- Opt-In email Advertising- Opt-in email advertising, also known as permission marketing, involves sending email advertising only to recipients who have given their consent to receive such messages. In this type of advertising, businesses may ask customers for their interest in receiving newsletters at the point of sale or sign-up.

3.7.6 Chatbot

In 1994, Michael Mauldin, the creator of the first Verbot, coined the term "ChatterBot" to describe these conversational programs. Despite their widespread use today, most chatbot systems are still not able to communicate effectively, and none of them have been able to pass the standard Turing test. The main goal of chatbot systems is to simulate human conversation and behavior as closely as possible (Bradeško & Mladenčić, 2012).

A chatbot refers to a software application that can comprehend and analyze human communication, whether it is spoken or written, enabling users to interact with digital devices in a way that resembles human interaction. Depending on their complexity, chatbots can vary from basic programs that provide simple responses to queries to advanced digital assistants that can acquire knowledge and enhance their service delivery through data analysis, ultimately offering more personalized assistance to users.

Rather than providing direct contact with a live human agent, a chatbot or chatterbot utilizes software to conduct online chat conversations through text or text-to-speech (Caldarini et al 2022).

3.7.6.1 How do chatbots function?

Chatbots rely on AI, automated rules, natural-language processing (NLP), natural-language understanding (NLP) and machine learning (ML) to process data and provide responses to a wide range of requests. According to Oracle.com (2022), there are two primary categories of chatbots:

- Task-oriented (declarative) chatbots are specialized applications designed to perform a single task. These chatbots use rules, NLP, and minimal ML to provide automated but conversational responses to user queries. They are highly specialized and structured, and are best suited for support and service activities. Think of them as interactive FAQs that can handle common inquiries such as business hours or simple transactions with few variables. While they employ NLP to enable conversational user experiences, their capabilities are limited. Task-oriented chatbots are currently the most popular type.

- Data-driven and predictive (conversational) chatbots, also known as virtual assistants or digital assistants, are less structured, interactive, and personalized than task-oriented chatbots. These chatbots use NLU, NLP, and ML to learn from interactions with users. They use predictive intelligence and analytics to offer personalization based on user profiles and behavior, and can gradually learn a user's preferences, make suggestions, and even anticipate needs. Digital assistants can initiate conversations, monitor data and intent, and offer insights. Examples of consumer-focused, data-driven, predictive chatbots include Apple's Siri and Amazon's Alexa.

Advanced digital assistants can also link multiple single-purpose chatbots together, gather data from each one separately, and integrate this data to complete a task while maintaining context and avoiding confusion.

3.7.6.2 The advantages chatbots have for both customers and enterprises.

Chatbots are a valuable tool for businesses, offering operational effectiveness and cost savings, as well as convenience and additional services to both internal and external stakeholders. By minimizing the need for human engagement, businesses can quickly address a wide range of inquiries and issues. One of the key advantages of chatbots is their ability to help firms scale, personalize, and be proactive simultaneously, which sets them apart from human-powered alternatives.

Unlike traditional models, chatbots enable businesses to interact with an infinite number of customers and can be adjusted to meet demand and organizational requirements. Furthermore, research indicates that messaging apps are becoming the preferred method for consumers to contact companies, and chatbots provide a level of service and convenience that goes beyond what humans can offer.

This includes saving customers an average of four minutes per query when compared to traditional call centers. Chatbots can not only boost productivity and cut costs for organizations but also improve the customer experience, making it a win-win situation.

3.8. Social Media Platforms and SMEs

A new paradigm in the operations of Small and Medium Businesses has been brought about by the global domination of social media platforms. It is impossible to overstate how important SMEs are to the growth of many rich and emerging nations in terms of employment creation and substantial contributions to GDP Kumar (2017) and Kwaku Amoah (2018)

However, small, and medium-sized businesses have a variety of social media platforms to pick from to take advantage of what social media can do for their companies. Facebook, LinkedIn, Instagram, and Twitter are the most popular social media networks utilized by SMEs. They are available on at least one of these platforms, most SMEs always conduct promotions. In recent years, these social media platforms have become some of the most well-known.

Yet, the SME's decision on the social media platform to use depends on how many people use it and how easily accessible it is (Greenwood, Perrin, & Duggan, 2016).

Moreover, Georgi & Mink (2013) revealed that social networking sites allow users to communicate with retailers as well as other users. As a result, people may freely express their worries and get a prompt response from Businesses. Social media has a significant impact on several stages of the customer decision-making process, including brand recognition, information acquisition, purchase behavior, and post-purchase communication and review.

The global domination of social media platforms has ushered in a new era in the operations of Small and Medium Businesses, which play a crucial role in the employment creation and substantial contributions to GDP of many rich and emerging nations (Kumar, 2017; Kwaku Amoah, 2018).

However, with a plethora of social media platforms available, SMEs must carefully select which platforms to utilize to leverage the benefits of social media for their businesses. The most popular social media networks utilized by SMEs include Facebook, LinkedIn, Instagram, and Twitter, with most SMEs conducting promotions on at least one of these platforms. In recent years, these social media platforms have gained significant popularity,

with the SME's choice of platform depending on factors such as the number of users and accessibility (Greenwood, Perrin, & Duggan, 2016).

Social networking sites also allow users to communicate with retailers and other users, enabling them to express their concerns and receive prompt responses from businesses (Georgi & Mink, 2013). As a result, social media has a significant impact on various stages of the customer decision-making process, including brand recognition, information acquisition, purchase behavior, and post-purchase communication and review.

3.9. Social Media Rentability

Social media platforms have had a positive impact on the financial success, operational efficiency, and organizational performance of Small and Medium Enterprises (SMEs), according to Seiler, Papanagnou, and Scarf (2020). Apenteng et al. (2020) conducted a study on social media platforms and found a positive correlation between Facebook engagement and revenue generation, suggesting that SMEs have improved their revenue creation through this architecture.

Similarly, Gligor & Bozkurt (2020) noted that the widespread adoption of social media platforms has led to increased consumer engagement with firms, resulting in improved performance and greater revenue generation by SMEs. By facilitating customer relationship management, the introduction of social media platforms has contributed to the financial stability of SMEs (Nasir, 2015).

Social media has become a crucial competitive advantage for companies seeking to expand and advance (Bianchi & Andrews, 2015; Kuchiak, 2013). Kuchciak (2013) cited the example of Bank of America, which used Twitter to respond to consumer issues in real-time, resulting in significant financial performance improvement. Another study by Street (2014) found that Amazon, the retail dot.com market leader, improved its financial situation by adopting Twitter in 2011 and enhancing interactions between the two parties.

These platforms have also changed the dynamics of consumer buying and post-purchase behavior in the market. Odupitan (2017) conducted extensive research, showing that social

media platforms such as Facebook, Instagram, and Twitter have helped many fast-moving consumer goods companies in the food industry exceed their sales targets and achieve higher profitability. Similarly, Fuentes observed that the use of social media platforms such as Facebook and WhatsApp as marketing tools has improved the sales margins of most hotels in the Small and Medium Business hospitality sector.

3.10 Web Analytics

The process of gathering, analyzing, and synthesizing website data with the aim of improving user experience is referred to as web analytics. This technique is employed to manage and enhance websites, online applications, and other web-based products. It is a highly data-driven approach that facilitates the making of informed decisions regarding website design and development, ultimately supporting business growth (Gandhi, 2022).

Web analytics involves the creation of user behavior profiles and the tracking of website visits and page views. It provides valuable insights into website popularity and traffic trends, making it a useful tool for market research (Nielsen, 2021).

3.10.1 Basic web analytics procedure steps

Five fundamental phases or procedures that make up the majority of web analytics processes are as follows:

- **Data gathering:** At this stage, only the most fundamental information is gathered. These statistics are typically counts of several objects. The goal of this phase is to collect the data.
- **Information is created by data processing:** Although there may still be some counts, this stage often converts counts to ratios. This stage's goal is to transform the data into information, specifically metrics.

- Key performance indicators (KPI) are developed during this stage by combining ratios (and counts) with company strategies (KPI). Though not always, KPIs frequently address conversion-related issues. The organization determines this.
- Developing an online strategy: This phase focuses on the organization's or business's online standards, goals, and objectives. These tactics typically focus on maximizing profits, minimizing costs, or gaining market share.
- Tests and experiments: A/B testing is a type of controlled experiment used in online contexts like web development when there are two varieties. A/B testing's objective is to find and recommend adjustments to web pages that optimize or improve the impact of a statistically tested outcome of interest.

The interdependence of each stage in the process implies that one stage may affect the stage preceding or following it. As a result, the information gathered may sometimes impact the online strategy, and vice versa. For instance, this information can be used to improve poorly performing web pages and promote successful ones throughout the site. Le Monde, a French news publisher, utilized analytics to revamp their website, resulting in a 20% increase in digital subscriptions and a 46% rise in subscriber conversions. By analyzing the data on which paid content their audience interacted with the most, Le Monde was able to highlight top-performing content on their homepage and increase its visibility (Gandhi, 2022).

3.10.2 Web analytics technologies

Web analytics can be categorized into two types: off-site and on-site.

- On-site web analytics is the more commonly used type, which monitors a user's behavior and actions while they are on a particular website. This includes tracking motivators and conversions, such as the correlation between various landing pages and online transactions. On-site web analytics is primarily used to evaluate a specific website's performance and is often compared to key performance indicators to improve audience response and the success of marketing campaigns. Google Analytics and Adobe Analytics are the most popular on-site web analytics services, but newer

solutions are emerging that offer additional data layers, such as heat maps and session replay.

- Off-site web analytics, on the other hand, measures and analyzes web activity that occurs across the entire internet, regardless of who owns or maintains the website. It involves measuring a website's potential audience, visibility, and comments or buzz.

3.10.3 Web analytics data sources

To gather and analyze information about web traffic and usage trends is the primary objective of web analytics. Four primary sources provide the majority of the data, as mentioned by Zheng and Peltsverger (2015):

- Direct HTTP request data, such as HTTP request headers, are obtained from the HTTP request messages themselves.
- Network-level and server-generated data linked with HTTP requests, like the IP address of a requester, are necessary for successful request transmissions but not part of an HTTP request.
- Application-level data, such as sessions and referrals, is generated and processed by application-level software, such as JavaScript, PHP, and ASP.Net. These data are typically recorded in internal logs instead of free public web analytics providers.
- External data can be combined with on-site data to supplement the website activity data mentioned above and gain a better understanding of online usage. For example, IP addresses are often linked to geographic locations, internet service providers, email open and click-through rates, data from direct mail campaigns, sales, lead history, or other data types as needed.

4. Practical Part

After outlining the conceptual framework and methodology of this diploma thesis in the previous chapters, this chapter will present and analyze the data collected through questionnaires and other secondary sources.

However, before delving into the analysis, a brief overview of the case study, "PELSE Consulting" in Nigeria, will be provided to aid in better understanding the evaluation of the social media communication strategy on social networks. The focus of this analysis is to determine how the marketing communication strategy of "PELSE Consulting" is affected by social media communication tools on social networks. The following section of the thesis provides details on data collection and analysis, and recommendations will be made based on the findings.

4.1 Company Profile- PELSE Consulting; Build Better, Succeeding Together

Pelse Consulting is a management consulting firm that assists organizations in achieving their growth and expansion goals. Founded in 2020 in Lagos, Nigeria, the company focuses on enhancing the economic development of small and medium-sized enterprises (SMEs) by providing professional services at reasonable rates.

Their aim is to strengthen the internal processes and practices of organizations through the creation of a system that yields consistent results. PELSE Consulting is committed to addressing the worldwide challenge of promoting economic growth and sustainable development in Africa by offering consulting services to SMEs.

Our Mission

To support the emergence of SMEs in Africa that is sustainable, profitable, and scalable to help create employment and grow Africa's economy.

Our Vision

To become a leading SMEs consulting service provider, well known for notable business development across Africa within 10 years.

The mission and vision of the company cannot be achieved without having a robust and strategic social media communication strategy in place.

Our Core Values

- Integrity
- Excellence
- Respect
- Fairness

Products and services offered by the company

4.1.1 Business Advisory- Sustainability is key to building a thriving business. We understand your desire for growth and are equipped with the necessary tools to help you achieve your objectives quickly. Their offerings are;

- Market Survey & Analysis
- Strategy Development
- Internal Control Structuring
- Business Plan Development
- Business Risk assessment
- Processes
- Inventory Management
- Contract Review

4.1.2 Data Analytics- Data-driven decision-making typically produces the most effective results. We listen to what the data is saying and work to ensure it is utilized to achieve your business goals.

4.1.3 Monitoring & Evaluation- Measurement and management are critical components of any project or business. Our Monitoring and Evaluation services provide a framework for tracking, reporting, and analyzing progress towards set objectives, while also contributing to your organization's learning by identifying what works, what doesn't, and why. This helps to improve practices and achieve your goals.

4.1.4 Training- Continuous learning is essential for personal development and business growth. At our organization, we understand your unique requirements, and therefore, we offer customized training programs that meet your needs. We ensure that our training is flexible and tailored to your specifications to ensure the best learning experience.

4.2 Obtained Data Analysis

4.2.1 Table 4: Demographic Analysis- Nigeria

S/ N	Categories	Total	Literacy % Population	Medi an Age	Female		Male		YearOnYear Δ	
					%	Population	%	Population	%Δ	ΔMillions
1	Population	221,200,000		17,2	49,50 %	109,494,000	50,5 0%	111,706,000	2,40 %	5,310,000
2	Literacy	137,349,716	62,09%		52,70 %	57,703,338	71,3 0%	79,646,378		

Own computation from DataReportal.com

- 49.5 % of Nigeria’s population is female, while 50.5 % of the population is male.
- The literacy level of the Nigerian population stood at over 62% what this portray is there’s over 137 million people who can use social media as a platform for business activities. Likewise, there’s more male opportunities than female users.
- The year-on-year population growth shows more opportunities available in the country.

4.2.2 Demographic Analysis- Case Study-PELSE Consulting

Table 5: Statistics of PELSE Customers

		Gender	Age group	Occupation Status
N	Valid	50	50	50
	Missing	0	0	0
Mean		1.44	1.48	2.16
Std. Deviation		.501	.735	.842

Source: Own computation from IBM SPSS

Table 5 provides statistics on the gender, age group, and occupation status of the sample population. There were 50 valid responses and no missing data. The mean for gender was 1.44, indicating that the sample was predominantly female. The mean for age group was 1.48, suggesting that the sample was relatively young. The mean for occupation status was 2.16, indicating that the sample had a professional or managerial occupation. The standard deviations for all three variables were relatively low, with gender having the lowest at .501.

Table 6: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	28	56.0	56.0	56.0
	Female	22	44.0	44.0	100.0
	Total	50	100.0	100.0	

Source: Own computation from IBM SPSS

The distribution of gender of customers in the sample population is presented in Table 6, which indicates that out of the 50 valid responses, 28 were male, constituting 56% of the sample, and 22 were female, accounting for 44% of the sample. It is important to note that the cumulative percent column confirms that all valid responses have been considered in this analysis.

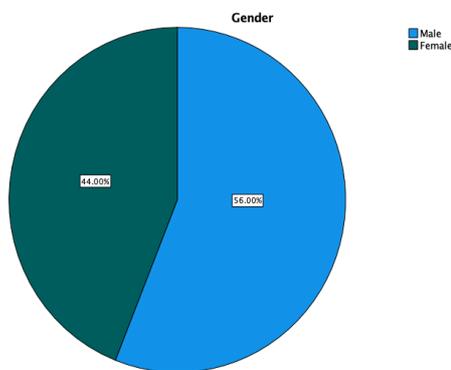


Figure 3: Gender distribution of case study clientele

Table 7: Age group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30	33	66.0	66.0	66.0
	31-40	10	20.0	20.0	86.0
	41-50	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

Source: Own computation from IBM SPSS

Table 7 illustrates the breakdown of respondents into distinct age groups. Among the 50 valid responses, 33 participants belonged to the 18-30 age group, which accounts for 66% of the sample. The age group of 31-40 consisted of 10 participants, making up 20% of the sample. The remaining 7 participants, or 14% of the sample, were in the age group of 41-50. The cumulative percent column confirms that all valid responses were included.

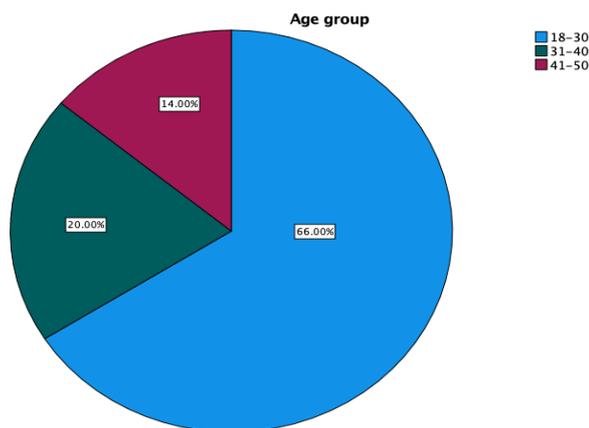


Figure 4: Age-group distribution of case study clientele

Table 8: Occupation Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	14	28.0	28.0	28.0
	Self-Employed	14	28.0	28.0	56.0
	Employed	22	44.0	44.0	100.0
	Total	50	100.0	100.0	

Source: Own computation from IBM SPSS

Table 8 presents the distribution of participants among various occupation statuses. The table reveals that out of 50 valid responses, 28% of the participants were students, with 14 individuals falling in this category. Another 28% of the sample were self-employed, with an equal number of participants. The remaining 44% of the participants were employed, with 22 individuals belonging to this category. The cumulative percent column indicates that all valid responses have been accounted for in the analysis.

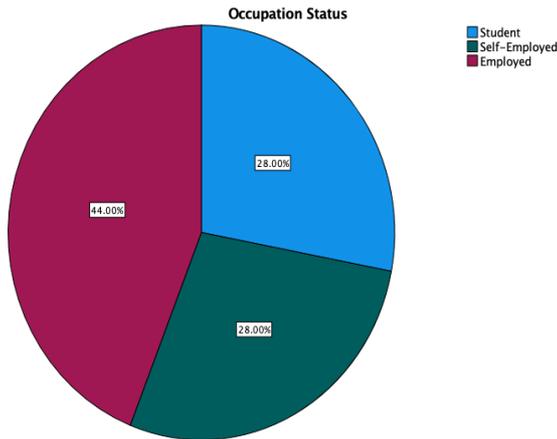


Figure 5: Occupation status distribution of case study clientele

Table 9: PELSE Customers Analysis

Categories	Gender	Age-Group				Occupational Status			
		18-30	31-40	41-50	Total	Student	Self Employed	Employed	Total
Male	28	20	6	2	28	11	8	9	28
%	56%	71%	22%	7%	100%	39%	29%	32%	100%
Female	22	13	4	5	22	3	6	13	22
%	44%	59%	18%	23%	100%	14%	27%	59%	100%
Total	50	33	10	7	50	14	14	22	50

Own computation from DataReportal.com

The majority of PELSE consulting's customers, 56%, are male, while female respondents represent 44%. Most of the male respondents, 93%, are between the ages of 18-40, whereas most of the female respondents fall within the age group of 18-30. In terms of occupation status, the male customers are spread between being students and employed, while many of the female customers are employed.

4.2.3 Chi Square Test for Independence

The chi-square test for independence is used to explore the relationship between two or more categorical variables.

H_0 – There is no significant relationship between gender and occupational status of PELSE consultant social media users in Nigeria. There is also an assumption that expected count frequency should be $\leq 20\%$

If $p < \alpha$ H_0 is rejected where $\alpha=0,05$

Table 10: Gender * Occupation Status Crosstabulation

		Occupation Status				
		Student	Self-Employed	Employed	Total	
Gender	Male	Count	11	8	9	28
		Expected Count	7.8	7.8	12.3	28.0
		% within Gender	39.3%	28.6%	32.1%	100.0%
	Female	Count	3	6	13	22
		Expected Count	6.2	6.2	9.7	22.0
		% within Gender	13.6%	27.3%	59.1%	100.0%
Total	Count	14	14	22	50	
	Expected Count	14.0	14.0	22.0	50.0	
	% within Gender	28.0%	28.0%	44.0%	100.0%	

Source: Own computation from IBM SPSS

This table shows a cross-tabulation of gender and occupation status among a sample of 50 individuals. The sample consists of 28 males and 22 females. The three occupation status categories are student, self-employed, and employed. The expected count and percentage for each cell assume that the gender and occupation status variables are independent. In terms of the gender distribution, 56% of the sample is male and 44% is female. Most of the employed individuals in the sample are female (59.1%), while most of the self-employed individuals are male (28.6%). The student category has a more balanced gender distribution, with 39.3% male and 13.6% female.

Overall, the distribution of occupation status is relatively balanced, with 28% of the sample being students, 28% self-employed, and 44% employed. The expected count and percentage for each cell suggest that the gender and occupation status variables are not strongly associated with each other, as the observed counts are generally like the expected counts.

Table 11: Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.935 ^a	2	.085
Likelihood Ratio	5.156	2	.076
Linear-by-Linear Association	4.810	1	.028
N of Valid Cases	50		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.16.

Source: Own computation from IBM SPSS

Table 11 shows the results of chi-square tests performed on the data in Table 10.

The Pearson chi-square value is 4.935 with 2 degrees of freedom and a p-value of .085. The likelihood ratio chi-square value is 5.156 with 2 degrees of freedom and a p-value of .076. *These results suggest that there is no significant association between gender and occupation status at a 5% significance level, but there is a marginal association between the two variables.*

The linear-by-linear association test, which examines the trend of association between the two variables, yielded a chi-square value of 4.810 with 1 degree of freedom and a p-value of .028, indicating a significant association between gender and occupation status in terms of a linear trend. It is worth noting that none of the expected cell counts were less than 5, with the minimum expected count being 6.16, indicating that the chi-square test results are reliable. The analysis was performed on a total of 50 valid cases.

Table 12: Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance
Nominal by Nominal	Phi	.314			.085
	Cramer's V	.314			.085
Interval by Interval	Pearson's R	.313	.129	2.286	.027 ^c
Ordinal by Ordinal	Spearman Correlation	.311	.130	2.268	.028 ^c
N of Valid Cases		50			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Source: Own computation from IBM SPSS

Table 12 displays the symmetric measures of association between two variables: occupation status and age group. The Phi coefficient of .314 in the nominal-by-nominal analysis suggests that there is a moderate association between the two variables.

The interval-by-interval analysis shows a Pearson's R coefficient of .313, indicating a moderate positive association between the two variables.

Similarly, the ordinal-by-ordinal analysis shows a Spearman correlation coefficient of .311, indicating a moderate positive association. *The p-values for the Pearson's R and Spearman correlation tests are .027 and .028, respectively, which are both below the significance level of .05, suggesting that the associations are statistically significant. Overall, these results suggest that there is a moderate positive association between occupation status and age group among PELSE consulting clientele.*

4.2.4 Demographic Analysis- SME in Nigeria

Table 13: Statistics

		Gender	Age Group	Occupation Status
N	Valid	20	20	20
	Missing	0	0	0
Mean		1.30	2.45	2.40
Std. Deviation		.470	.605	.503

Source: Own computation from IBM SPSS

Table 13 provides descriptive statistics for three variables: Gender, Age Group, and Occupation Status. The table shows that there are 20 valid cases for each of these variables, with no missing data. The mean value for the Gender variable is 1.30, which indicates that there are slightly more male clients than female clients in the PELSE consulting competition.

The mean value for the Age Group variable is 2.45, which corresponds to the age group of 31-40. This suggests that a significant proportion of the PELSE consulting competition are in their 30s. The mean value for the Occupation Status variable is 2.40, which suggests that most of the competitions are self-employed.

The standard deviation for each variable measures the amount of variability or dispersion in the data. The larger the standard deviation, the more spread out the data is. In this case, the standard deviation for Gender is .470, for Age Group is .605, and for Occupation Status is .503. These values suggest that there is some variability in each of the variables, but that the data is relatively clustered around the mean values.

Table 14: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	14	70.0	70.0	70.0
	Female	6	30.0	30.0	100.0
	Total	20	100.0	100.0	

Source: Own computation from IBM SPSS

Table 14 displays the breakdown of the PELSE consulting competition by gender. It shows that out of the total of 20 businesses, 14 are male, and 6 are female. The frequency column lists

the number of clients in each gender category, while the percent column displays the percentage of clients in each category relative to the total number of clients.

The valid percentage column shows the percentage of clients in each gender category out of the valid sample size of 20, which is the same as the total sample size. The cumulative percent column demonstrates the percentage of competition in each gender category and all previous categories combined. Overall, the table indicates that the PELSE consulting competition is predominantly male, as 70% of the sample is male, and 30% is female.

Table 15: Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30	1	5.0	5.0	5.0
	31-40	9	45.0	45.0	50.0
	41-50	10	50.0	50.0	100.0
	Total	20	100.0	100.0	

Source: Own computation from IBM SPSS

Table 15 presents the age distribution of competition of PELSE consulting. The table indicates that out of the total sample size of 20 clients, 1 client is aged between 18-30, 9 clients are aged between 31-40, and 10 clients are aged between 41-50.

The frequency column displays the number of clients in each age group, while the percent column represents the percentage of clients in each age group relative to the total sample size. The valid percent column, on the other hand, shows the percentage of clients in each age group out of the valid sample size, which is also 20. The cumulative percent column shows the percentage of clients in each age group and all previous age groups combined.

Overall, the table reveals that the majority of PELSE consulting competition are in their 40s, with 50% falling in the 41-50 age group.

Table 16: Occupation Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Self Employed	12	60.0	60.0	60.0
	Employed	8	40.0	40.0	100.0
	Total	20	100.0	100.0	

Source: Own computation from IBM SPSS

Table 16 provides information about the occupation status of PELSE consulting clientele. The table shows that out of the total sample of 20 clients, 12 clients are self-employed, and 8 clients are under paid employment. Overall, the table indicates that the majority of PELSE consulting clientele are self-employed, comprising 60% of the sample, while the remaining 40% are employed by someone else.

Table 17: Competition Demography

Categories	Gender	Age-Group				Occupational Status			
		18-30	31-40	41-50	Total	Student	Self Employed	Employed	Total
Male	14	0	6	8	14	0	6	8	14
%	70,00%	0,00%	43%	57%	100,00%	0,00%	43%	57%	100,00%
Female	6	1	3	2	6	0	6	0	6
%	30,00%	17%	50,00%	33%	100,00%	0,00%	100,00%	0,00%	100,00%
Total	20	1	9	10	20	0	12	8	20

Own computation from DataReportal.com

This statistical distribution of the competition (SME) can be described as follows:

The table presents the demographic and occupational distribution of the PELSE consulting competitors by gender and age group. The competition is divided into two categories: male and female, with a total of 20 clients, 14 of whom are male and 6 are female. Most male clients (70%) fall within the 18-30 age group, whereas female clients are more evenly distributed across age groups. In terms of occupational status, 14 clients are students, 12 are self-employed, and 8 are employed. Interestingly, all female clients who are employed are self-employed, while male clients who are employed are evenly split between self-employment and traditional employment. In summary, this table provides insights into the gender, age, and occupational distribution of the PELSE consulting competitors.

Table 18: Global Digital Growth Timeline Year on Year

S/N	Categories	Jan 2022 Data	Jan 2023 Data	% of Population	YearOnYear Δ	
					%Δ	ΔMillions
1	Population	7 933 791 600	8 001 100 660		0,84%	67 209 246
2	Urbanization	4 575 561 212	4 576 629 578	57,2%	0,02%	915 112
3	Unique Mobile Phone Users	5 266 600 000	5 440 748 449	68,0%	3,2%	168 531 200
4	Internet Users	5 055 000 000	5 152 708 825	64,4%	1,90%	96 045 000
5	Active Social Media Users	4 609 900 000	4 752 653 792	59,4%	3,0%	138 297 000

Source: Own computation from Figure 1-5 (See Appendix)

The table provides a summary of data for five categories related to population, urbanization, mobile phone use, internet use, and social media use for January 2022 and January 2023, as well as the year-on-year percentage change (%Δ) and the change in millions of people (ΔMillions).

- **Population:** The world population increased from 7.93 billion in January 2022 to 8.00 billion in January 2023, a year-on-year increase of 0.84%. This represents an increase of 67.21 million people.
- **Urbanization:** The percentage of the world's population living in urban areas remained relatively stable, increasing from 57.2% in January 2022 to 57.3% in January 2023. This represents an increase of 915,112 people.
- **Unique Mobile Phone Users:** The number of unique mobile phone users increased from 5.27 billion in January 2022 to 5.44 billion in January 2023, a year-on-year increase of 3.2%. This represents an increase of 168.53 million people.
- **Internet Users:** The number of internet users increased from 5.06 billion in January 2022 to 5.15 billion in January 2023, a year-on-year increase of 1.9%. This represents an increase of 96.05 million people.

- Active Social Media Users: The number of active social media users increased from 4.61 billion in January 2022 to 4.75 billion in January 2023, a year-on-year increase of 3.0%. This represents an increase of 138.30 million people.

Table 19: Nigeria Digital Growth Timeline Year on Year

S/N	Categories	Jan 2022 Data	Jan 2023 Data	% of Population	YearOnYear Δ	
					%Δ	ΔMillions
1	Population	215 890 000	221 200 000		2,40%	5 310 000
2	Urbanization	117 598 100	118 120 800	53,4%	0,44%	520 387
3	Unique Mobile Phone Users	160 590 900	182 268 800	82,4%	11,89%	19 099 667
4	Internet Users	109 790 000	112 812 000	51,0%	2,68%	2 941 047
5	Active Social Media Users	32 900 900	34 064 800	15,4%	3,4%	1 124 133

Own computation from DataReportal.com

- Nigeria’s total population was 221.2 million in January 2023. Data shows that Nigeria’s population increased by 5.3 million (+2.4 %) between 2022 and 2023.
- At the start of 2023, 53.4 % of Nigeria’s population lived in urban centres, while 46.6 % lived in rural areas.
- There were 122.5 million internet users in Nigeria at the beginning of 2023, when internet penetration peak at 55.4 %.
- About 31.60 million Nigerians were social media users in January 2023, which equals to 14.3 % of the total population.
- A total of 193.9 million cellular mobile connections were active in Nigeria in the beginning of 2023, with this figure equivalent to 87.7 % of the total population. The number of mobile connections in Nigeria increased by 19 million (+10.8 percent) between 2022 and 2023.

In summary, Nigeria population increased by 2.4% to 221.2 million, while urbanization increased slightly to 53.4%. Unique mobile phone users rose to 182.3 million, an increase of 11.89%, and internet users increased by 2.68% to 112.8 million. Active social media users increased by 3.4% to 34.1 million.

4.3 Evaluation of Social Media Communication in Nigeria

Table 20: State of Digital statistics in Nigeria

S/N	Social Media Platform	Ad Potential Reach	Ad reach % of Population	Q/Q Δ Ad Reach		Y/Y Δ Ad Reach		Ad reach % of Internet Users	Ad reach % of Population >13+	Ad reach % of Gender	
				%Δ	ΔMillions	%Δ	ΔMillions			Female	Male
1	YouTube	31,600,000	14,30%	2,30%	700000	-4,00%	1300000	25,80%	25,30%	44,70%	55,30%
2	Facebook	21,750,000	9,80%	13,00%	3300000,00	-16,70%	4400000	17,80%	15,90%	41,30%	58,70%
3	SnapChat	12,350,000	5,60%	23,50%	2400000	30%	2900000	10,10%	9,00%	51,50%	46,70%
4	LinkedIn	7,500,000	3,40%	4,20%	300000	19%	1200000	6,10%	6,70%	35,30%	64,70%
5	Instagram	7,100,000	3,20%	-14%	2100000	-22%	2000000	5,80%	5,20%	43,30%	56,70%
6	Twitter	4,950,000	2,20%	0,00%	-	1421%	4600000	4,00%	3,60%	23,70%	76,30%
7	Facebook Messenger	3,500,000	1,60%	13,60%	500000	-13,60%	500000	2,90%	2,60%	38,90%	61,10%
	Total	88,750,000	5,73%	-1,50%		202,03%		10,36%	9,76%	39,81%	59,93%

Source: Own computation from DataReportal.com

These headline statistics give a terrific picture of the "state of digital space" in Nigeria, but we need to delve deeper into the data to understand how digital trends and behaviors are changing. In Nigeria, there were 31.60 million active social media users in January 2023. 14.3% of the population used social media as of the beginning of 2023, however according to information found in the ad planning tools of the biggest social media platforms, there were 28.20 million users in Nigeria who were 18 years of age or older at the beginning of 2023, which is equal to 25.3 % of the country's entire population of those age groups.

In general, 25.8% of all internet users in Nigeria (regardless of age) were active on at least one social media platform in January 2023. In conclusion 55.3 % of Nigeria's social media users were male at the time, compared to 44.7 % female.

Overall, the table shows that YouTube has the highest ad potential reach, with 31.6 million users who could be reached through ads. However, Facebook has the highest ad reach percentage of population, with 9.8%. Snapchat has seen the highest quarter-over-quarter change in ad reach percentage, at 23.5%. Twitter has seen a significant year-over-year increase in ad reach percentage, with a 1421% increase. The table also shows the breakdown of ad reach percentage by gender, with some platforms having a higher percentage of female users (e.g., Snapchat) and others having a higher percentage of male users (e.g., Twitter).

4.4 PELSE Consulting Social Media Strategy

“our social media communication strategy is primarily to use our offline contacts (social media influencers) to drive our online engagement”...Adeniji Boboye (Managing Partner)

Table 21: Evaluation of Social Media Strategy by SMEs

S/N	Social Media Strategies	Total Weight (1-5)	Weighted Score	SMCST Chart
1	Websites & Blogs (WhatsApp, Telegram & Instagram)	41	3,90	3,90
2	Social Media Influencers	41	3,90	3,90
3	Chatbot	39	3,71	3,71
4	Search Engine Optimization	38	3,62	3,62
5	Search Engine Marketing (PPC & Google Ads)	37	3,52	3,52
6	Emails	36	3,43	3,43
7	Brand Positioning	35	3,33	3,33

Source: Own computation from DataReportal.com

Based on the table, there are seven social media strategies ranked according to their total weight (1-5) and their corresponding weighted score. The SMCST Chart is also included to visually represent the ranking of the strategies.

The strategies with the highest total weight and weighted score are "Websites & Blogs (WhatsApp, Telegram & Instagram)" and "Social Media Influencers," both with a score of 3.90. "Chatbot" follows with a weighted score of 3.71, and "Search Engine Optimization" with

a score of 3.62. "Search Engine Marketing (PPC & Google Ads)" comes in fifth with a score of 3.52, followed by "Emails" with a score of 3.43. "Brand Positioning" is the least ranked strategy with a weighted score of 3.33.

Overall, the SMCST chart indicates that "Websites & Blogs" and "Social Media Influencers" are the most effective social media strategies based on their high scores, while "Brand Positioning" is the least effective strategy.

Table 22: Evaluation of PELSE Social Media Digital Footprint

Social Media Communication Strategies	Followers
LinkedIn	2701
Instagram	1470
Facebook	758
Twitter	451
YouTube	48

Source: Own computation from DataReportal.com

The given data represents the number of followers for PELSE consulting on various social media platforms, along with the name of the social media platform. PELSE consulting seems to have a presence on multiple platforms, and it seems that they have the highest number of followers on LinkedIn with 2,701 followers, followed by Instagram with 1,470 followers. Their presence on Facebook and Twitter are moderately low, with 758 and 451 followers, respectively. However, they seem to have fewer followers on YouTube with only 48 followers.

This data would be useful for analyzing PELSE Consulting social media reach and identifying the platforms where they have the most significant following. It could also help in creating targeted social media strategies to improve their reach and engagement on the platforms where they have fewer followers.

Table 23: Sources of Brand Discovery in Nigeria

Sources of Brand Discovery	
Ads on TV	58%
Ads on Billboards or Posters	56%
TV shows or Films	50%
Celebrity Endorsements	50%
Word-of -Mouth Recommendations from Family & Friends	46%
Search Engines	45%
Ads on Public Transport	45%
Online Retail Websites	44%
Ads on Social Media	43%
Ads before Online videos or Tv shows	41%
Ads in Mobile or Tablet Apps	40%
In-Store Displays or Promotions	39%
Ads in Magazines or Newspapers	39%
Brand or Product Websites	38%
Ads on Radio	36%

Source: Own computation from DataReportal.com

The table above shows the percentage of people who discovered a brand through various sources. The highest percentage of people (58%) discovered a brand through ads on TV, Ads on Billboards or Posters (56%), followed closely by celebrity endorsements (50%) and TV shows or Films (50%). Word-of-mouth recommendations from family and friends (46%) and search engines (45%) are also popular sources of brand discovery.

Online retail websites (44%), ads on social media (43%), ads before online videos or TV shows (41%), and ads in mobile or tablet apps (40%) are other sources through which people discover brands. Finally, brand or product websites (38%) with Ads on Radio (36%) are the least popular source of brand discovery.

Based on this data, PELSE Consulting may want to consider investing in TV ads, celebrity endorsements, word-of-mouth marketing, and search engine optimization to increase brand discovery. Online advertising through retail websites, social media, and mobile apps may also be effective strategies. However, simply having a brand or product website may not be sufficient to attract new customers, and additional efforts may be needed to drive traffic to the website. Overall, the data suggests that companies should consider a multi-channel approach to brand discovery to reach a wider audience.

Table 24: Evaluation of Influencer Marketing

Influencer Marketing Overview	Amount (USD\$)	Year on Year Δ
Annual Spend on Advertisement	2 700 000	18%
Influencer Ad Digital Ad Spend	35 100	
Influencer Ad % Digital Ad Spend	1,30%	3,9%

Source: Own computation from DataReportal.com

The table presents an overview of influencer marketing and its relationship to the overall spend on advertising. It shows the amount spent in USD and the percentage change year on year. The first row indicates the annual spend on advertising, which is \$2,700,000, and it has increased by 18% compared to the previous year.

The second row indicates the amount spent on influencer ad digital ad spend, which is \$35,100. The third row shows the percentage of influencer ad digital ad spend compared to the overall digital ad spend. It indicates that influencer ad digital ad spend accounts for 1.30% of the overall digital ad spend. Additionally, it shows a year on year increase of 3.9%.

Overall, the table suggests that influencer marketing is a small portion of the overall digital ad spend but is still growing year on year.

Table 25: Ad tracking attitudes Analysis of Nigeria Digital Platform

Attitudes: Ads & Ads Tracking	Age of respondent	%	Year on Year Δ
Feel represented in the Ad seen or hear	16-64	19.5%	5%
Use an Ad Blocker for at least some online Activities	16-64	17%	-36%
Decline Cookies at least some of the time	16-64	32%	-31%
Use a Virtual Private Network (VPN) for at least some online activities	16-64	18%	-54%

Source: Own computation from DataReportal.com

The table shows the results of a survey conducted on attitudes towards ads and ads tracking among respondents aged 16-64, comparing the percentage of respondents from the current year with the percentage from the previous year. The first column indicates the attitude being measured, such as feeling represented in the ad seen or heard. The second column indicates the age range of the respondents. The third column shows the percentage of respondents who display the attitude being measured. The fourth column shows the percentage change (Year on Year Δ) compared to the previous year.

According to the table, only 20% of respondents feel represented in the ad seen or heard, and this has increased by 5% compared to the previous year. Similarly, only 17.% of respondents use an ad blocker for at least some online activities, which is a decrease of 36% compared to the previous year. On the other hand, 32% of respondents decline cookies at least some of the time, which is a decrease of 31% compared to the previous year. Finally, 18% of respondents use a virtual private network (VPN) for at least some online activities, which is a decrease of 54% compared to the previous year.

4.4.1 Normality Test

This section involves testing all variables, which are assessed through multiple questions, for normality. Given the small sample size of only 14 individuals, the author opted to utilize the Shapiro-Wilk test. This test is specifically designed for sample sizes of less than 100 individuals. In addition, the Kolmogorov-Smirnov test is employed to evaluate the null hypothesis that the data set conforms to a normal distribution.

Table 26: Tests of Normality for SMEs

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
SMS	.306	14	<.001	.706	14	<.001
Female	.277	14	.005	.762	14	.002
Male	.286	14	.003	.705	14	<.001
18-40	.304	14	.001	.733	14	<.001
Above 40	.310	14	<.001	.758	14	.002
Self-Employed	.335	14	<.001	.703	14	<.001
Employed	.306	14	<.001	.722	14	<.001

a. Lilliefors Significance Correction

Source: Own computation from IBM SPSS

The results of normality tests on various variables in the dataset are presented in Table 26. These tests were conducted using the Kolmogorov-Smirnov and Shapiro-Wilk methods. The table presents the statistical values, degrees of freedom, and significance levels for each variable tested. The first row indicates that the Social Media Strategy (SMS) variable has a Kolmogorov-Smirnova statistic of .306, 14 degrees of freedom, and a significance level of less than .001. Additionally, this variable has a Shapiro-Wilk statistic of .706, 14 degrees of freedom, and a significance level of less than .001. Since the data is less than 100, Shapiro – Wilk test scores would be used.

The findings demonstrate that none of the variables pass normality tests since all have a significance level of less than .05, suggesting that the null hypothesis of normality is refused. Nonetheless, the Lilliefors significance correction was applied to adjust the p-values and render them more conservative. Therefore, the refusal of normality might be stricter than if the tests were conducted without this correction. Since the variables are non – normally distributed, the author should apply the Ordinal Regression Analysis.

Table 27: Descriptive of PELSE Customers

		Statistic	Std. Error	
SMCSE	Mean	2.3543	.04305	
	95% Confidence Interval for Lower Bound		2.2678	
	Mean	Upper Bound	2.4408	
	5% Trimmed Mean	2.3508		
	Median	2.2857		
	Variance	.093		
	Std. Deviation	.30440		
	Minimum	1.71		
	Maximum	3.00		
	Range	1.29		
	Interquartile Range	.32		
	Skewness	.286	.337	
	Kurtosis	.175	.662	
	SMCR	Mean	2.3960	.05158
95% Confidence Interval for Lower Bound		2.2923		
Mean		Upper Bound	2.4997	
5% Trimmed Mean		2.3844		
Median		2.4000		
Variance		.133		
Std. Deviation		.36475		
Minimum		2.00		
Maximum		3.00		
Range		1.00		
Interquartile Range		.60		
Skewness		.283	.337	
Kurtosis		-1.239	.662	

Source: Own computation from IBM SPSS

This table provides descriptive statistics for two variables, social media communication strategy evaluation (SMCSE) and social media communication rating (SMCR), for PELSE customers. For SMCSE, the mean is 2.3543 with a standard error of .04305. The 95% confidence interval for the mean ranges from 2.2678 to 2.4408. The 5% trimmed mean is 2.3508, and the median is 2.2857. The variance is .093, the standard deviation is .30440, the minimum value is 1.71, and the maximum value is 3.00. The range is 1.29, and the interquartile

range is .32. The skewness is .286, indicating a slight right-skewed distribution, and the kurtosis is .175, indicating a relatively flat distribution.

For SMCR, the mean is 2.3960 with a standard error of .05158. The 95% confidence interval for the mean ranges from 2.2923 to 2.4997. The 5% trimmed mean is 2.3844, and the median is 2.4000. The variance is .133, the standard deviation is .36475, the minimum value is 2.00, and the maximum value is 3.00. The range is 1.00, and the interquartile range is .60. The skewness is .283, indicating a slight right-skewed distribution, and the kurtosis is -1.239, indicating a relatively flat distribution with a long tail.

Table 28: Tests of Normality for PELSE Customers

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
SMCSE	.171	50	<.001	.938	50	.011
SMCR	.241	50	<.001	.847	50	<.001

a. Lilliefors Significance Correction

Source: Own computation from IBM SPSS

Table depicts the outcomes of normality tests conducted on the SMCSE and SMCR variables for PELSE customers, utilizing the Kolmogorov-Smirnov and Shapiro-Wilk methods. Regarding the SMCSE variable, the Kolmogorov-Smirnov test generated a statistic of .171, 50 degrees of freedom, and a significance level of <.001. These results imply that the distribution of SMCSE deviates significantly from a normal distribution. The Shapiro-Wilk test also shows a significant result with a statistic of .938, 50 degrees of freedom, and a significance level of .011.

For SMCR, both tests indicate a significant departure from normality. The Kolmogorov-Smirnova test yields a statistic of .241 with 50 degrees of freedom and a significance level of <.001. The Shapiro-Wilk test also shows a significant result with a statistic of .847, 50 degrees of freedom, and a significance level of <.001.

The footnote "a. Lilliefors Significance Correction" implies that the reported significance levels may have been modified using the Lilliefors correction. This correction is an adaptation of the Kolmogorov-Smirnov test that is specifically developed for use with small sample sizes.

4.4.2 Test of Model Fitting

Table 29: Model Fitting Information for SME

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	39.347			
Final	32.185	10.120	3	.001

Link function: Logit.

Source: Own computation from IBM SPSS

The model was run with Ordinal Logistics Regression Analysis to see how the data fits the model. Based on the significance level of $.001 < .05$, the p – value is higher, meaning that the data fits the model well. This shows that there’s a significant improvement in the fit as compared to the null model.

The table displays information concerning model fitting. The first row of the table exhibits details regarding the intercept-only model, which exhibits a -2-log likelihood of 39.347. The second row of the table presents information concerning the ultimate model, which displays a -2-log likelihood of 32.185, a chi-square value of 10.120, 3 degrees of freedom, and a significance level of .001.

Logistic regression analysis frequently employs the logit link function, which this model employs. A lower -2 log likelihood score indicates a more suitable model fit to the data. The chi-square value of 7.120 and the corresponding degrees of freedom and significance level illustrate that the ultimate model significantly outperforms the intercept-only model in fitting the data.

Table: 30 Goodness- of- Fit

Table 30: Goodness- of- Fit for SME

	Chi-Square	df	Sig.
Pearson	13.134	12	.517
Deviance	13.921	12	.452

Link function: Logit.

Source: Own computation from IBM SPSS

A Goodness of Fit in broad terms refers to measuring how well do the observed data correspond to the fitted or assumed model. The statistics indicates a poor fit if the significance value is $< 0,05$. Here ($p > 0.05$) which indicates the model adequately fits the data.

Table 30 presents the results of the goodness-of-fit test for the final model, which uses a logit link function. The table includes two measures of the chi-square statistic: Pearson and Deviance. The Pearson chi-square value is 13.134 with 12 degrees of freedom and a significance level of .517. The Deviance chi-square value is 13.921 with 12 degrees of freedom and a significance level of .452.

These chi-square statistics are used to test whether the observed frequencies of the data fit the expected frequencies predicted by the model. The higher the chi-square value, the worse the fit of the model to the data. In this case, the p-values for both Pearson and Deviance chi-square statistics are greater than .05, which indicates that the model fits the data well and there is no evidence of lack of fit.

Table: 31 Pseudo R-Square

Table 31: Pseudo R-Square

Cox and Snell	.300
Nagelkerke	.333
McFadden	.156

Link function: Logit.

Source: Own computation from IBM SPSS

This model summary shows the Pseudo R-Square. Technically, the Pseudo means it is not explaining the variation but rather can be used as an estimate variation in the criterion variable.

Table 31 provides information about the pseudo-R-squared values for the model. There are three types of pseudo-R-squared values presented in the table: Cox and Snell, Nagelkerke, and McFadden. These values are measures of the goodness-of-fit of the logistic regression model, with higher values indicating a better fit.

The Cox and Snell pseudo-R-squared value is .300, indicating that the model explains 30% of the variation in the data. The Nagelkerke pseudo-R-squared value is .333, which is slightly higher than the Cox and Snell value and suggests that the model is a better fit for the data. The McFadden pseudo-R-squared value is .156, indicating that the model explains only 15.6% of the variation in the data.

Overall, the pseudo-R-squared values suggest that the logistic regression model has a moderate to good fit for the data, but there may be other factors not included in the model that explain a significant portion of the variation.

Table: 32 Test of Parallel Lines

Table 32: Test of Parallel Lines^a

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	22.187			
General	18.060 ^b	22.187 ^c	6	.439

The null hypothesis states that the location parameters (slope coefficients) are the same across response categories.

a. Link function: Logit.

b. The log-likelihood value can not be further increased after maximum number of step-halving.

c. The Chi-Square statistic is computed based on the log-likelihood value of the last iteration of the general model. Validity of the test is uncertain.

Source: Own computation from IBM SPSS

Table 32 presents the outcomes of a parallel lines test, utilized to examine whether the assumption of equal location parameters (slope coefficients) across response categories holds. The null hypothesis for this test posits that the location parameters are identical. The analysis assumes that the odds of the dependent variable falling into the higher category versus the lower category are consistent across the same categories. The logit link function was employed in this analysis. The first row of the table displays the -2 log-likelihood value for the null hypothesis, which is 22.187. The second row represents the -2 log-likelihood value for the general model, which is 18.060. The third column shows the corresponding chi-square value, which is 22.187, and the degrees of freedom, which are 6. The significance level for this test is

.439, indicating that the p-value is expected to be non-significant. A significant parallel lines test implies that the probability of the dependent variable falling into a higher category does not differ across categories for the predictors.

Note that the log-likelihood value for the general model cannot be further increased after the maximum number of step-halving, as indicated by footnote b. The chi-square statistic for the test is computed based on the log-likelihood value of the last iteration of the general model. However, the validity of the test is uncertain, as indicated by footnote c.

4.4.3 Non-Parametric Correlation Analysis

Table 33: Correlations of SME

		If yes on which social media platform	Gender	Age Group	Occupation Status	
Spearman's rho	If yes on which social media platform	Correlation Coefficient	1.000	.298	-.132	.221
		Sig. (2-tailed)	.	.202	.580	.349
		N	20	20	20	20
	Gender	Correlation Coefficient	.298	1.000	-.278	-.535*
		Sig. (2-tailed)	.202	.	.236	.015
		N	20	20	20	20
	Age Group	Correlation Coefficient	-.132	-.278	1.000	-.150
		Sig. (2-tailed)	.580	.236	.	.529
		N	20	20	20	20
	Occupation Status	Correlation Coefficient	.221	-.535*	-.150	1.000
		Sig. (2-tailed)	.349	.015	.529	.
		N	20	20	20	20

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Own computation from IBM SPSS

Table 33 presents correlation coefficients between SMEs (Small and Medium Enterprises) and their use of social media platforms, gender, age group, and occupation status. The data was computed using IBM SPSS software and is based on a sample size of 20 SMEs.

The results show that there is a significant positive correlation between SMEs using social media platforms and their gender ($r=0.298$, $p=0.202$), indicating that females are more likely to use social media platforms for their businesses than males. However, there is no significant

correlation between SMEs using social media platforms and their age group ($r=-0.132$, $p=0.580$).

Furthermore, there is a significant negative correlation between SMEs using social media platforms and their occupation status ($r=-0.535$, $p=0.015$), indicating that entrepreneurs and self-employed individuals are more likely to use social media platforms for their businesses than those who are employed or unemployed.

Overall, the results suggest that gender and occupation status are more strongly associated with the use of social media platforms by SMEs than age group.

4.4.4 Non-parametric Correlations

Table 34: Correlations of PELSE Customers data

		SMCSE	SMCST	SMCR	
Spearman's rho	SMCSE	Correlation Coefficient	1.000	.413**	.168
		Sig. (2-tailed)	.	.003	.244
		N	50	50	50
	SMCST	Correlation Coefficient	.413**	1.000	.756**
		Sig. (2-tailed)	.003	.	<.001
		N	50	50	50
	SMCR	Correlation Coefficient	.168	.756**	1.000
		Sig. (2-tailed)	.244	<.001	.
		N	50	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Own computation from IBM SPSS

The correlation table shows the correlation coefficients between three variables: SMCSE, SMCST, and SMCR. The correlations were calculated using Spearman's rho, a non-parametric measure of correlation that is appropriate for ordinal or non-normally distributed data. The diagonal elements of the table show the correlation of each variable with itself, which is always equal to 1.

The off-diagonal elements show the correlation coefficients between pairs of variables. For example, the correlation coefficient between SMCSE and SMCST is .413, which is significant

at the 0.01 level (2-tailed). This indicates a moderate positive correlation between the two variables. Similarly, the correlation coefficient between SM CST and SM CR is .756, which is highly significant ($p < .001$) and indicates a strong positive correlation between the two variables.

Overall, the correlation table suggests that there are some relationships among the three variables, although the strength and direction of these relationships vary. It is important to note that correlation does not imply causation, and further analysis would be needed to determine the nature of these relationships and their implications for the research question at hand.

4.5 Social Media Communication Strategy Rentability

Table 35: Social Media Contribution to Revenue Growth

Description	Yes	No	Total
Have social media contributed in any way to your revenue growth?	20	0	20
% Contribution	100%	0%	100%
	Yes	No	
Have you use social media to increase value for your business	18	2	20
% Contribution	90%	10%	100%

Source: Own computation from Field Survey

This table summarizes the responses of a survey about social media usage and revenue growth. The survey was answered by 20 respondents, all of whom said that social media contributed in some way to their revenue growth. 100% of the respondents said "yes" to this question. Additionally, 18 out of 20 respondents reported that they have used social media to increase the value of their business, while 2 respondents said "no". This means that 90% of the respondents have used social media to increase the value of their business.

Table 36: Social Media Contribution to Revenue Growth

Description	Below N500,000	N500,000-N1,500,000	N1,501,000-N2,500,000	N2,501,000-N5,001,000	Above N5,000,000	Total
What is your average revenue monthly?	11	6	2	0	1	20
% Contribution	55%	30%	10%	0%	5%	100%
	Below 10%	10-20%	20-40%	40-70%	70-99%	
If yes whats the % contribution	4	2	7	5	2	20
% Contribution	20%	10%	35%	25%	10%	100%

Source: Own computation from Field Survey

The presented table displays two questions related to revenue growth and the role of social media in increasing business value. The first question, "Have social media contributed in any way to your revenue growth?" was answered by all 20 respondents with "Yes", indicating that social media has positively impacted their revenue growth. The second question, "Have you used social media to increase value for your business?" was answered by 18 out of 20 respondents with "Yes", indicating that social media has been utilized to increase business value.

The second question further asked respondents to specify the percentage contribution of social media to their business. Out of 20 respondents, 4 indicated a contribution below 10%, 2 indicated a contribution of 10-20%, 7 indicated a contribution of 20-40%, 5 indicated a contribution of 40-70%, and 2 indicated a contribution of 70-99% to their business revenue.

The revenue ranges are divided into five categories: Below N500,000, N500,000-N1,500,000, N1,501,000-N2,500,000, N2,501,000-N5,001,000, and Above N5,000,000. Most respondents (55%) reported an average monthly revenue below N500,000, while 30% had a revenue range between N500,000-N1,500,000, and 10% had a revenue range between N1,501,000-N2,500,000. No respondents reported an average monthly revenue between N2,501,000-N5,001,000. 5% of respondents had an average monthly revenue above N5,000,000.

Table 37: Social Media Contribution Significance to Revenue Growth

S/N	Variables	Frequency	%
1	Significance	48	96,00%
2	Insignificance	2	4,00%
Total		50	100,00%

Source: Own computation from Field Survey

The researcher compared the theoretical value X^2 with the empirical X^2 value.

To compute X^2 for the given data, we need to first determine the expected frequency for each category under the null hypothesis of a uniform distribution. Since there are two categories, each category is expected to have a frequency of 25 out of a total of 50 observations.

The observed frequencies for the two categories are 48 and 2, respectively. We can use these observed frequencies along with the expected frequencies to compute X^2 as follows:

$$\begin{aligned}
 X^2 &= [(48 - 25)^2/25] + [(2 - 25)^2/25] \\
 &= (23/25) + (529/25) \\
 &= 21.04
 \end{aligned}$$

Result; The theoretical value (21.04) > The empirical value (3.841)

The computed value of X^2 is 21.04. This value represents the degree of deviation between the observed frequencies and the expected frequencies. A larger value of X^2 would indicate a larger deviation and suggest that the null hypothesis of a uniform distribution should be rejected. *In this case, the computed value of X^2 is relatively large, suggesting that the data is not consistent with a uniform distribution and there is strong evidence to reject the null hypothesis.*

From the analysis, it can be inferred that the variable "Social Media's Impact on Revenue Growth" is more prevalent than the variable "No Impact" in the dataset provided. This finding is reinforced by the considerable value of X^2 , which suggests a significant difference from the anticipated frequencies according to the null hypothesis.

4.5.1 Nonparametric Correlations SMEs

Table 38: Correlations of Social Media Communications

		SMCST	SMSE	SMCSR	
Spearman's rho	SMCST	Correlation Coefficient	1.000	.506	.755*
		Sig. (2-tailed)	.	.201	.031
		N	8	8	8
	SMSE	Correlation Coefficient	.506	1.000	.814*
		Sig. (2-tailed)	.201	.	.014
		N	8	8	8
	SMCSR	Correlation Coefficient	.755*	.814*	1.000
		Sig. (2-tailed)	.031	.014	.
		N	8	8	8

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Own computation from IBM SPSS

The table shows the correlations between three variables: Social Media Communication Strategy (SMCST), Social Media Strategy Evaluation (SMSE), and Social Media Communication Strategy Rating (SMCSR). The Spearman's rho correlation coefficient measures the strength and direction of the relationship between the variables.

The results indicate that there is a significant positive correlation between SMCST and SMSE (0.506), as well as between SMSE and SMCSR (0.814). This suggests that as SMCST increases, SMSE tends to increase, and as SMSE increases, SMCSR tends to increase.

Furthermore, there is a significant positive correlation between SMCST and SMCSR (0.755), indicating that as SMCST increases, SMCSR also tends to increase. All the correlations are significant at the 0.05 level, except for the correlation between SMCST and SMSE ($p = 0.201$), which is not significant. Overall, these results suggest that there is a strong relationship between the three variables, with higher levels of SMCST being associated with higher levels of SMSE and SMCSR. However, it is important to note that the sample size is small ($n=8$) and caution should be taken when generalizing these findings to larger populations.

Table 39: Main Channels for Online Brand Search

Main Channels for Online Brand Search	%
Social Networks	78%
Search Engines	73%
Product or Brand sites	39%
Consumer Reviews	39%
Mobile Apps	36%
Q&A Sites (e.g Quora)	30%
Video sites	24%
Messaging Services	24%
Micro-Blogs	24%
Brand Blogs	22%
Price Comparison Sites	22%
Specialist Review Sites	20%
Forums or Message Boards	16%
Discount Coupon Site	11%
online pinboards	11%

Source: Own computation from DataReportal.com

The data represents the main channels through which people search for brands or products online. The percentage figures indicate the proportion of respondents who reported using each channel for online brand search.

The highest percentage of respondents (78%) reported using social networks for online brand search, followed closely by search engines (73%). Product or brand sites and consumer reviews were each used by 39% of respondents, while mobile apps, Q&A sites (e.g. Quora), messaging services, micro-blogs, and brand blogs each had usage rates between 20-30%.

Video sites, price comparison sites, forums or message boards, discount coupon sites, and online pinboards had lower usage rates ranging from 11-24%. Overall, these results suggest that social networks and search engines are the most popular channels for online brand search, with a significant proportion of users also relying on product or brand sites and consumer reviews.

4.6 Summary of the Test Performed

In this section, the survey was categorized into four distinct dimensions: the dependent variable (DV) of Social Media Communication Strategy, and the independent variables (IV) of Gender, Age-Group, and Occupation status of SME owners. These four variables were analyzed using correlation analysis because they have an impact on the overall adoption of a social media communication strategy. As a result, the following hypothesis was formulated:

1. H_0 – There is no significant relationship between gender and occupational status of PELSE consultant social media users in Nigeria.
2. H_0 – There is no significant relationship between Social Media Strategy and revenue growth of SMEs in Nigeria.

The author ensured that the residuals of all dimensions were normally distributed for a normality test, but the test did not confirm this. Therefore, the Ordinary Logistics Regression Model was used, as discussed in Chapter 4. Following the normality test, a correlation analysis was conducted among the dimensional variables: Social Media Communication Strategy, Age group of the respondent, Gender of the respondent, and Occupation status of the SME owners. All variables were measured using the Likert scale method and presented by their average number of responses. The model exhibited positive correlation but was not very strong. The next step was to check for Multicollinearity among the independent variables, which was not violated, as evidenced by Table 33, 34, and 38, showing the correlation coefficients. The Goodness of Fit test indicated that the gathered data fit the model well, meaning there were no outliers in the model and the data were not skewed, as shown in Table 30.

4.7 Discussion of testing

A survey was conducted to evaluate different dimensions of social media communication, and statistical tests were carried out based on the results. The normality test indicated that the participants' responses, measured using the Likert-scale method, were not normally distributed. This suggests that there were no outliers in any of the questions asked and that the questions were formulated correctly and relevant to social media communication, gender, age group, and occupation. The dimensions analyzed in the survey were Social Media Communication Strategy (SMCST), Social Media Communication Strategy Evaluation (SMCSE), and Social Media Communication Strategy Rating (SMCSR). Both hypotheses were accepted, indicating that social media strategy is not influenced by gender, age group, or occupation status.

Also, it is also established that adopting a robust social media strategy ensures higher returns for businesses in Nigeria. By answering the stated questions, the author managed to identify the positive correlation between Social Media Communication Strategy and Gender with Occupation.

The questions which presented the dimension of Social Media Communication Strategy were the following: Presence of SMEs on social network such as (Instagram, Twitter, Facebook, WhatsApp, YouTube), effectiveness of social media strategy such as (social media influencers, using web & blogs, brand positioning, chatbot etc), and how important this strategy is to increasing return on investment.

The results of the testing also demonstrate a positive relation of the customer satisfaction meaning that, Social Media Communication is perceived as a value which have a positive influence of a customer satisfaction and engagement.

The correlations between three variables: SMCST, SMCSE, and SMCSR, show a significant positive correlation between SMCST and SMCSE, as well as between SMCSE and SMCSR, indicating that as SMCST and SMCSE increase, so does SMCSR. Spearman's rho coefficient was used to measure the strength and direction of the relationships.

5. Summary and Recommendation

5.1 Summary

The study evaluated the online communication strategy of PELSE Consulting on social media platforms. The research utilized a case study approach, where data was collected through interviews and observation of the organization's social media activities. PELSE consulting falls under the SME sector where the industry competition is very high and evolving in Nigeria.

Data was collected through pre-set questions on Google forms and analyzed using IBM SPSS software, including Likert-scale, chi-square, and ordinal logistic regression analyses.

The global population continues to grow, with increasing numbers of people in urban areas and expanding use of mobile phones, the internet, and social media. More than half of Nigeria's population has internet access, with over 82% using mobile phones, and over 137 million people using social media to some extent.

The first null hypothesis found no significant relationship between gender and occupational status among PELSE consultant social media users, but a marginal relationship exist.

The second null hypothesis established that there's a significant relationship between social media strategy and revenue growth of SMEs in Nigeria. However, 90% of respondents had used social media to increase the value of their business.

YouTube had the highest ad potential reach with 31.6 million users, while Facebook had the highest ad reach percentage at 9.8%. Snapchat had the highest quarter-over-quarter change in ad reach percentage, and Twitter saw a significant year-over-year increase.

Gender and occupation status were found to be more strongly associated with social media platform use by SMEs than age group. Descriptive statistics provided an understanding of the central tendency, variability, and distribution of the data for both SMCSE and SMCR variables.

PELSE Consulting used social media passively, particularly on YouTube, but employed a proactive approach to optimize its online presence through the use of social media influencers. The study concluded that social media was a crucial tool for PELSE Consulting's communication strategy, helping to build relationships with clients and improve brand image.

The research findings revealed that SMEs generally lack an understanding of how to effectively use social media tools to expand their customer reach and improve their conversion rates, thereby meeting the needs of their customers.

The study analysed other authors research and was able to identify key similarities which includes the positive relationship between social media communication and revenue growth of SMEs as well as positive relationship between social media strategy, age group and occupation status of respondent.

5.2 Recommendation

Based on the findings of the study, the following recommendations are made:

- PELSE Consulting should adopt a proactive approach to social media communication, leveraging various tools and techniques to optimize their online presence.
- Social media communication should be tailored to the organization's goals and objectives, taking into consideration its target audience and the message it wants to convey.
- Organizations should prioritize building relationships with their stakeholders through social media platforms, as this can help to enhance their brand image and improve customer loyalty.
- It is also established that social media rentability in terms of Return on Investment (ROI) is guarantee through the adoption of KPI's to monitor and assess performance against expectations and industry benchmark.
- Educational programs, such as training and professional development, should be implemented to enhance the marketing capabilities of small and medium-sized enterprise (SME) operators who may be lacking in this area.
- KPI's such as Awareness Metrics, Engagement Metrics, Conversion Rate Metrics & Customer Satisfaction Score Metrics are very important tool for a business to consolidate reports and thrive.
- However, simply having a brand or product website may not be sufficient to attract new customers, and additional efforts may be needed to drive traffic to the website.
- Overall, the data suggests that companies should consider a multi-channel approach to brand discovery to reach a wider audience.

- Lastly, organizations should continuously monitor and evaluate their social media communication strategy to ensure that it is achieving its desired goals and objectives.
- It is recommended that future research should explore the effectiveness of social media communication across different industries and organizations of varying sizes.

6. Conclusion

The study highlights the importance of social media in modern-day communication strategies. Social media platforms offer organizations a cost-effective and efficient way of reaching out to their stakeholders and building relationships. PELSE Consulting's passive approach to social media communication needs improvement, as it denied the organization ability to optimize its online presence and enhance its brand image.

The study also reveals that social media communication should be tailored to the organization's goals and objectives. Each organization should determine how social media platforms can best support its communication strategy.

The author of this Master thesis examined the main factors that impact adoption of social media strategy as a tool for PELSE consulting. Each dimension was evaluated using several questions to measure social media communication strategy availability, social media communication strategy effectiveness, and social media communication strategy ratings. The survey was conducted online among customers of "PELSE Consulting", with a target sample size of 50 people. However, the author received 50 responses, which still achieved the objectives outlined in Chapter 2.

In Chapter 4, the author utilized statistical methods to examine the relationship between the different dimensions. Descriptive statistical procedures were initially performed, and then the Ordinary Regression Model was used to determine correlations and the direction of relations between the dimensional variables. The findings of these analyses are elaborated upon.

The analysis indicates that the social media communication strategy of PELSE consulting which is built around “influencer marketing” is not adequate and gender does not have a significant relationship with social media communication strategy adoption. This suggests that the company could improve its social media communication strategy to attract more customers and increase sales.

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