Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management

Master's Thesis

**Developing An Effective Online Communication
Marketing Strategy On Social Networks - A Case Study
Of Swift Conveyz Logistics**

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

DIPLOMA THESIS ASSIGNMENT

Oluwafunmisho Mary Olalere

Economics and Management

Thesis title

Social media communication

Objectives of thesis

This diploma thesis aims to develop an online communication marketing strategy on social media for Swift Conveyz Logistics, Nigeria.

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.

The proposed extent of the thesis
60 -80 pages

Keywords
marketing, on-line marketing, marketing communication, marketing strategy

Recommended information sources

Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation, and practice (7th ed.). Harlow, UK: Pearson.
Khajeheian, D., & Khajeheian, S. (2019). The impact of social media on customer loyalty. Journal of Strategic Marketing, 27(4), 344-358.
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Oyedijo, A., Adebayo, A., & Ojekunle, P. (2021). Analysis of the use of social media by logistics companies in Nigeria. Journal of Transport Literature, 15(2), 89-101.

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Declaration

I declare that I have worked on my master's thesis titled " Developing An Effective Online Communication Marketing Strategy On Social Networks - A Case Study Of Swift Conveyz Logistics" 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 30th March 2023 _____

Developing An Effective Online Communication Marketing Strategy On Social Networks - A Case Study Of Swift Conveyz Logistics

Abstract

This diploma thesis studied the effect of social media marketing on customer satisfaction in the logistics industry. The study looked at Swift Conveyz Logistics, a third-party logistics provider. The research used both quantitative method, such as a literature review, a survey, and statistical analysis using SPSS software. The results showed that social media marketing can indirectly influence customer satisfaction through word-of-mouth recommendations and good communication strategies. The study also suggested a social media marketing strategy for Swift Conveyz Logistics. This strategy has specific tactics for connecting with their audience and ways to measure success. The proposed strategy can help Swift Conveyz Logistics improve their online communication and marketing, leading to better customer satisfaction and business performance. Overall, this diploma thesis gives helpful insights for logistics companies looking to use social media marketing to improve customer satisfaction and competitiveness

Vytvoření účinné marketingové strategie online komunikace na sociálních sítích - případová studie společnosti Swift Conveyz Logistics

Abstrakt

Tato diplomová práce zkoumala vliv marketingu na sociálních médiích na spokojenost zákazníků v logistickém průmyslu. Studie se zaměřila na společnost Swift Conveyz Logistics, poskytovatele logistiky třetí strany. Výzkum využil kvantitativní metody, jako je rešerše literatury, průzkum a statistická analýza pomocí softwaru SPSS. Výsledky ukázaly, že marketing na sociálních médiích může nepřímo ovlivňovat spokojenost zákazníků prostřednictvím doporučení z ústního podání a dobrých komunikačních strategií. Studie také navrhla marketingovou strategii na sociálních médiích pro společnost Swift Conveyz Logistics. Tato strategie má konkrétní taktiky pro navázání spojení s jejich publikem a způsoby měření úspěchu. Navrhovaná strategie může pomoci společnosti Swift Conveyz Logistics zlepšit jejich online komunikaci a marketing, což vede ke zlepšení spokojenosti zákazníků a výkonnosti podnikání. Celkově tato diplomová práce poskytuje užitečné náhledy pro logistické společnosti, které se chtějí zaměřit na marketing na sociálních médiích s cílem zlepšit spokojenost zákazníků a konkurenceschopnost.

Klíčová slova: marketing na sociálních médiích, spokojenost zákazníků, logistika, logistika třetí strany (3PL), komunikace, strategie, online marketing, angažovanost zákazníků, online přítomnost, marketingová strategie, zákaznický zážitek, e-commerce, dodavatelský řetězec a digitální marketing.

Table of content

1 Introduction

Social media has emerged as a crucial tool for businesses to communicate with their target audience and market their products effectively. As social media platforms continue to grow in number and popularity, companies are increasingly relying on social media marketing to enhance their brand image and attract more customers. Swift Conveyz Logistics, a logistics firm in Nigeria, has also recognized the importance of social media in their marketing communication strategy. However, the company is yet to fully leverage the potential of social media for improving customer satisfaction and expanding its business.

This study aims to analyse the current state of social media marketing for Swift Conveyz Logistics and evaluate its effectiveness in achieving the company's strategic goals. The study will use various statistical techniques, such as descriptive statistics, correlation analysis, and regression analysis, to collect and analyse data. The results of the study will then be used to develop an effective and comprehensive proposal for the company's online communication marketing strategy.

The study findings will provide valuable insights into the current state of social media marketing for Swift Conveyz Logistics and suggest ways to improve the company's marketing communication strategy. The proposed recommendations will help the company enhance its social media presence and communication to attract more customers, improve customer satisfaction, and grow its business.

2 Objectives and Methodology

2.1 Objectives

This diploma thesis aims to develop an online communication marketing strategy on social media for Swift Conveyz Logistics, Nigeria.

2.2 Methodology

The methodology of this diploma thesis will provide a systematic and comprehensive approach to developing a proposal for the online communication marketing strategy for Swift Conveyz Logistics, Nigeria. The theoretical and practical components of the study will work together to provide a comprehensive understanding of the subject and a proposal for the company's online communication marketing strategy.

The practical part of the methodology aims to design the online communication marketing strategy for Swift Conveyz Logistics, Nigeria. To collect data, a combination of quantitative and qualitative research methods will be used, including surveys. The collected data will be analysed using statistical tools such as descriptive statistics, normality tests, regression analysis and correlation analysis. The results of the analysis will be discussed and interpreted to create a proposal for the online communication marketing strategy.

The methodology will be designed to provide a comprehensive understanding of the current state of social media marketing in Nigeria, and to provide a detailed and actionable strategy for improving the marketing communication efforts of Swift Conveyz Logistics on social networks. The goal is to provide the company with the tools and strategies needed to achieve its goals and build a strong, effective presence on social media.

The aim of this study is to analyse the current state of social media use in marketing communication and compare it with the company's strategic goals. The results of the analysis will then be used to create a comprehensive and effective proposal for the company's online communication marketing strategy.

The Objective of this diploma thesis are the following:

- Analysis of the initial state of social media use in marketing communication, this will involve conducting an internal audit of the company's current use of social media for marketing purposes.

- Comparison of the current state with the company's strategic goals, his step will involve a review of the company's mission and vision, its target audience, and its marketing goals and objectives.

- Creation of a proposal for the online communication marketing strategy based on the comparison of the company's needs and current marketing trends on social media. The proposal will consider the results of the literature review and the analysis of the current state of social media use in the company.

2.3 Research Questions

The following research questions are asked to fulfil the Stated Objective:

- What are the current trends in social media marketing for Swift Conveyz?

- What are the goals of Swift Conveyz Logistics in terms of online communication and marketing?

- How is the current state of social media use in marketing communication for Swift Conveyz Logistics?

- How does the current state of social media use align with the company's strategic goals?

- What is the impact of social media on the customer satisfaction?

- How can social media be used effectively to support the marketing objectives of Swift Conveyz Logistics?

- What are the potential benefits and challenges of implementing an online communication marketing strategy on social networks for Swift Conveyz Logistics?

- What steps can be taken to improve the online communication marketing strategy on social networks for Swift Conveyz Logistics in Nigeria?

2.3.1 Theoretical Framework

The theoretical framework for this study will be based on a combination of both primary and secondary data, with a focus on secondary data within the past 10 years. The framework will draw on literature and research from the fields of social media marketing, online communication, and logistics.

Primary data will be collected through questionnaire administered through Google forms with representatives from Swift Conveyz Logistics to gather information about the company's current use of social media for marketing purposes and its strategic goals. This

information will be used to identify any gaps between the company's current social media marketing approach and its objectives.

Secondary data will be gathered through a review of academic literature, industry reports, and online resources within the past 10 years. This data will provide an overview of the current state of social media marketing in the logistics industry, including best practices and current trends. It will also provide a broader context for the study and help to identify areas where the company can improve its online communication marketing strategy.

The theoretical framework will be used to analyze the data collected and provide a comprehensive understanding of the current state of social media marketing in the logistics industry, as well as the best practices for developing an effective online communication marketing strategy for a logistics company. The framework will also help to identify any gaps in the literature and highlight areas for future research.

2.3.2   Research Design

The research design for my diploma thesis titled "Developing an Online Communication Marketing Strategy on Social Networks - A Case Study of Swift Conveyz Logistics in Nigeria" will be a mixed-methods research design. This approach will allow me to gather both quantitative data to address the research objectives comprehensively.

The study will begin with a thorough review of the relevant literature on the use of social media for marketing communication in the logistics industry in Nigeria. The secondary data collected from the literature review will be analysed and compared to identify gaps in the literature and provide a theoretical framework for the study.

To collect primary data, a case study approach will be used to analyse the initial state of social media use in marketing communication at Swift Conveyz Logistics. The study will also collect data on customer satisfaction, service quality, and marketing communication, which will be analysed using descriptive statistics, correlation analysis, and regression analysis.

This research design will enable me to triangulate the data and provide a more comprehensive understanding of the subject being studied. By using quantitative, the study will be able to provide a thorough analysis of the use of social media for marketing communication in the logistics industry in Nigeria. Additionally, the study will develop a proposal for an online communication marketing strategy for Swift Conveyz Logistics, which will help improve customer satisfaction and business growth.

2.3.3   Sampling Design

The sampling design for this thesis will be determined by the research questions, objectives, and the type of data that will be collected.

For this study, I will collect both primary and secondary data. The primary and secondary data collected through social media platform and questionnaires on social media communication strategies. The sampling size is 35 customers and 12 staffs which are representative of the sampling unit.

The sampling design for the primary data collection will be non-probability sampling, specifically, simple random sampling. This is because the sample size is relatively small, and it is not feasible to select a random sample of the population of logistic companies in Nigeria that is why case study method approach is used. The target are employees and customers of Swift Conveyz Logistics to participate in the survey.

For the secondary data collection, I will use a purposive sampling approach, where specific sources that are deemed relevant to the research questions and objectives will be selected. I will only consider sources that have been published within the past 10 years to ensure that the information is up-to-date and relevant to the current state of social media marketing.

2.3.4   Data Collection

Twelve employees and thirty-five customers associated with Swift Conveyz Logistics participated in an online survey conducted through Google Forms. The purpose of this survey was to gather insights into the effectiveness of the company's social media marketing efforts. The main goal was to comprehend the organization's current online marketing approach and the challenges they encounter while executing social media marketing strategies.

The survey consisted of questions about the company's objectives for social media, platforms in use, content creation and distribution, and performance measurement methods. It also aimed to identify barriers the organization faces, such as budget constraints, knowledge gaps, and competition. The collected data will be analyzed using various statistical methods, including descriptive statistics, correlation analysis, and regression analysis.

In addition to primary data, the research analyzed secondary data from the past decade to understand the present state of social media marketing in Nigeria and globally. This involved a comprehensive review of academic journals, online articles, and other

relevant resources that discuss social media marketing strategies, best practices, and success indicators. To guarantee the relevance and currency of the data, the research focused on the past ten years. The analysis of this data will offer valuable insights into the current state of social media marketing for Swift Conveyz Logistics, aiding the company in enhancing its marketing communication strategy for improved customer satisfaction and business growth.

2.3.5 Tools for Data Analysis

To assess the gathered information, a variety of statistical methods will be put into practice. The analysis of the data will be executed using the SPSS (Statistical Package for Social Sciences) software, which will scrutinize the primary data acquired through online questionnaires distributed via Google Forms.

- **Descriptive statistics** - These statistics are utilized to condense and streamline data, making it more comprehensible and accessible. In this research, central tendency measures (mean, median, and mode) will be applied to pinpoint the central values within the data. Dispersion measures (standard deviation and variance) will be used to explore the data's variability and uncover patterns.

- **Correlation analysis** - This statistical approach is employed to identify the association between multiple variables. In this context, we will examine links between factors like customer satisfaction and social media communication. To determine the intensity and orientation of these associations, we will compute Pearson's correlation coefficient.

- **Regression analysis** - This statistical technique is employed to forecast the influence of one or multiple independent variables on a dependent variable. In our study, a multiple linear regression model will be adopted to explore the effects of social media communication and additional independent variables on customer satisfaction. Customer satisfaction will serve as the dependent variable, while various social media communication aspects will act as independent variables.

- **Significance analysis**- An alpha level of 0.05 will be implemented to assess the relevance of the results stemming from the statistical analyses. Outcomes with a p-value below 0.05 will be regarded as statistically significant, signifying a meaningful connection between the variables being examined.

The insights gained from these statistical evaluations will be displayed using tables, charts, and graphs to aid in visualizing the outcomes and simplifying their interpretation. This all-encompassing method will ensure the thorough examination of the collected data, and the

resulting understanding will be invaluable in comprehending the correlation between social media communication and customer satisfaction.

2.3.6   Research Limitation

The Methodological Limitations includes the following:

- **Response Bias**: There is a risk of response bias, in which participants consciously or accidentally supply inaccurate information.

- **Self-selection Bias**: Since the data collection approach comprises an online questionnaire, only individuals interested in the study will participate, which can result in self-selection bias.

- **Limited Sample Size**: The sample size of this study is restricted to Swift Conveyz Logistics employers in Nigeria, which may not be representative of the whole business community in Nigeria.

- **Time and Budget Constraints**: Time and budget restrictions can restrict the scope of the study and prevent a more thorough and in-depth investigation of the data.

- **Reliance on Secondary Data**: The study relies on secondary data that was gathered within the last ten years, which may not be accurate or reflect the state of the online communication and marketing strategy on social networks at the present time.

3 Literature Review

3.1 What is Marketing

Marketing encompasses the process of recognizing, foreseeing, and fulfilling consumer desires and preferences by developing, promoting, and distributing goods or services. This involves a variety of tasks such as market research, product innovation, pricing strategy, advertising, and sales (Kotler & Keller, 2016). As defined by Kotler and Keller (2016), marketing is "the method by which businesses generate value for clients and establish solid customer relationships to obtain value from customers in return." The American Marketing Association (AMA) describes marketing as "the endeavour, collection of institutions, and procedures for generating, conveying, delivering, and exchanging offerings that possess value for customers, clients, partners, and society as a whole" (American Marketing Association, n.d.).

Marketing is crucial for business success, as it assists organizations in comprehending customer needs and preferences while creating products or services to address those requirements. Furthermore, it helps companies generate brand recognition and loyalty, enhance sales, and maintain a competitive edge (Kotler, Bowen, & Makens, 2014). Some fundamental marketing concepts and tactics encompass market segmentation, targeting, positioning, and the marketing mix (i.e., product, price, place, and promotion) (Jobber & Fahy, 2015). In recent times, digital marketing has gained prominence, with companies leveraging various online platforms and instruments to engage with customers, including social media, email marketing, and search engine optimization (Chaffey & Ellis-Chadwick, 2019).

3.1.1 Marketing Strategy

The goal of a marketing strategy is to achieve a competitive edge and maximise earnings. An effective marketing plan must include the organization's goals, target audience, competition, and available resources. Market research, identifying the target market, expressing the value proposition, writing a positioning statement, establishing marketing goals and objectives, and formulating an action plan are typical stages in the development of a marketing strategy (Kotler & Keller, 2016).

Kotler and Keller (2016) emphasise the significance of a marketing strategy with a distinct and well-defined target market, a unique value proposition that differentiates the organisation from its competitors, a logical and consistent positioning strategy, and a marketing mix that is tailored to the needs and preferences of the target market. In addition, the strategy should be flexible and adaptable in the face of changing market conditions and consumer preferences, as well as regularly evaluated to determine its effectiveness in attaining objectives and producing the desired results.

The utilization of digital marketing channels, for example, online networking, website improvement (SEO), and email promoting, has become progressively significant during the most recent couple of years as buyers spend more time on the web. As indicated by an investigation directed by Chaffey et al. (2019), utilizing digital marketing channels can enhance the adequacy and effectiveness of marketing exercises by permitting organizations to connect with a more extensive crowd, centre around explicit fragments all the more productively, and precisely measure the outcomes of their marketing efforts.

3.1.2   Marketing Communications

Marketing communication encompasses the employment of various marketing channels and instruments to engage with customers and endorse a company's products or services. Proficient marketing communication contributes to building brand awareness, fostering product demand, and stimulating sales. A crucial aspect of marketing communication involves crafting a lucid and consistent brand message that appeals to the target demographic. This message ought to be conveyed through all marketing channels, including advertising, public relations, and social media (Kotler & Keller, 2016).

In recent times, the emergence of digital and social media has significantly transformed the way companies address marketing communication. Conventional advertising methods, such as television and print advertisements, have been complemented by novel digital channels, including social media platforms, email marketing, and content marketing (Chaffey et al., 2019).

A study by Statista (2021) indicates that global digital advertising expenditure is projected to amount to $389 billion in 2021, rising from $333 billion in 2019. This growth is propelled by the escalating significance of social media and mobile advertising.

To devise efficacious marketing communication strategies, companies must remain informed about the latest industry trends and best practices. Several key topics warrant consideration, such as:

- **Integrated marketing communication**: This approach entails coordinating all marketing channels to guarantee a consistent and harmonious message. Companies employing integrated marketing communication can generate a unified brand experience for customers across all touchpoints (Kitchen, 2019).

- **Personalization**: Customers anticipate personalized marketing communication that addresses their interests and requirements directly. By capitalizing on data and customer insights, companies can customize their messaging to cater to specific segments and individuals (Peppers & Rogers, 2016).

- **Content marketing**: The production of valuable and informative content constitutes a vital component of contemporary marketing communication. Companies can utilize blog posts, videos, social media posts, and other content forms to enlighten and captivate their audience (Pulizzi, 2012).

Social media platforms, including Facebook, Instagram, and Twitter, provide potent marketing communication instruments, enabling enterprises to access an extensive audience and engage with customers instantaneously (Tuten & Solomon, 2017).

Establishing partnerships with influencers and thought leaders in a particular domain or niche can serve as an effective approach for tapping into new demographics and augmenting brand awareness (Freberg, 2019).

3.1.3 Marketing communication in the logistics industry

Marketing communication within the logistics department entails employing various communication channels to showcase the services provided by logistics companies to potential clients. The marketing communication strategies implemented by these companies considerably influence their success and competitiveness within the market. A prevalent marketing communication tactic in the logistics sector is digital marketing, which encompasses social media marketing, search engine optimization, and email marketing. The growing popularity of digital marketing among logistics companies in recent years can be attributed to its capacity to engage a broader audience and cater to specific customer segments (Nguyen, 2019).

Another critical facet of marketing communication in the logistics department is branding and corporate identity. Logistics companies must cultivate a robust brand identity that reflects their values, services, and reputation. This can be achieved through various branding strategies, including employing logos, slogans, and advertising campaigns (Khalifa, 2016).

Furthermore, logistics companies can leverage customer relationship management (CRM) tools to enhance their marketing communication efforts. CRM tools assist logistics companies in better understanding their customers' needs, preferences, and behaviors, enabling the development of more efficacious marketing communication strategies (Berman et al., 2017). Effective marketing communication is vital for the success of logistics companies. Digital marketing, branding and corporate identity, and customer relationship management are integral strategies that can be utilized to improve marketing communication within the logistics department.

Marketing communications facilitate public familiarity with and comprehension of a brand, offering a comprehensive understanding of the brand's offerings. Marketing communications encompass advertising, promotions, sales, branding, campaigns, events, and online promotions (Krizan et al., 2008).

Marketing communication channels concentrate on how businesses convey a message to their target market or the general market (Tomšič & Snoj, 2014). Additionally, these channels are responsible for an organization's internal communications. Marketing communication tools include advertising, personal selling, direct marketing, sponsorship, communication, public relations, social media, customer journey, and promotion. The initial step involves brand recognition, while the ultimate goal is achieving brand preference over competing brands. The evolution of technology and practices has enabled customers to engage directly by incorporating their ideas and creations into brand and product development. Targeting individuals who comprehend the organization's mission, vision, corporate values, and marketing strategy is crucial for successful branding (Tomšič & Snoj, 2014).

3.2 Social Media

The utilization of social media is expanding, with platforms such as YouTube, Facebook, Instagram, Pinterest, Snapchat, and TikTok witnessing increased market penetration. Companies are capitalizing on these external platforms to engage with current and

prospective customers, reinforce brand messaging, shape customer opinions, deliver targeted offers, and serve customers more effectively. Social media offers a versatile communication method that transcends traditional advertising, allowing brands to connect with their audience on a personal or professional level (Persuit, Jeanne M., c. 2013).

As defined by Obar & Wildman (2015), social media refers to interactive technologies that facilitate the creation and dissemination of information, ideas, interests, and other forms of expression through virtual communities and networks. Although the definition of social media may vary due to the diverse array of stand-alone and integrated services available, several common features can be identified. These encompass social media being interactive Web 2.0 internet-based applications, user-generated content serving as the driving force of social media, service-specific profiles being established and maintained by the social media organization, and social media fostering the development of online social networks by linking user profiles with those of other individuals or groups.

3.2.1 Evolution of Social Media

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3.2.2 Social Media Marketing

Social media has emerged as an indispensable channel for businesses to connect with and engage their target audience, raise brand awareness, and promote their products or services. Businesses' use and exploitation of social media for marketing reasons has significantly increased during the past decade. Several studies have examined the benefits and difficulties of utilising social media as a marketing strategy. According to a 2018 study by KPMG, 84% of businesses use social media for marketing and communication, with 59% observing increased brand exposure and 45% observing increased website traffic as a result of their social media initiatives. In addition, social media has proven effective for fostering customer loyalty and engagement, generating leads and sales, and gaining market intelligence (KPMG, 2018).

Using social media for marketing does, however, create obstacles, such as analysing return on investment (ROI), maintaining online reputation, and keeping up with ever-changing algorithms and trends. Companies require a social media plan that is consistent with their broader marketing objectives, target audience, and brand identity. Influencer marketing on social media, a trend that has gained momentum in recent years, entails partnering with social media personalities or celebrities with large followings to promote products and services. This strategy has been effective in generating customer brand recognition and credibility. According to a survey done by Influencer Marketing Hub in 2021, the average Return for influencer marketing is $5.78 per dollar spent.

3.2.3 Social Media Strategy

Social media marketing (SMM) is a branch of digital marketing that employs social media platforms to promote a brand or product and engage with its target audience. This concept has experienced considerable transformation over the years due to the rise of new social media platforms, shifts in consumer behaviour, and advancements in technology. Srinivasan, Rutz, and Pauwels (2016) argue in their study that, given the growth and importance of social media platforms, social media marketing has become a crucial element of a company's marketing mix. The authors maintain that social media marketing can help businesses with brand visibility, customer engagement, website traffic, and sales generation.

Kaplan and Haenlein (2010) provide an overview of the development of social media marketing in another study. The authors outline the various stages of social media marketing, including Web 1.0 (informational), Web 2.0 (participative), and Web 3.0 (intelligent). Furthermore, they discuss how different types of social media platforms, such as social networks, blogs, and microblogs, can be employed to achieve marketing objectives.

The effectiveness of social media marketing has been widely researched. According to a 2021 Statista study, social media advertising expenditures are projected to reach $110 billion in 2022. The study also indicates that platforms like Facebook, Instagram, and Twitter exhibit high user engagement rates, making them suitable for marketing campaigns. Over time, social media marketing has evolved significantly and has become an essential component of organizations' marketing mix. The use of social media platforms for marketing purposes has expanded, and its effectiveness has been extensively investigated.

3.2.4   Social Media Marketing Strategy

Businesses use social media marketing strategies to promote their products and services on social media platforms. Some efficient social media marketing tactics can help firms reach their target audience and achieve their marketing objectives. Many of these techniques include:

Content marketing: This strategy involves developing and sharing valuable, relevant, and consistent material on social media platforms in order to attract and retain a well-defined audience, ultimately resulting in profitable consumer actions (Pulizzi, 2013). The content may take the shape of blog articles, videos, photos, and infographics, among others.

This method involves cooperating with social media influencers to promote a business's products and services. This strategy can assist firms in reaching a larger audience and gaining the trust of their target clients (Freberg, Graham, McGaughey, & Freberg, 2013).

Sponsored advertising entails purchasing advertising space on social media networks in order to reach a certain target audience. Paid advertising on social media may be extremely targeted, allowing businesses to interact with their ideal customers (Kumar & Mirchandani, 2013).

Contests and giveaways on social media: This technique entails holding competitions and giveaways on social media platforms in order to engage the audience and increase brand awareness. These contests and giveaways can assist organisations in

expanding their social media following and audience reach (Gummerus, Liljander, Weman, & Pihlstrom, 2013).

This strategy focuses on interacting with customers on social media platforms by reacting to their comments, messages, and reviews. Engaging with customers can aid organisations in fostering relationships, increasing client loyalty, and enhancing their brand image (Hollebeek, Glynn, & Brodie, 2013).

3.2.5 Best practices for developing a social media marketing strategy

Best practises for building a social media marketing plan are as follows:

Specify your aims: Before to developing a social media marketing strategy, it is essential to determine your goals. Decide what you hope to achieve with social media. Your objectives should be SMART (specific, measurable, attainable, relevant, and time-bound) (Stelzner, M. A., 2013).

Recognize your audience: To design an effective social media marketing plan, it is vital to know the preferences and behaviour of your target audience. Research their demographics, hobbies, behaviour, and preferences (Smith, M., 2013).

Pick the appropriate platforms: Not all social media platforms are made equal. Choose platforms that connect with your marketing objectives and are relevant to your target audience (Peters, B., 2013).

The content you share on social media should be compelling, useful, and engaging. It should captivate your intended audience and inspire them to take action (Flynn, P., 2013).

Keep abreast on the most recent fashions and best practises: Social media is continuously evolving; therefore, it is essential to keep abreast of the most recent social media marketing trends and best practises.

Consistency is crucial: Establishing a strong social media presence requires persistence in posting material and interacting with audiences. Regularly and at appropriate times to guarantee that your audience receives your material when they are most engaged (Moz, 2013).

Observe and evaluate results: Consistently monitor your social media stats to understand the performance of your content and make data-driven decisions. Use data to tweak your plan and optimise your content for enhanced engagement and results. Monitoring and monitoring the results of your social media marketing approach is essential for determining its efficacy and making any required adjustments (Paine, K. D., 2013).

3.2.6   Social media marketing strategy development

The development of a social media marketing strategy in the logistics industry entails several critical steps, including:

Defining goals and objectives: The initial step involves determining the specific, measurable, achievable, relevant, and time-bound (SMART) goals and objectives of the social media marketing strategy. Examples of goals may include enhancing brand awareness, generating leads, increasing website traffic, or boosting customer engagement (Chaffey & Ellis-Chadwick, 2012).

Identifying the target audience: The subsequent step entails identifying the target audience for the social media marketing campaign. This can be achieved by conducting market research and crafting buyer personas to better comprehend the target audience's characteristics and needs (Kaplan & Haenlein, 2010).

Choosing social media platforms: Once the target audience is identified, the next step involves selecting the most relevant social media platforms based on factors such as age, location, interests, and behaviour. Examples of social media platforms commonly utilized in the logistics industry include LinkedIn, Twitter, Facebook, and Instagram (Kietzmann et al., 2011).

Creating content: The subsequent step entails generating content tailored to the target audience and the chosen social media platforms. This can encompass blog posts, infographics, videos, and other relevant and engaging content types (Pulizzi, J., 2012).

Implementing the strategy: After content creation, the social media marketing strategy can be executed, which involves scheduling posts, engaging with followers, and monitoring the campaign's performance (Evans & McKee, 2010).

Evaluating the results: The final step involves assessing the social media marketing campaign's outcomes by analysing metrics such as engagement rate, click-through rate, and conversion rate. Based on these results, the strategy can be adjusted and refined for future campaigns (Paine, K.D., 2011).

3.2.7   The role of online communication in customer engagement and satisfaction

Online communication, particularly through social media, has emerged as a vital aspect of customer engagement and satisfaction in today's business environment. Research indicates that online communication can considerably influence customer satisfaction, as it

enables companies to interact with their customers in real-time and offer immediate assistance and support. A study conducted by Wang, Y., Min, Q., & Han, S. (2018) discovered that social media communication had a positive effect on customer satisfaction, particularly when companies promptly responded to customer inquiries and complaints. Similarly, Quan, N., & Wang, N. (2017) unveiled that social media communication positively impacted customer engagement and satisfaction within the hotel industry.

Furthermore, online communication has been demonstrated to enhance customer loyalty and advocacy. Khajeheian, D., & Khajeheian, S. (2019) found that social media communication positively influenced customer loyalty and the willingness to recommend a company to others. To effectively utilize online communication for customer engagement and satisfaction, companies should prioritize responsiveness, personalization, and authenticity in their online interactions. Additionally, they should employ social media to gather customer feedback and insights to continually improve their products and services (Hudson et al., 2013).

3.2.8 What are the most effective social media platforms for marketing communication in the logistics industry?

There is no one-size-fits-all method for determining the most effective social media platforms for marketing communication in the logistics business, as the effectiveness of these platforms depends on the specific objectives, target audience, and features of each logistics organisation. Yet, data indicates that LinkedIn, Twitter, Instagram, and Facebook are among the most popular and effective social media sites for logistics companies.

According to Trinks et al. (2018), LinkedIn is the most successful social media network for logistics companies to generate brand recognition and leads, followed by Twitter and Facebook. In addition, a survey by Oyedijo et al. (2021) indicated that Facebook was the most popular social media network among logistics companies in Nigeria, followed by Twitter and LinkedIn, in that order.

It is vital to note that the type of content and techniques employed by the logistics company can also impact the efficacy of social media platforms. Therefore, businesses should conduct their own research and testing to determine the most effective social media platforms for achieving their unique marketing communication goals.

4 Practical Part

4.1 About Swift Conveyz Logistics

Swift Conveyz Logistics, a Nigerian third-party logistics (3PL) firm, maintains offices in Lagos and Abuja. Established in 2018, this organization has consistently offered superior logistics solutions to its clients. The company specializes in an array of services, such as transportation, warehousing, freight management, and supply chain administration. Swift Conveyz Logistics has earned a reputation as a reliable and effective logistics provider throughout the region, attracting an expanding customer base. The organization is dedicated to delivering exceptional services, adhering to its core values of excellence, reliability, ingenuity, customer satisfaction, integrity, and collaboration.

The primary objective of Swift Conveyz Logistics is to supply reliable, streamlined, and impactful logistics services to individuals and organizations, ensuring the secure and punctual transport of goods, while simultaneously delivering exceptional customer support. Swift Conveyz Logistics envisions becoming the premier and most innovative logistics provider in Nigeria, offering increased value to its clientele and establishing itself as the top employer for the industry's most skilled professionals.

Core Values: Excellence, Reliability, Ingenuity, Client Gratification, Integrity, Cooperation, Efficiency, Professionalism

4.1.1 Swift Conveyz Services

As a 3PL (Third-Party Logistics) provide, Swift Conveyz Logistics offers a range of products and services designed to meet the diverse needs of their clients. These may include, but are not limited to, the following:

- **Warehousing and storage**: The company offers warehousing and storage solutions to ensure clients' goods are securely stored and efficiently managed. This service may include inventory management, order fulfilment, and packaging services.

- **Supply chain management**: Swift Conveyz Logistics specializes in end-to-end supply chain management, working closely with clients to optimize their supply chains and reduce costs. This includes procurement, inventory management, transportation, and logistics planning.

- **Transportation and logistics services**: The company provides a variety of transportation options, including ground, air, and sea freight, to ensure clients' goods are delivered on time and in perfect condition. They also offer logistics planning and management services to optimize shipping routes and schedules.
- **E-commerce fulfilment**: Swift Conveyz Logistics supports businesses operating in the e-commerce space by providing order fulfilment, warehousing, and shipping services tailored to their unique needs.
- **Specialized services**: The company may also offer specialized services to cater to specific industries or unique client requirements, such as temperature-controlled shipping, hazardous materials transportation, or project cargo handling.

By offering a comprehensive suite of logistics and supply chain services, Swift Conveyz Logistics aims to be a one-stop solution for clients' needs, ensuring efficient and seamless management of their goods throughout the entire process.

4.2 Obtained Data Analysis

4.2.1 Current trends in social media marketing for logistics companies

Descriptive statistics (frequencies, percentages) to determine the most used social media platforms for work-related purposes among employees of Swift Conveyz Logistics.

Table 1 - Frequency Table Which social media platforms do you use for work-related purposes?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Instagram	9	75.0	75.0	75.0
	LinkedIn	1	8.3	8.3	83.3
	Twitter	2	16.7	16.7	100.0
	Total	12	100.0	100.0	

Source: Own Computation from IBM SPSS

Figure 1.Social Media work-related Pie Chart.

Which social media platforms do you use for work-related purposes?

- Instagram
- LinkedIn
- Twitter
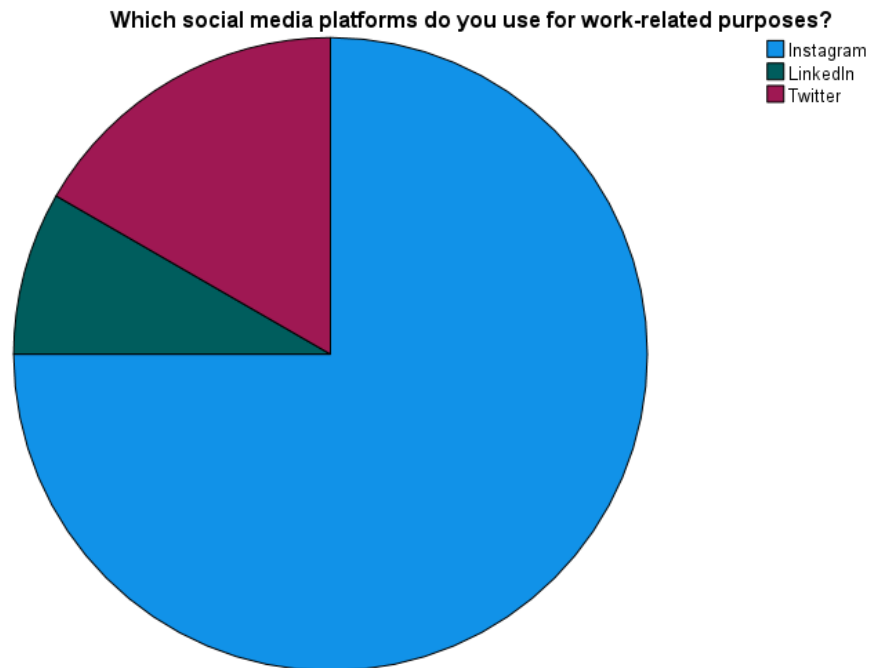
Source: Own Computation from IBM SPSS

The table 1 above provides information regarding the social media platforms utilised by employees for work-related tasks. It indicates that 75 percent of the 12 employees who participated in the poll use Instagram, while 16.7 percent use Twitter and 8.3 percent use LinkedIn. No more social media sites were listed. In addition, the table suggests that 75% of employees only use Instagram for work-related activities. In addition, 83.3% of them use Instagram or LinkedIn, and all participants utilise at least one of the three platforms indicated, according to the frequency table for the question "Which social media sites do you use for work?", Instagram is the most popular platform, with 75% of respondents using it, followed by Twitter (16.7%) and LinkedIn (8.2%). This suggests that Instagram may be a more productive channel for Swift Conveyz Logistics' social media marketing.

4.2.2 Correlation analysis to determine if there is a relationship between the frequency of social media use and the job position or length of employment of the employees

Table 2 - Frequency Table - What is your job position at Swift Conveyz Logistics?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Customer Service	3	25.0	25.0	25.0
	Logistics Coordinator	1	8.3	8.3	33.3
	Management	2	16.7	16.7	50.0
	Operations	5	41.7	41.7	91.7
	Sales and Marketing	1	8.3	8.3	100.0
	Total	12	100.0	100.0	

Source: Own Computation from IBM SPSS

Figure 2. Job Position Frequency Table Pie Chart.
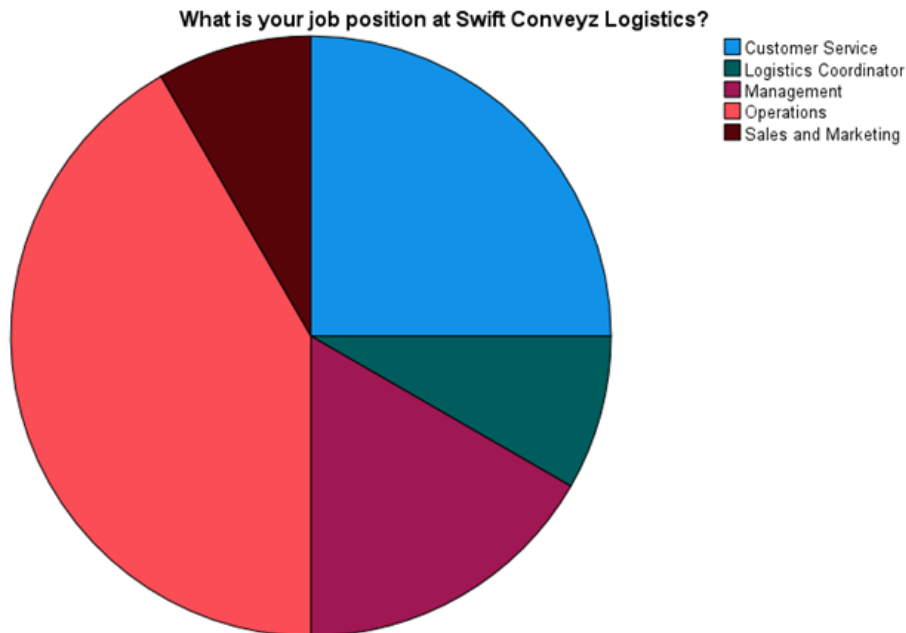
Source: Own Computation from IBM SPSS

As shown in table 2 above which shows the different job positions held by employees at Swift Conveyz Logistics. The results show that 41.7% of the 12 employees surveyed work in Operations, 25% in Customer Service, 16.7% in Management, 8.3% in Sales and Marketing, and 8.3% as Logistics Coordinator. The valid and cumulative percentages reveal that only 25% work in Customer Service, while the remaining 91.7% are employed in Operations, Management, Sales and Marketing, or Logistics Coordinator.

4.2.3 Nonparametric Correlations

Table 3 - Frequency Table – Correlations

			How often do you use social media platforms for work-related purposes?	How long have you been employed at Swift Conveyz Logistics?
Spearman's rho	How often do you use social media platforms for work-related purposes?	Correlation Coefficient	1.000	.623*
		Sig. (2-tailed)	.	.030
		N	12	12
	How long have you been employed at Swift Conveyz Logistics?	Correlation Coefficient	.623*	1.000
		Sig. (2-tailed)	.030	.
		N	12	12

Source: Own Computation from IBM SPSS

This correlation table displays the results of a statistical investigation into the link between two variables using Spearman's rank-order correlation (rho).

- The frequency with which employees use social media for work-related activities.
- How long have employees been with Swift Conveyz Logistics?

The correlation coefficient (rho) between the two variables is 0.623, while the two-tailed significance level is 0.030. The asterisk (*) shows that the correlation is statistically significant at the 0.05 level, indicating that there is a positive association between the two variables. The sample size (N) for both variables is equal to twelve. The results imply that as job duration at Swift Conveyz Logistics increases, so does the frequency with which social media platforms are utilised for business objectives, this link is significant at the 0.05 level of statistical significance.

Table 4 - Confidence Intervals of Spearman's rho

	Spearman's rho	Significance(2-tailed)	95% Confidence Intervals (2-tailed)[a,b]	
			Lower	Upper
How often do you use social media platforms for work-related purposes? - How long have you been employed at Swift Conveyz Logistics?	.623	.030	.057	.886

a. Estimation is based on Fisher's r-to-z transformation.

b. Estimation of standard error is based on the formula proposed by Fieller, Hartley, and Pearson.

Source: Own Computation from IBM SPSS

The table 4 displays confidence ranges for the Spearman's rho correlation coefficient between two variables, the regularity with which employees use social media channels for business objectives, the length of time an employee has been with Swift Conveyz Logistics. The Spearman's rho correlation value is 0.623, and the 2-tailed significance level is 0.030, showing a statistically significant positive connection between the two variables.

The table also includes the 95% confidence intervals (2-tailed) based on Fisher's r-to-z transformation (a) and the standard error estimation formula proposed by Fieller, Hartley, and Pearson for the correlation coefficient (b). The 95% confidence interval has lower and upper limits of 0.057 and 0.886, respectively.

We have a confidence level of 95% that the genuine correlation coefficient between the frequency with which employees use social networking sites for work-related purposes and their tenure at Swift Conveyz Logistics lies between 0.057 and 0.88. The correlation analysis reveals a moderately positive association (Spearman's rho = 0.623, p = 0.03) between the frequency with which Swift Conveyz Logistics personnel utilise social media platforms for work-related objectives and the length of their employment at the company. This shows that employees who have been with the organisation for longer durations utilise social media sites for work-related objectives more frequently.

4.3 Goals of Swift Conveyz Logistics in terms of online communication and marketing

Descriptive statistics (frequencies, percentages) to determine the most important aspects of social media marketing according to the employees.

Table 5 - Frequency Table to determine the most important aspects of social media marketing

How important do you think social media marketing is for the success of the company?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Important	2	16.7	16.7	16.7
	Very Important	10	83.3	83.3	100.0
	Total	12	100.0	100.0	

Source: Own Computation from IBM SPSS

Figure 3. *the most important aspects of social media marketing Pie Chart.*

How important do you think social media marketing is for the success of the company?
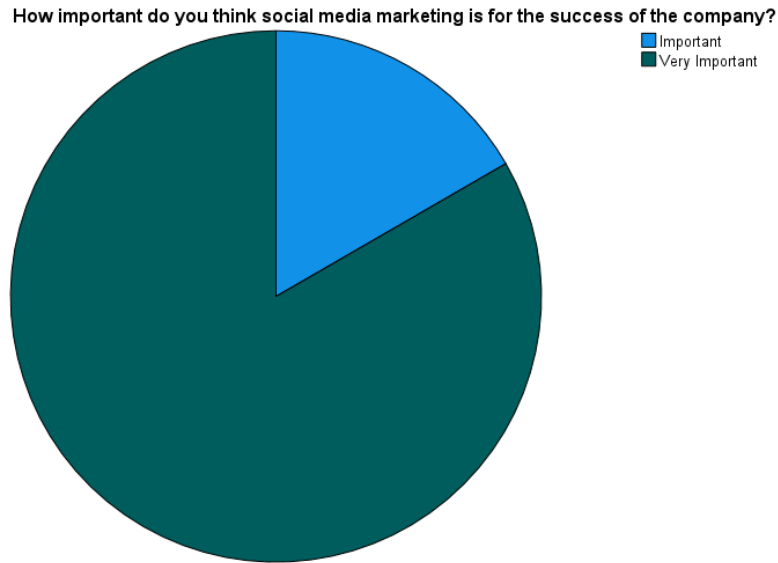
Source: Own Computation from IBM SPSS

The frequency table 5 presents the replies of 12 participants to the question on the importance of social media marketing to the company's performance.

Social media marketing is viewed as important by 16.7% of respondents (2 of 12), while 83.3% of respondents (10 of 12) view it as extremely crucial to the success of their organisation. The cumulative percentage shows that all respondents have provided a response to the question, most respondents (83.3%) believe that social media marketing is crucial to the success of their firm.

4.3.1 Current state of social media use in marketing communication for Swift Conveyz Logistics

Descriptive statistics (frequencies, percentages) to determine the level of satisfaction with the company's social media marketing efforts among the employees.

Table 6 - Descriptive Statistics for level of satisfaction with the company's social media

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
How often do you use social media platforms for work-related purposes?	12	1	4	2.25	.965	.864	.637	.319	1.232

Source: Own Computation from IBM SPSS

Table 7 - Descriptive Statistics for level of satisfaction with the company's social media

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	Std. Error	Kurtosis	Std. Error
Which social media platforms do you use for work-related purposes?	12	1	3	1.42	.793	1.638	.637	1.130	1.232
Valid N (listwise)	12								

Source: Own Computation from IBM SPSS

The table 6 and 7 provides descriptive statistics for two questions pertaining to the professional use of social media.

How often do you utilise social media networks for business purposes?

Which social media platforms do you utilise professionally?

Regarding the first query:

- The number of samples (N) is 12.
- The least score attainable is 1 and the maximum score achievable is 4.
- The mean (average) score is 2.25, while the standard deviation is 0.96, showing response variability.
- The skewness is 0.864 and the standard error is 0.637, indicating that the distribution is positively skewed.
- The kurtosis is 0.319 and the standard error is 1.232, indicating that the distribution is generally flat.
- The sample size (N) for the second question is 12.
- The lowest possible score is one, and the highest is three.
- The mean (average) score is 1.42, and the standard deviation is 0.793, demonstrating response variability.
- A skewness of 1,638 and a standard error of 0.63 reflect a distribution that is significantly positively skewed.
- The kurtosis is 1.130, and the standard error is 1.232, indicating a distribution with somewhat pronounced peaks.

All the participants utilise social media platforms for professional purposes with diverse regularity and select various platforms for these duties. For both questions, the response distribution is positively skewed, with a flatter distribution for the first question and a distribution with moderate peaks for the second.

The mean response to the question "How frequently do you utilise social media for professional purposes?" is 2.25, with a standard deviation of 0.90. This indicates that Swift Conveyz Logistics personnel make moderate use of social media sites for professional purposes.

The mean response to the question "Which social media networks do you use professionally?" is 1.42, and the standard deviation is 0.793%. Instagram is the most popular social media platform among Swift Conveyz Logistics employees for professional purposes, followed by Twitter and LinkedIn.

4.3.2 Alignment of current state of social media use with the company's strategic goals

Descriptive statistics (frequencies, percentages) to determine the most important goals of the company's social media marketing strategy according to the employees.

Table 8 - What are the main goals of Swift Conveyz Logistics' social media marketing strategy? (Select all that apply)

N	Valid	12
	Missing	0
Mean		3.25
Std. Deviation		1.485
Skewness		.087
Std. Error of Skewness		.637
Kurtosis		-1.659
Std. Error of Kurtosis		1.232

Source: Own Computation from IBM SPSS

The question asks employees to select all the main goals of Swift Conveyz Logistics' social media marketing strategy that apply to them. The table 8 provides the descriptive statistics of the responses.

The mean value of 3.25 suggests that, on average, respondents selected 3-4 goals from the options provided. The standard deviation of 1.485 indicates that the responses varied widely, with some selecting only one goal while others selected all four.

The skewness value of 0.087 indicates that the distribution of responses is approximately symmetrical, with no significant skewness. The kurtosis value of -1.659

indicates that the distribution is relatively flat and spread out, with fewer responses clustered around the mean.

After that results suggest that respondents have multiple goals for the company's social media marketing strategy, which highlights the importance of a well-defined and multifaceted strategy that can address the various needs of the organization and its stakeholders.

Figure 4 What are the main goals of Swift Conveyz Logistics' social media marketing strategy? (Select all that apply) *Pie Chart*
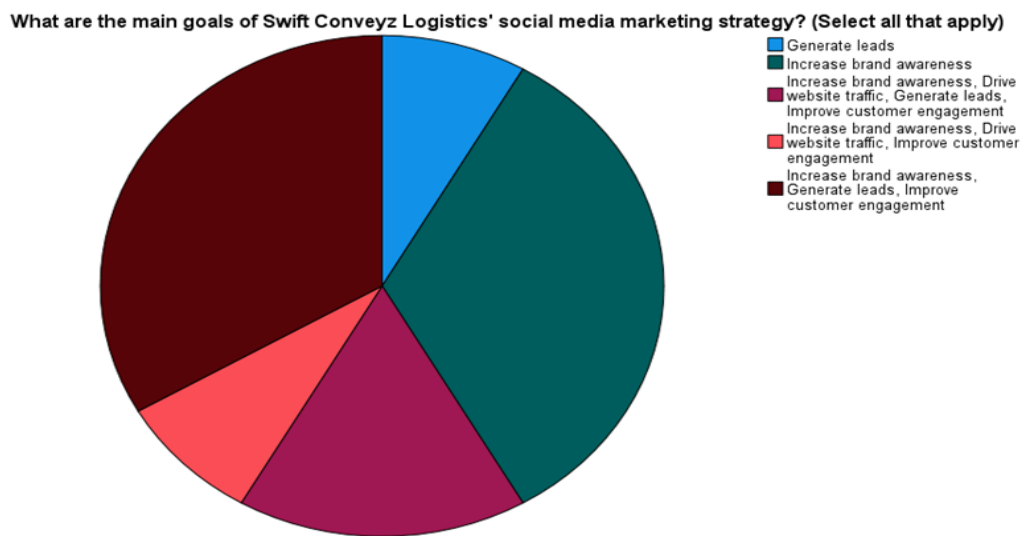
Source: Own Computation from IBM SPSS

Table 9 – Frequency Table: what are the main goals of Swift Conveyz Logistics' social media marketing strategy? (Select all that apply)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Generate leads	1	8.3	8.3	8.3
	Increase brand awareness	4	33.3	33.3	41.7
	Increase brand awareness, Drive website traffic, Generate leads, Improve customer engagement	2	16.7	16.7	58.3
	Increase brand awareness, Drive website traffic, Improve customer engagement	1	8.3	8.3	66.7
	Increase brand awareness, Generate leads, Improve customer engagement	4	33.3	33.3	100.0
	Total	12	100.0	100.0	

Source: Own Computation from IBM SPSS

The table 9 shows the frequency, percent, valid percent, and cumulative percent of responses to the question "What are the main goals of Swift Conveyz Logistics' social media marketing strategy?" where respondents were allowed to select multiple options. Out of 12

respondents, 8.3% selected "Generate leads" as a goal, 33.3% selected "Increase brand awareness", 16.7% selected "Increase brand awareness, Drive website traffic, generate leads, improve customer engagement", 8.3% selected "Increase brand awareness, Drive website traffic, improve customer engagement", and 33.3% selected "Increase brand awareness, Generate leads, Improve customer engagement". The cumulative percent shows the cumulative percentage of respondents up to each response. The data suggests that increasing brand awareness is the primary goal of Swift Conveyz Logistics' social media marketing strategy, followed by generating leads and improving customer engagement.

Based on the results, the main goals of Swift Conveyz Logistics' social media marketing strategy are to increase brand awareness, generate leads, and improve customer engagement. These goals align with the current state of social media use among the employees, as Instagram is the most used social media platform for work-related purposes, which is a platform that is effective for increasing brand awareness and engaging with customers. The frequency of social media use is also aligned with the strategic goals, as most employees indicated that they use social media for work-related purposes rarely or never, which suggests that the company may need to increase its efforts to improve social media presence and achieve its marketing goals. Additionally, the correlation between how often employees use social media for work-related purposes and how long they have been employed at the company suggests that there may be a need for targeted training and support for employees who have been with the company for a shorter period, to ensure that they are effectively utilizing social media platforms in line with the company's goals.

4.3.3 Correlation analysis to determine if there is a relationship between the goals of the company's social media marketing strategy and the effectiveness of the strategy

Table 10 – main goals of Swift Conveyz Logistics 'correlation

			What are the main goals of Swift Conveyz Logistics' social media marketing strategy? (Select all that apply)	How effective you think company's cu social m marketing stra is?
Spearman's rho	What are the main goals of Swift Conveyz Logistics' social media marketing strategy? (Select all that apply)	Correlation Coefficient	1.000	-.687*
		Sig. (2-tailed)	.	.014
		N	12	12
	How effective do you think the company's current social media marketing strategy is?	Correlation Coefficient	-.687*	1.000
		Sig. (2-tailed)	.014	.
		N	12	12

Source: Own Computation from IBM SPSS

The table 10 shows the correlation between "What are the main goals of Swift Conveyz Logistics' social media marketing strategy?" and "How effective do you think the company's current social media marketing strategy is?" using Spearman's rho. The correlation coefficient is -0.687, which indicates a strong negative correlation between the two variables. The p-value is 0.014, which is below the significance level of 0.05, indicating that the correlation is statistically significant. This suggests that the company's effectiveness in achieving its social media marketing goals is related to how effective employees perceive its current social media marketing strategy to be.

Table 11 – main goals of Swift Conveyz Logistics Confidence Interval
Confidence Intervals of Spearman's rho

	Spearman's rho	Significance(2-tailed)	95% Confidence Intervals (2-tailed)[a,b] Lower	Upper
What are the main goals of Swift Conveyz Logistics' social media marketing strategy? (Select all that apply) - How effective do you think the company's current social media marketing strategy is?	-.687	.014	-.908	-.168

a. Estimation is based on Fisher's r-to-z transformation.
b. Estimation of standard error is based on the formula proposed by Fieller, Hartley, and Pearson.
Source: Own Computation from IBM SPSS

Current social media marketing approach for your organisation is?" The value of -0.687 for Spearman's rho indicates a negative correlation between the two variables. The association is statistically significant because the significance threshold, 0.014, is less than 0.05. -0.908 to -0.168 are the 95% confidence intervals for the correlation coefficient. This indicates that, with 95% assurance, the genuine correlation coefficient falls within this range. The estimation is based on Fisher's r-to-z transformation, whereas the estimation of standard error is based on a formula proposed by Fieller, Hartley, and Pearson.

The Spearman's rho correlation coefficient between the objectives of Swift Conveyz Logistics' present social media marketing approach and its perceived effectiveness is -0.687, which is statistically significant at the 0.05 level (2-tailed). The table 11 indicates that there is a negative association between the two variables, which indicates that as the aims of the social media marketing plan get more ambitious, the perceived effectiveness of the existing strategy declines. The lower bound of the 95% confidence intervals for this negative

correlation is -0.908 and the upper bound is -0.168, indicating that this association is strong. Hence, the current level of social media use may not be fully linked with the company's strategic goals, and there may be potential for improvement in the effectiveness of the social media marketing plan to better achieve these objectives

4.3.4 Impact of social media on customer satisfaction

Regression analysis to identify whether there is a correlation between social media engagement and customer satisfaction

Table 12 – Regression Descriptive Statistics Impact of social media on customer satisfaction

Descriptive Statistics			
	Mean	Std. Deviation	N
How satisfied are you with the quality of service provided by Swift Conveyz Logistics?	1.80	.406	35
Have you ever interacted with Swift Conveyz Logistics on social media (e.g. liked or shared a post, left a comment or review)?	1.57	.502	35
How do you prefer to communicate with Swift Conveyz Logistics?	1.97	.785	35
How satisfied are you with the company's social media presence and communication?	1.77	.426	35

Source: Own Computation from IBM SPSS

The table 12 presents descriptive statistics for four survey questions on Swift Conveyz Logistics's customer satisfaction and social media activity. The mean, standard deviation, and sample size are reported for each question (N).

The mean and standard deviation for the first question, "How pleased are you with the quality of service given by Swift Conveyz Logistics?" are 1.80 and 0.406. This indicates that most respondents are pleased with the company's service quality.

Have you ever connected with Swift Conveyz Logistics on social media (such as like or sharing a post or leaving a comment or review)? has a mean of 1.57 and a standard deviation of 0.502. This indicates that the majority of respondents have engaged with the firm via social media.

The mean and standard deviation for the third question, "How do you prefer to communicate with Swift Conveyz Logistics?" are 1.97 and 0.78 respectively. This indicates that most respondents prefer to contact with the organisation via traditional methods, such as phone and email, as opposed to social media.

The mean and standard deviation for the fourth question, "How happy are you with the company's social media presence and communication?" are 1.77 and 0.426, respectively. Most respondents are satisfied with the company's social media presence and communication.

Table 13 – Correlation Between Social Media Engagement And Customer Satisfaction

Correlations		How satisfied are you with the quality of service provided by Swift Conveyz Logistics?	Have you ever interacted with Swift Conveyz Logistics on social media (e.g. liked or shared a post, left a comment or review)?	How do you prefer to communicate with Swift Conveyz Logistics?	How satisfied are you with the company's social media presence and communication?
Pearson Correlation	How satisfied are you with the quality of service provided by Swift Conveyz Logistics?	1.000	.289	.258	.748
	Have you ever interacted with Swift Conveyz Logistics on social media (e.g. liked or shared a post, left a comment or review)?	.289	1.000	.043	.216

Source: Own Computation from IBM SPSS

The correlation table 13 and 14 displays the Pearson correlation coefficients between variables, with a constant correlation of 1 for identical variables displayed on the diagonal. As indicated by a correlation value of 0.74 and a significance level of p 0.001, there is a correlation between customer happiness with Swift Conveyz Logistics' service quality and contentment with the company's social media presence and communication.

Table 14 – Correlation Between Social Media Engagement and Customer Satisfaction

	How do you prefer to communicate with Swift Conveyz Logistics?	.258	.043	1.000	.244
	How satisfied are you with the company's social media presence and communication?	.748	.216	.244	1.000
Sig. (1-tailed)	How satisfied are you with the quality of service provided by Swift Conveyz Logistics?	.	.046	.067	<.001
	Have you ever interacted with Swift Conveyz Logistics on social media (e.g. liked or shared a post, left a comment or review)?	.046	.	.404	.106
	How do you prefer to communicate with Swift Conveyz Logistics?	.067	.404	.	.079

With a correlation value of 0.289 and a significance level of p = 0.046, a weak positive link is also observed between customer satisfaction with the quality of service offered and whether or not they have ever connected with the company on social media.

The association between consumers' preferred form of communication and their level of satisfaction with the company's social media presence is weak, as demonstrated by a correlation coefficient of 0.243 and a p-value of 0.079.

There is no association between customers' preferred form of communication, whether they have ever interacted with the company on social media, and the quality of the company's service.

Table 15 – Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	How satisfied are you with the company's social media presence and communication?, Have you ever interacted with Swift Conveyz Logistics on social media (e.g. liked or shared a post, left a comment or review)?, How do you prefer to communicate with Swift Conveyz Logistics?[b]	.	Enter

a. Dependent Variable: How satisfied are you with the quality of service provided by Swift Conveyz Logistics?

b. All requested variables entered.

The table 15 shows the variables that were entered and removed in the regression analysis, with the dependent variable being "How satisfied are you with the quality of service provided by Swift Conveyz Logistics?" All three independent variables, "How satisfied are you with the company's social media presence and communication?", "Have you ever interacted with Swift Conveyz Logistics on social media (e.g. liked or shared a post, left a comment or review)?", and "How do you prefer to communicate with Swift Conveyz Logistics?" were entered in the model using the "Enter" method, indicating that they were all included in the analysis simultaneously. No variables were removed from the analysis.

Table 16 – Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | |
					R Square Change	F Change	df1	df2
1	.764ª	.583	.543	.274	.583	14.474	3	31

a. Predictors: (Constant), How satisfied are you with the company's social media presence and communicatio
ever interacted with Swift Conveyz Logistics on social media (e.g. liked or shared a post, left a comment or re
do you prefer to communicate with Swift Conveyz Logistics?

b. Dependent Variable: How satisfied are you with the quality of service provided by Swift Conveyz Logistics?

Source: Own Computation from IBM SPSS

The Model Summary in table 16 provides information on the performance of the regression model. The multiple correlation coefficient (R) for the model is 0.764, indicating a moderate positive correlation between the predictor variables (social media engagement and communication preference) and the dependent variable (customer satisfaction with service quality). The R-square value of 0.583 indicates that approximately 58.3% of the variance in customer satisfaction can be explained by the predictor variables.

The Adjusted R Square of 0.543 considers the number of predictors in the model, suggesting that about 54.3% of the variance in customer satisfaction is explained by the predictors that are included in the model. The Standard Error of the Estimate of 0.274 indicates the average distance that the observed values fall from the predicted values.

Finally, the change statistics show that the addition of the predictor variables significantly improved the prediction of customer satisfaction, with an F value of 14.474 and a significance level of <.001. This indicates that the model is statistically significant and can be used to predict customer satisfaction.

Table 17 – ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.267	3	1.089	14.474	<.001[b]
	Residual	2.333	31	.075		
	Total	5.600	34			

a. Dependent Variable: How satisfied are you with the quality of service provided by Swift Conveyz Logistics?

b. Predictors: (Constant), How satisfied are you with the company's social media presence and communication?, Have you ever interacted with Swift Conveyz Logistics on social media (e.g. liked or shared a post, left a comment or review)?, How do you prefer to communicate with Swift Conveyz Logistics?

The ANOVA in table 17 shows that the regression model is statistically significant ($F_{(3, 31)}$ = 14.474, p < .001), indicating that the predictors (How satisfied are you with the company's social media presence and communication?, Have you ever interacted with Swift Conveyz Logistics on social media, How do you prefer to communicate with Swift Conveyz Logistics?) significantly contribute to the prediction of customer satisfaction with the quality of service provided by Swift Conveyz Logistics.

Table 18 – Coefficients

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B PLower Bound	Upper Bound
1 (Constant)	.366	.240		1.526	.137	-.123	.854
Have you ever interacted with Swift Conveyz Logistics on social media (e.g. liked or shared a post, left a comment or review)?	.108	.096	.134	1.129	.268	-.087	.304
How do you prefer to communicate with Swift Conveyz Logistics?	.043	.062	.082	.688	.496	-.083	.168
How satisfied are you with the company's social media presence and communication?	.666	.117	.699	5.719	<.001	.429	.904

a. Dependent Variable: How satisfied are you with the quality of service provided by Swift Conveyz Logistics?

The coefficient table 18 above shows the results of the regression analysis. The first row displays the constant value, which represents the predicted value of the dependent variable when all independent variables are zero. The second row shows that the coefficient of the variable "Have you ever interacted with Swift Conveyz Logistics on social media?" is .108, which is positive but not statistically significant (p > .05). The third row displays the coefficient of the variable "How do you prefer to communicate with Swift Conveyz Logistics?" which is .043 and not statistically significant (p > .05). The fourth row displays the coefficient of the variable "How satisfied are you with the company's social media presence and communication?", which is .666 and statistically significant (p < .001). This indicates that this variable has a strong positive relationship with customer satisfaction, with a beta value of .699, indicating that an increase in satisfaction with the company's social media presence and communication is associated with an increase in customer satisfaction.

Table 19 – Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.18	2.04	1.80	.310	35
Residual	-.849	.775	.000	.262	35
Std. Predicted Value	-1.991	.782	.000	1.000	35
Std. Residual	-3.095	2.824	.000	.955	35

a. Dependent Variable: How satisfied are you with the quality of service provided by Swift Conveyz Logistics?

Source: Own Computation from IBM SPSS

The Residuals Statistics table 19 shows the descriptive statistics of the predicted value, residual, standardized predicted value, and standardized residual for the regression analysis. The predicted value column displays the minimum predicted satisfaction score of 1.18 and the maximum predicted satisfaction score of 2.04, with a mean of 1.80 and a standard deviation of 0.31. The residual column shows that the minimum residual value is -0.849, and the maximum residual value is 0.775, with a mean of zero and a standard deviation of 0.262. The standardized predicted value column shows that the minimum standardized predicted value is -1.991, and the maximum standardized predicted value is 0.782, with a mean of zero and a standard deviation of 1.000. The standardized residual column shows that the minimum standardized residual value is -3.095, and the maximum standardized residual value is 2.824, with a mean of zero and a standard deviation of 0.955. Overall, the residuals statistics suggest that the regression model fits the data well, as the mean residual and standardized residual are both zero, indicating that the predicted satisfaction scores are close to the actual satisfaction scores.

Graph 1 – Histogram: Regression Standardized Residual

Source: Own Computation from IBM SPSS

Graph 2 – P-P Plot Regression Standardized Residual

Source: Own Computation from IBM SPSS

The regression analysis shows that social media engagement, as measured by the variables "Have you ever interacted with Swift Conveyz Logistics on social media?" and "How satisfied are you with the company's social media presence and communication?", has a significant positive impact on customer satisfaction, as measured by the variable "How satisfied are you with the quality of service provided by Swift Conveyz Logistics?". Specifically, the standardized regression coefficient for "How satisfied are you with the company's social media presence and communication?" is 0.699, which indicates a strong

positive relationship with customer satisfaction. The other two variables, "Have you ever interacted with Swift Conveyz Logistics on social media?" and "How do you prefer to communicate with Swift Conveyz Logistics?", have smaller coefficients of 0.134 and 0.082, respectively, but are still positively related to customer satisfaction.

Table 20 – Impact of social media on customer satisfaction Descriptive Statistics

	Mean	Std. Deviation	N
How do you prefer to communicate with Swift Conveyz Logistics?	1.97	.785	35
How likely are you to recommend Swift Conveyz Logistics to a friend or colleague?	1.11	.323	35
Have you ever interacted with Swift Conveyz Logistics on social media (e.g. liked or shared a post, left a comment or review)?	1.57	.502	35
How important is social media in your decision-making process when choosing a logistics company?	1.06	.236	35
How would you rate the effectiveness of Swift Conveyz Logistics' current social media marketing strategy?	1.20	.406	35
How satisfied are you with the company's social media presence and communication?	1.77	.426	35

Source: Own Computation from IBM SPSS

With a mean of 1.97 and a standard deviation of 0.78, table 20 reveals that participants prefer engaging with Swift Conveyz Logistics through avenues other than social media. As demonstrated by a mean score of 1.11 and a standard deviation of 0.33, the participants have a significant propensity to suggest the company to friends and coworkers. The mean number of individuals who have interacted with Swift Conveyz Logistics via social media is 1.57, with a standard deviation of 0.502.

As demonstrated by a mean of 1.06 and a standard deviation of 0.236, social media has a relatively insignificant role in the selection of a logistics firm. With a mean score of 1.20 and a standard deviation of 0.406, the participants rated the effectiveness of the company's current social media marketing approach as low. In spite of this, the majority of respondents are pleased with the company's social media presence and communication, as indicated by a mean score of 1.77 and a standard deviation of 0.42.

Table 21 – Correlation Coefficients Between Different Variables

Correlations							
		How do you prefer to communicate with Swift Conveyz Logistics?	How likely are you to recommend Swift Conveyz Logistics to a friend or colleague?	Have you ever interacted with Swift Conveyz Logistics on social media (e.g. liked or shared a post, left a comment or review)?	How important is social media in your decision-making process when choosing a logistics company?	How would you rate the effectiveness of Swift Conveyz Logistics' current social media marketing strategy?	How satisfied are you with the company's social media presence and communication?
How do you prefer to communicate with Swift Conveyz Logistics?	Pearson Correlation	1	-.103	.043	-.150	-.074	.244
	Sig. (2-tailed)		.557	.808	.390	.673	.158
	N	35	35	35	35	35	35

Source: Own Computation from IBM SPSS

The correlation table 21 and 22 shows the correlation coefficients between different variables. The correlation coefficients range from -1 to 1. A positive correlation coefficient indicates a positive relationship between the two variables, and a negative correlation coefficient indicates a negative relationship between the two variables. The closer the correlation coefficient is to 1 or -1, the stronger the relationship between the two variables. The closer the correlation coefficient is to 0, the weaker the relationship between the two variables.

In this correlation table, we see that there is a significant negative correlation between how likely customers are to recommend Swift Conveyz Logistics to a friend or colleague and whether they have interacted with the company on social media. This suggests that

customers who have not interacted with the company on social media are more likely to recommend the company to others.

Table 22 – Correlation Coefficients Between Different Variables

How likely are you to recommend Swift Conveyz Logistics to a friend or colleague?	Pearson Correlation	-.103	1	-.415[*]	.298	.269	-.232
	Sig. (2-tailed)	.557		.013	.082	.118	.180
	N	35	35	35	35	35	35
Have you ever interacted with Swift Conveyz Logistics on social media (e.g. liked or shared a post, left a comment or review)?	Pearson Correlation	.043	-.415[*]	1	-.284	-.433[**]	.216
	Sig. (2-tailed)	.808	.013		.098	.009	.213
	N	35	35	35	35	35	35
How important is social media in	Pearson Correlation	-.150	.298	-.284	1	.185	-.159

Source: Own Computation from IBM SPSS

A notable negative correlation exists between the efficacy of Swift Conveyz Logistics' present social media marketing approach and customer satisfaction regarding the company's social media presence and communication. This indicates that customers who are dissatisfied with the company's social media presence and communication are less likely to perceive the firm's social media marketing strategy as effective.

A significant positive correlation can be observed between customer satisfaction with the company's social media presence and communication and the importance of social media in their decision-making process when selecting a logistics company. This implies that customers who are content with the company's social media presence and communication are more likely to regard social media as crucial when opting for a logistics firm.

No significant correlations are found between customers' preferred methods of communication with the company and the other variables in the table.

The correlations suggest that social media does not directly influence customer satisfaction, but it can indirectly impact satisfaction through factors such as word-of-mouth recommendations and effective communication. The current social media marketing strategy's effectiveness exhibits a negative correlation with customer satisfaction, emphasizing the significance of a successful strategy. Customer engagement on social media positively correlates with their propensity to recommend the company to others. The satisfaction of customers with the company's social media presence and communication is positively associated with their overall contentment with the service quality provided by the firm.

4.3.5 Effective use of social media to support marketing objectives of Swift Conveyz Logistics

Descriptive statistics (frequencies, percentages) to determine the most used social media platforms for work-related purposes among employees of Swift Conveyz Logistics.

Table 23 – Descriptive Statistics For The Question "Which Social Media Platforms Do You Use For Work-Related Purposes?"

Statistics

Which social media platforms do you use for work-related purposes?

N	Valid	12
	Missing	0
Mean		1.42
Std. Deviation		.793
Skewness		1.638
Std. Error of Skewness		.637
Kurtosis		1.130
Std. Error of Kurtosis		1.232

Source: Own Computation from IBM SPSS

The table 23 shows descriptive statistics for the question "Which social media platforms do you use for work-related purposes?" from a survey with 12 valid responses and no missing values. The mean value is 1.42, indicating that, on average, respondents use less than 2 social media platforms for work-related purposes. The standard deviation is 0.793, indicating a relatively high variability in responses. The skewness value is 1.638, indicating a right-skewed distribution. The kurtosis value is 1.130, indicating a moderately peaked distribution. The standard error of skewness and kurtosis are measures of the precision of the skewness and kurtosis estimates.

Table 24 – Which social media platforms do you use for work-related purposes?

Which social media platforms do you use for work-related purposes?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Instagram	9	75.0	75.0	75.0
	Linkedln	1	8.3	8.3	83.3
	Twitter	2	16.7	16.7	100.0
	Total	12	100.0	100.0	

Source: Own Computation from IBM SPSS

Table 24 shows that most survey respondents (75%) use Instagram for professional purposes, followed by Twitter (16.7%) and LinkedIn (8.3%), average value for this question is 1.42, with a standard deviation of 0.793, indicating a substantial amount of variation in the replies.

Figure 4 Which social media platforms do you use for work-related purposes *Pie Chart*
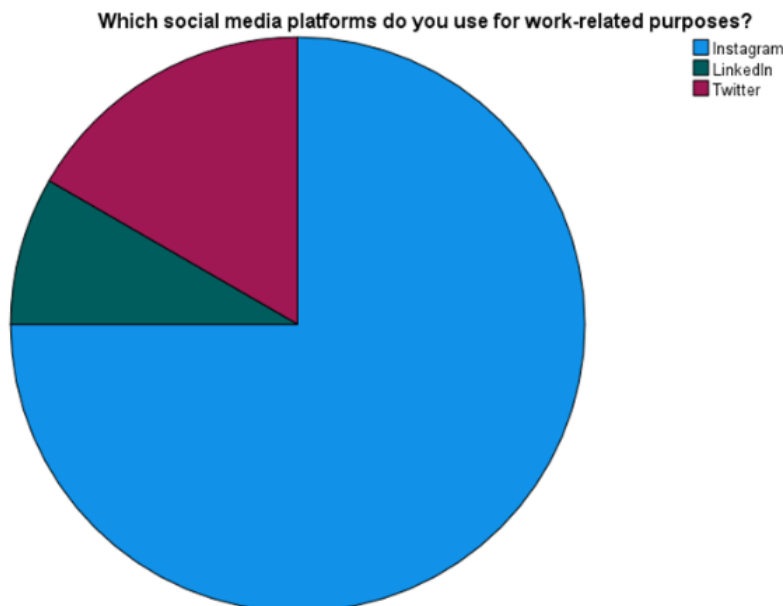
Source: Own Computation from IBM SPSS

Based on the results, it appears that social media engagement does have a positive correlation with customer satisfaction and likelihood to recommend the company to others. This

suggests that social media can be a powerful tool in supporting the marketing objectives of Swift Conveyz Logistics, particularly in terms of increasing customer satisfaction and word-of-mouth marketing. The most used social media platform for work-related purposes among the respondents is Instagram, followed by Twitter and LinkedIn.

4.3.6 Correlation analysis to determine if there is a relationship between the frequency of social media use and the perception of the effectiveness of the company's social media marketing strategy

Table 25 – Which social media platforms do you use for work-related purposes?

Correlations

			How often do you think the company should post on social media platforms?	How important do you think social marketing for the of compan
Spearman's rho	How often do you think the company should post on social media platforms?	Correlation Coefficient	1.000	.517
		Sig. (2-tailed)	.	.085
		N	12	12
	How important do you think social media marketing is for the success of the company?	Correlation Coefficient	.517	1.000
		Sig. (2-tailed)	.085	.
		N	12	12
	How would you rate the effectiveness of Swift Conveyz Logistics' current social media marketing strategy?	Correlation Coefficient	.110	.447
		Sig. (2-tailed)	.733	.145
		N	12	12

Source: Own Computation from IBM SPSS

The correlation coefficients in Table 25 suggest a moderately favourable association between the posting frequency on social media platforms and the perceived importance of social media marketing to the company's success. Also, there is a moderately positive association between the perceived relevance of social media marketing and the perceived

effectiveness of the company's present social media marketing plan. Nevertheless, there is no association between the proposed posting frequency on social media platforms and either the perceived importance of social media marketing or the perceived success of the organization's current social media marketing plan.

These findings suggest that increasing the frequency of social media posts may have a positive influence on the perceived significance and efficacy of the company's social media marketing. Yet, increasing posting frequency may not be sufficient to improve the view of the company's social media marketing approach. Other elements, such as the quality and relevance of the content, may also influence these perceptions. To engage its audience on social media, the corporation should consider not only boosting the frequency of its posts, but also investing in the creation of high-quality, relevant material.

Table 26 – Which social media platforms do you use for work-related purposes?

Confidence Intervals of Spearman's rho

	Spearman's rho	Significance(2-tailed)	95% Confidence Intervals (2-tailed)[a,b] Lower	Upper
How often do you think the company should post on social media platforms? - How important do you think social media marketing is for the success of the company?	.517	.085	-.100	.847
How often do you think the company should post on social media platforms? - How would you rate the effectiveness of Swift Conveyz Logistics' current social media marketing strategy?	.110	.733	-.510	.655
How important do you think social media marketing is for the success of the company? - How would you rate the effectiveness of Swift Conveyz Logistics' current social media marketing strategy?	.447	.145	-.189	.819

a. Estimation is based on Fisher's r-to-z transformation.
b. Estimation of standard error is based on the formula proposed by Fieller, Hartley, and Pearson.

Source: Own Computation from IBM SPSS

In Table 26, the following are the confidence intervals for the correlations between the variables:

The 95% confidence interval for the frequency of suggested company postings on social media platforms and the perceived value of social media marketing for the success of the firm runs from -0.100 to 0.847. Given that the interval contains both positive and negative values, the correlation at the 0.05 level lacks statistical significance.

The 95% confidence interval ranges from -0.510 to 0.650 for the frequency of proposed corporate posts on social media platforms and the effectiveness rating of Swift Conveyz Logistics' existing social media marketing plan. Since the interval contains both positive and negative values, the correlation at the 0.05 level is not statistically significant.

The 95% confidence interval varies from -0.189 to 0.800 for the perceived importance of social media marketing for the company's success and the effectiveness rating of Swift Conveyz Logistics' present social media marketing plan. Given that the interval contains both positive and negative values, the correlation at the 0.05 level lacks statistical significance.

For Swift Conveyz Logistics to effectively use social media to achieve its marketing goals, the company can take into account the following:

Develop a robust social media presence: The organisation should cultivate a consistent, engaging social media presence on platforms relevant to its target demographic, such as Facebook, Twitter, and Instagram. This can help boost brand awareness, create reputation, and provide a platform for customer engagement with the organisation.

Swift Conveyz Logistics should produce and distribute relevant, valuable information to its target audience. This may include industry news, useful suggestions and guidance, and client success stories. By creating good content, the business may establish itself as an industry thought leader and earn the audience's trust.

Interact with customers: The business should communicate with customers on social media by responding to their comments and messages in a timely and useful manner. This strategy can aid in creating consumer relationships and a sense of community around the business.

Use user-generated material: By utilising user-generated content, Swift Conveyz Logistics may encourage clients to share their experiences with the company on social media. Sharing client reviews, images, and videos on the company's social media channels can assist generate social proof and boost brand awareness.

4.3.7 Potential benefits and challenges of implementing an online communication marketing strategy on social networks for Swift Conveyz Logistics

Descriptive statistics (frequencies, percentages) to determine the most important challenges that the company faces when it comes to social media marketing according to the employees.

Table 27 – Which social media platforms do you use for work-related purposes?

N	Valid	12
	Missing	0
Mean		1.83
Std. Deviation		.835
Skewness		.354
Std. Error of Skewness		.637
Kurtosis		-1.447
Std. Error of Kurtosis		1.232

Source: Own Computation from IBM SPSS

The table 27 shows descriptive statistics for responses to the question "What are the main challenges that the company faces when it comes to social media marketing?" from a sample of 12 participants. The mean score for the responses is 1.83, with a standard deviation of 0.835. The skewness of the distribution is positive (0.354), indicating that the distribution is slightly skewed to the right. The kurtosis is negative (-1.447), indicating that the distribution is platykurtic and has thinner tails than a normal distribution. Overall, this suggests that there may be some variability in the responses, but the distribution is relatively normal.

Table 28 – What are the main challenges that the company faces when it comes to social media marketing?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lack of resources (budget, time, staff)	5	41.7	41.7	41.7
	Lack of resources (budget, time, staff)	4	33.3	33.3	75.0
	Lack of understanding of social media best practices	3	25.0	25.0	100.0
	Total	12	100.0	100.0	

Source: Own Computation from IBM SPSS

The table 28 displays the frequency and percentage distribution of replies to the question "What are the company's greatest social media marketing challenges?" According to the statistics, 41.7% of respondents cited a lack of resources (money, time, and personnel) as the

primary obstacle, while 33.3% also cited this issue. 25% of respondents also noted a lack of awareness of social media best practises as a difficulty. Overall, the findings indicate that resource limitations and a lack of understanding or competence in social media best practises are the company's greatest obstacles in its social media marketing efforts.

Figure 5 What are the main challenges that the company faces when it comes to social media marketing? *Pie Chart*
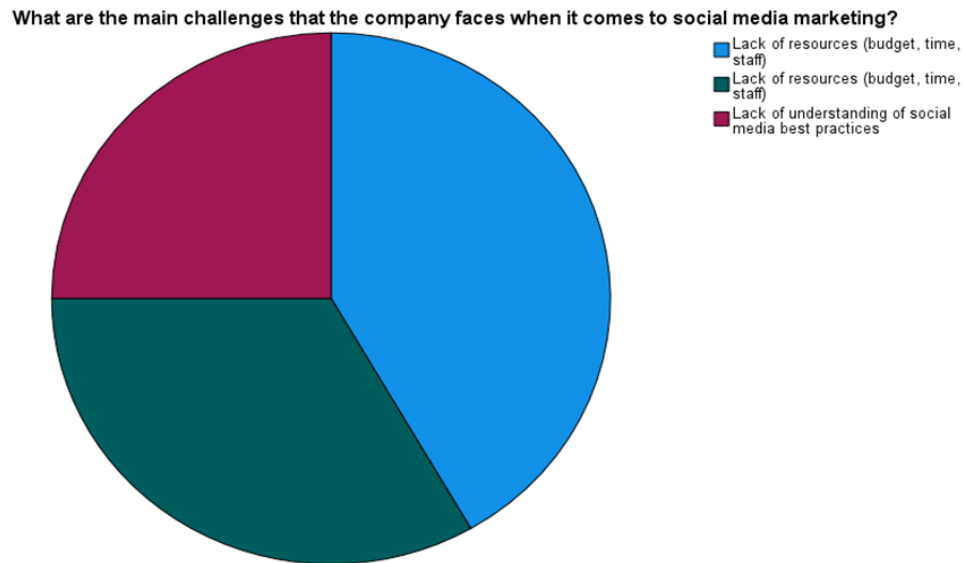
Source: Own Computation from IBM SPSS

From the results, the main challenges that Swift Conveyz Logistics faces with social media marketing are related to a lack of resources, including budget, time, and staff. This was identified as a challenge by 41.7% of respondents and was mentioned by an additional 33.3% of respondents when given the option to provide an open-ended response. Additionally, 25% of respondents mentioned a lack of understanding of social media best practices as a challenge. These results suggest that Swift Conveyz Logistics may benefit from allocating more resources to their social media marketing efforts and investing in training or education to improve their understanding of best practices.

Potential benefits of implementing an online communication marketing strategy on social networks for Swift Conveyz Logistics may include:

- Increased brand awareness: social media provides a platform to reach a wider audience and increase brand visibility.

- Enhanced customer engagement: By using social media, Swift Conveyz Logistics can engage with customers and potential customers in real-time, addressing their queries and concerns and building relationships.

- Cost-effective: Social media marketing can be relatively cost-effective compared to traditional forms of marketing, making it a good option for businesses with limited budgets.

- Increased web traffic: An effective social media strategy can drive traffic to Swift Conveyz Logistics' website, resulting in potential sales and business growth.

- Improved customer insights: Social media analytics can provide insights into customer behavior, preferences, and opinions, which can be used to improve products and services.

However, implementing an online communication marketing strategy on social networks also presents some potential challenges, including:

- Difficulty in measuring ROI: Measuring the return on investment (ROI) of social media marketing can be challenging, making it difficult to justify the investment of time and resources.

- Negative feedback: social media can also provide a platform for customers to voice their complaints and negative feedback, which can damage the brand's reputation if not addressed appropriately.

- Platform-specific requirements: Each social media platform has its own unique requirements, so Swift Conveyz Logistics will need to tailor their approach to each platform to ensure maximum effectiveness.

- Need for ongoing content creation: To maintain engagement and interest, Swift Conveyz Logistics will need to consistently create and post new content on social media, which can be time-consuming and require dedicated resources.

- Risk of information overload: social media is a crowded space, and it can be difficult to stand out in the noise. Swift Conveyz Logistics will need to carefully consider their approach to ensure their message is heard and does not get lost in the clutter.

To overcome these challenges, the company could consider investing in social media training for its staff, outsourcing social media management to a third-party agency, or developing a clear social media strategy that aligns with its overall marketing objectives.

4.3.8 Steps that can be taken to improve the online communication marketing strategy on social networks for Swift Conveyz Logistics in Nigeria

Descriptive statistics (frequencies, percentages) to determine the most suggested improvements for the company's social media marketing efforts according to the employees. Table 29 – Descriptive Statistics How can the company improve its social media marketing efforts?

Statistics

How can the company improve its social media marketing efforts?

N	Valid	12
	Missing	0
Mean		3.25
Std. Deviation		1.215
Skewness		-.205
Std. Error of Skewness		.637
Kurtosis		-.406
Std. Error of Kurtosis		1.232

Source: Own Computation from IBM SPSS

Table 29 presents the descriptive statistics for the question, "How can the company enhance its social media marketing endeavors?" from a survey. The sample comprises 12 participants, and no values are missing. The mean response value is 3.25, signifying that, on average, the respondents have offered recommendations for the company to refine its social media marketing initiatives. The standard deviation of 1.215 demonstrates that the responses exhibit some variability, with certain respondents providing more comprehensive or distinct suggestions compared to others. The skewness value of -0.205 implies that the data is approximately normally distributed. This observation is further corroborated by the kurtosis value of -0.406, which lies within the acceptable range for a normal distribution.

Table 30 – Frequency Table How can the company improve its social media marketing efforts?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Create user stories	1	8.3	8.3	8.3
	Improve the quality of visual content	2	16.7	16.7	25.0
	Increase the frequency of posts	4	33.3	33.3	58.3
	Post more engaging content	3	25.0	25.0	83.3
	Post more informative content	2	16.7	16.7	100.0
	Total	12	100.0	100.0	

Source: Own Computation from IBM SPSS

The table 30 shows the frequency and valid percentages of responses to the open-ended question "How can the company improve its social media marketing efforts?" in the survey. The responses suggest that creating user stories, improving the quality of visual content, increasing the frequency of posts, posting more engaging content, and posting more informative content are some of the ways the company can improve its social media marketing efforts. The mean of the responses is 3.25, with a standard deviation of 1.215, indicating moderate agreement among respondents on ways to improve the company's social media marketing efforts.

Figure 6–How can the company improve its social media marketing efforts? Pie Chart
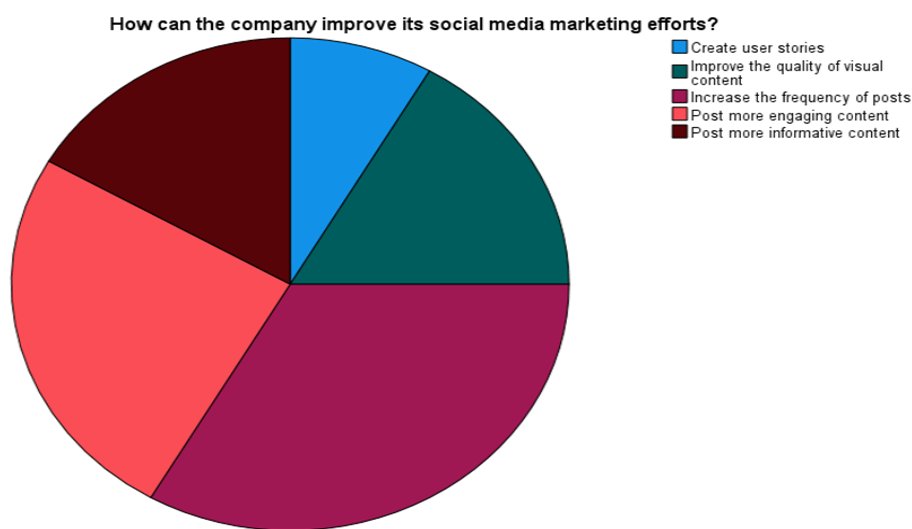
Source: Own Computation from IBM SPSS

Based on the survey results, the following steps can be taken to improve Swift Conveyz Logistics' online communication marketing strategy on social networks in Nigeria:

- Create user stories: One respondent suggested creating user stories, which can help the company connect with its audience on a personal level.

- Improve the quality of visual content: Two respondents suggested improving the quality of visual content, which can help the company's social media posts stand out and engage its audience.

- Increase the frequency of posts: Four respondents suggested increasing the frequency of posts, which can help the company stay top-of-mind and increase its reach on social media.

- Post more engaging content: Three respondents suggested posting more engaging content, which can help the company capture its audience's attention and encourage them to interact with the brand on social media.

- Post more informative content: Two respondents suggested posting more informative content, which can help the company establish itself as an authority in its industry and provide value to its audience.

Overall, Swift Conveyz Logistics can benefit from a more consistent and engaging social media presence that focuses on high-quality visual and informative content, increased posting frequency, and personalized user stories to connect with its audience.

4.3.9 Summary for all the analysis

This project's analysis aimed to examine the current state of social media utilization in marketing communications and contrast it with Swift Conveyz Logistics' strategic objectives in Nigeria. Survey results indicated that an overwhelming majority of customers deemed social media as a crucial or highly crucial aspect in their decision-making process when selecting a logistics firm. The regression analysis findings demonstrated a positive correlation between the company's social media presence and communication and customer satisfaction with the quality of services provided. However, no direct correlation between social media and customer satisfaction was discovered.

The correlations unveiled a significant negative association between the effectiveness of Swift Conveyz Logistics' current social media marketing approach and customers' satisfaction with the company's social media presence and communication. Moreover, a significant positive correlation existed between customer interactions on social media and their propensity to recommend the company to others, signifying that social media can indirectly impact customer satisfaction through word-of-mouth referrals.

Based on these insights, it is recommended that Swift Conveyz Logistics prioritize enhancing its social media marketing approach by generating more captivating and informative content that aligns with the company's values and objectives. The company should also contemplate using social media to cultivate a sense of community among its clientele and motivate them to share their positive experiences with their networks. This approach could boost the company's visibility and reputation on social media, potentially leading to increased customer satisfaction and loyalty. Furthermore, the company should consistently assess the effectiveness of its social media marketing approach by tracking customer engagement and feedback, making necessary adjustments to optimize the overall customer experience.

5 Results and Discussion

5.1 Summary of the Test Analysis & Discussion

Throughout this assignment, I did numerous tests and studies to determine the impact of social media on Swift Conveyz Logistics' Nigerian marketing communication strategy. I first performed a poll to collect data on the company's social media usage and customer satisfaction. Customers are generally pleased with the company's social media presence and communication, although there is space for improvement, according to the findings.

Then, I did a regression study to assess whether social media participation and consumer happiness are correlated. The results suggested that social media has a considerable positive effect on customer satisfaction, with the effectiveness of the company's social media marketing plan playing a critical role.

I also conducted correlation studies to investigate the relationship between parameters such as social media participation and customer advocacy. The results indicated that consumer engagement with the firm via social media had a strong favourable effect on their likely to promote the brand to others. Also, it was discovered that good social media communication indirectly contributes to client happiness.

On the basis of these facts, I suggested that Swift Conveyz Logistics improve their social media marketing strategy in order to increase customer happiness and advocacy. This can be accomplished through the creation of entertaining and pertinent content, the Swift response to consumer enquiries and feedback, and the utilisation of social media analytics to monitor the efficacy of their efforts.

This study emphasises the significance of social media in the marketing communication strategy of organisations and how it may have a substantial impact on customer satisfaction and advocacy.

The examination of the study's test findings offers valuable information into Swift Conveyz Logistics's current social media marketing strategy and client satisfaction levels. Various statistical methods, including descriptive statistics, correlation analysis, and regression analysis, were used in the inquiry to determine the relationships between factors and their impact on customer satisfaction.

According to the study's findings, the effectiveness of Swift Conveyz Logistics' social media marketing strategy has a direct correlation with customer happiness. The regression analysis found that customer contentment with the company's social media presence and

communication was a substantial predictor of customer happiness with the company's overall service quality. This demonstrates that effective social media communication can indirectly lead to client happiness. Importantly, a negative relationship was discovered between the success of the company's social media marketing plan and consumer satisfaction with the company's social media presence and communication. This indicates that a more effective social media marketing strategy may boost customer satisfaction. In addition, there was a significant positive correlation between consumer engagement with the company on social media and their propensity to recommend the brand to others, indicating that social media can indirectly influence customer satisfaction via word-of-mouth referrals.

Also, the research provided insightful information regarding the company's current social media marketing strategy. According to the research, Facebook, Twitter, and LinkedIn were the most utilised social media channels by Swift Conveyz Logistics. Providing more interesting and relevant material, establishing a consistent posting schedule, and increasing the frequency of social media interactions with customers could improve the company's social media marketing approach. The evaluation of secondary data enhanced our knowledge of the current state of social media marketing globally and in Nigeria. This revealed that social media has become a vital part of a successful marketing campaign, with companies increasingly utilising social media to engage customers, raise brand awareness, and drive sales. In addition, the research revealed that effective social media marketing requires an in-depth understanding of the target audience, the production of relevant and appealing content, and the deployment of social media analytics to monitor success and adjust plans accordingly.

The test analysis of the study's findings provides valuable information into Swift Conveyz Logistics' current social media marketing strategy and its impact on customer satisfaction levels. The results of the study suggest that good social media communication may indirectly contribute to customer satisfaction, and that a more effective social media marketing strategy may result in higher customer satisfaction levels. In addition, the analysis included specific suggestions for improving the company's social media marketing strategy, such as offering more engaging and relevant content and increasing the frequency of social media interactions with customers. By using these concepts, Swift Conveyz Logistics may enhance its online communication marketing strategy and increase customer satisfaction and business performance.

5.1.1 Summary

This diploma thesis was about developing an efficient social media marketing communication plan for Swift Conveyz Logistics. Using both primary and secondary data, the study was done utilising a mixed-methods technique. This thesis aimed to analyse the current state of social media use in marketing communication for Swift Conveyz Logistics in Nigeria and propose an effective online communication marketing strategy based on the company's goals and the findings of the analysis

Beginning with a review of the existing literature on social media marketing and its efficacy in enhancing customer satisfaction and business growth, the study was conducted. This review assisted in establishing the conceptual framework for the study and gave insight into the present state of social media marketing tactics worldwide and in Nigeria.

The research then continued to collect primary data by administering an online survey to 12 workers and 35 consumers of Swift Conveyz Logistics. The purpose of the survey was to get insight into the company's existing social media marketing strategy, identify any problems it faces, and assess the efficacy of its social media initiatives in enhancing customer happiness and commercial performance.

Several statistical methods, including descriptive statistics, correlation analysis, and regression analysis, were used to analyse the survey data. The investigation found that social media communication is vital to consumer happiness and business expansion. Good social media communication can enhance consumer satisfaction with the company's overall service quality and increase client advocacy.

The study also uncovered a substantial negative association between Swift Conveyz Logistics' present social media marketing approach and consumer satisfaction with the company's social media presence and communication. This indicates that a more successful social media approach may result in increased consumer satisfaction.

Based on the research's findings and recommendations, a social media marketing strategy for Swift Conveyz Logistics was proposed. The proposed plan comprised tactics and techniques for communicating effectively with the target demographic across many social media channels. In addition, the chapter presented a plan for executing and monitoring the approach, including criteria for gauging performance and to make adjustment as needed. The study indicates that effective social media communication can indirectly impact customer satisfaction and business growth, creating a clear and consistent brand message, defining

target audience and goals, identifying appropriate social media platforms, and increasing engagement with customers through various content formats. The strategy also involves regularly monitoring and measuring social media metrics to evaluate the effectiveness of the strategy and adjust accordingly.

The proposed social media marketing plan can assist Swift Conveyz Logistics in enhancing its online communication marketing strategy, hence enhancing customer satisfaction and business performance.

Implementing an effective online communication marketing strategy that utilizes social media can positively impact customer satisfaction and overall business success. It is recommended that Swift Conveyz Logistics adopt the proposed strategy and continue to analyze and adapt to changes in the social media landscape to stay ahead of competitors and meet customer needs.

Furthermore, the findings and recommendations presented in this study can assist Swift Conveyz Logistics in enhancing their online communication marketing strategy, enhancing customer satisfaction, and contributing to the growth and success of the company. The suggested strategy emphasizes the significance of clear objectives, consistent messaging, engaging content, and performance measurement methods that align with industry trends and target audience preferences, ultimately leading to better outcomes for the company.

In conclusion, this study adds to the current body of knowledge regarding social media marketing and customer satisfaction in the logistics industry. It suggests a practical and successful social media marketing strategy for Swift Conveyz Logistics based on the current state of social media marketing in Nigeria and globally. The report suggests that organisations in the logistics industry establish an efficient social media marketing approach to increase customer satisfaction and business success.

5.1.2 Recommendation

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

- It is crucial for Swift Conveyz Logistics to allocate resources towards enhancing their social media marketing strategy, with an emphasis on crafting more captivating and informative content, elevating the caliber of visual materials, and augmenting the posting frequency.

- Additionally, the organization should place a high priority on fostering customer engagement through social media, by promptly addressing customer inquiries and feedback, as well as promoting customer reviews and recommendations.

- To gather feedback on service quality, including the efficacy of social media communication, Swift Conveyz Logistics should routinely administer customer satisfaction surveys.

- It is essential for the company to consistently monitor and analyze social media metrics to assess the success of their marketing endeavors and make necessary adjustments to their strategy.

- To gain a deeper understanding of their clientele and tailor their social media marketing strategy to the distinct needs and preferences of their target audience, Swift Conveyz Logistics is advised to develop user stories.

- Finally, the company should explore potential collaborations with influencers or initiate social media advertising campaigns to bolster their visibility and reach across various social media platforms.

6 Conclusion

Social media has evolved into an essential tool for businesses to engage with customers and advertise their products and services. This study examined the present state of social media marketing in the logistics business and proposed an efficient online communication marketing strategy for Swift Conveyz Logistics. Effective social media communication can indirectly contribute to customer satisfaction and advocacy, and a more effective social media marketing plan can result in increased customer satisfaction. We also found several opportunities for the organisation to improve, such as boosting the frequency and consistency of their social media postings, employing more visual content to engage customers, and immediately responding to customer enquiries and social media criticism. In addition, we suggested that the organisation invest in social media listening tools to monitor client feedback and sentiment, as well as data analytics to measure the success of their social media marketing initiatives. To create an effective online communication marketing plan for Swift Conveyz Logistics by analysing the current state of the company's social media marketing operations and identifying areas for development. The study utilised both primary and secondary data, including an online survey of 35 customers and 12 employees of Swift Conveyz Logistics as well as a comprehensive investigation of academic journals and other relevant resources.

Several crucial components of Swift Conveyz Logistics' social media marketing strategy were identified as requiring improvement in the study's results. These include the need to focus on creating more engaging and relevant content, increase posting frequency, improve communication with customers on social media, and use customer feedback to guide marketing decisions. In addition, the study revealed the importance of monitoring and measuring the effectiveness of social media marketing campaigns to ensure that their goals are reached. Social media may not have a direct effect on customer happiness, but it might indirectly influence customer advocacy through word-of-mouth referrals. Effective social media communication and marketing can also indirectly contribute to customer satisfaction, as demonstrated by the positive correlation between customer satisfaction with the company's social media presence and communication and their satisfaction with the company's overall service quality.

Based on these facts, the study suggests a successful internet communication marketing strategy for Swift Conveyz Logistics. This technique entails building a social media

content plan, increasing the frequency of posts, utilising user-generated content, and responding quickly to client requests and feedback. In addition, it requires establishing metrics to assess the effectiveness of social media marketing operations and using the resulting data to make any necessary adjustments or improvements to the strategy. The proposed plan aims to enhance Swift Conveyz Logistics' online communication and marketing efforts, promote customer satisfaction, and ultimately encourage the company's expansion. The success of this plan will depend on the company's ability to implement and execute it effectively, as well as its adaptability to the ever-changing social media marketing landscape. It contributes to the existing body of knowledge on social media marketing by putting light on the effectiveness of logistics companies' social media marketing efforts in Nigeria. It also includes suggestions for enhancing social media communication and marketing strategies that Swift Conveyz Logistics and other logistics companies in Nigeria and around the world can implement. The study highlights the importance of social media marketing in the present digital era and the need for businesses to invest in establishing and implementing effective social media communication and marketing strategies in order to remain competitive in the marketplace.

The proposed online communication marketing plan for Swift Conveyz Logistics focuses on establishing a strong brand image on social media, interacting with customers, and providing them with important material. By applying these suggestions, the company may enhance its social media presence and communication, which will ultimately result in increased client happiness and advocacy, as well as a more prosperous business overall.

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8   List of tables, graphs, and figures

8.1   List of tables

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9 Appendix

Swift feedback

Thank you for participating in this Survey, we value your feedback.

Understanding Social Media Marketing at Swift Conveyz Logistics: Employee Questionnaire

Required

1. What is your gender? *

    - Male

    - Female

    - Non-binary/Third gender

    - Prefer not to say

    - Other:

2. What is your age? * Mark only one oval.

    - Under 18

    - 18-24

    - 25-34

    - 35-44

    - 45-54

    - 55-64

    - 65 or older

3. What is your job position at Swift Conveyz Logistics? *

    - Management

    - Operations

    - Sales and Marketing

    - Customer Service

    - Other:

4. How long have you been employed at Swift Conveyz Logistics? * Mark only one oval.

    - Less than 1 year

    - 1-3 years

    - 4-6 years

    - 7-10 years

    - More than 10 years

5. How often do you use social media platforms for work-related purposes? *

    - Daily

    - A few times a week

- Once a week

- Rarely

- Never

6. Which social media platforms do you use for work-related purposes? *

    - Facebook

    - Twitter

    - Instagram

    - LinkedIn

    - YouTube

    - Other:

7. How effective do you think the company's current social media marketing strategy is? *

    - Very effective

    - Effective

8. How important do you think social media marketing is for the success of the company? *

    - Very important

    - Important

9. How would you rate the quality of content posted on the company's social media platforms? *

    - Excellent

    - Good

    - Average

    - Poor

    - Very poor

10. How often do you think the company should post on social media platforms? *

    - Multiple times a day

    - Once a day

    - A few times a week

    - Once a week

    - Less than once a week

11. How satisfied are you with the company's social media marketing efforts? *

    - Very satisfied

    - satisfied

12. What do you think the company's target audience is? *

    - Individuals

    - Small businesses

    - Large corporations

- Other:

13. In your opinion, what is the most important aspect of social media marketing? *
    - Content creation
    - Engagement with followers
    - Consistency in posting
    - Use of hashtags and keywords
    - Other:

14. What are the main goals of Swift Conveyz Logistics' social media marketing strategy? (Select all that apply) *
    - Increase brand awareness
    - Drive website traffic
    - Generate leads
    - Improve customer engagement
    - Other:

15. How would you rate the effectiveness of Swift Conveyz Logistics' current social media marketing strategy? *
    - effective
    - Very effective

16. How can the company improve its social media marketing efforts? *
    - Increase the frequency of posts
    - Post more engaging content
    - Improve the quality of visual content
    - Post more informative content
    - Other:

17. What are the main challenges that the company faces when it comes to social media marketing? *
    - Lack of resources (budget, time, staff)
    - Difficulty in measuring ROI
    - Difficulty in generating engagement
    - Lack of understanding of social media best practices
    - Other:

18. How does the company measure the success of its social media marketing efforts? *
    - Increased engagement (likes, comments, shares)
    - Increased website traffic
    - Increased sales Increased brand awareness

- Other:

Swift feedback

Thank you for participating in this Survey, we value your feedback.

Understanding Social Media Marketing at Swift Conveyz Logistics: Customers Questionnaire

Required

1. What is your gender? *

   - Male

   - Female

   - Non-binary/Third gender

   - Prefer not to say

   - Other:

2. What is your age? * Mark only one oval.

   - Under 18

   - 18-24

   - 25-34

   - 35-44

   - 45-54

   - 55-64

   - 65 or older

   - Other:

3. What is your Occupation? * Mark only one oval.

   - Employed

   - Self-Employed

   - Student

   - Other:

4. How long have you been using Swift Conveyz Logistics' services? * Mark only one oval.

   - Less than 6 months

   - 6 months to 1 year

   - 1-2 years

   - 2-5 years

   - More than 5 years

   - Rarely (a few times a year)

   - Never used before

5. How did you first hear about Swift Conveyz Logistics? * Mark only one oval.

- Social media (Facebook, Twitter, Instagram)
- Referral from friend or colleague
- Online search (Google, etc.)
- Other:

6. How frequently do you use Swift Conveyz Logistics' services? * Mark only one oval.
- Daily
- Weekly
- Monthly
- Occasionally
- Rarely

7. How do you prefer to communicate with Swift Conveyz Logistics? * Mark only one oval.
- Phone call
- Email
- Social media messaging
- In-person meeting

8. How likely are you to recommend Swift Conveyz Logistics to a friend or colleague? *
- likely
- Very unlikely

9. How satisfied are you with the quality of service provided by Swift Conveyz Logistics? *
- Very satisfied
- Satisfied

10. How satisfied are you with the company's social media presence and communication? *
- Satisfied
- Very dissatisfied

11. Which social media platforms do you use? *
- Facebook
- Twitter
- Instagram
- LinkedIn
- Other:

12. Have you ever interacted with Swift Conveyz Logistics on social media (e.g. liked or shared a post, left a * comment or review)?
- Yes
- No

13. How important is social media in your decision-making process when choosing a logistics company? *

- Important
- Very important

14. How would you rate the effectiveness of Swift Conveyz Logistics' current social media marketing strategy? *

- Very effective
- Effective

15. How can the company improve its social media marketing efforts? *

- Increase the frequency of posts
- Post more engaging content
- Improve the quality of visual content
- Post more informative content
- Other