

Abstract

The continuous growth of digital communication technologies, such as the internet and social media networks, has shifted traditional marketing strategies, as companies are increasingly focusing on utilizing digital channels to their advantage. These changes are making it significantly interesting to research which marketing strategies are most beneficial and lucrative for companies, and what makes them effective. This research paper aims to investigate the success factors of social media marketing, with a focus on start-ups and small and medium enterprises. The main research question this paper intends to answer, is as follows:

“What are the success factors of social media marketing in regards to start-ups and small and medium enterprises?”

In order to answer this research question three success factors will be investigated. The success factors that will be investigated include a direct comparison of an informative marketing approach with an interactive marketing approach, and influencer marketing. The informative and interactive marketing approach will be explored within three different social media channels, which are Instagram, Facebook, and YouTube.

First, an extensive literature review was conducted, summarizing significant research that has been done in relation to this topic. The main focus of the literature review is on start-ups and small medium enterprises, traditional marketing, social media, social media marketing and its benefits and challenges, social media marketing strategies, influencer marketing, and an investigation of the three social media channels Instagram, Facebook, and YouTube. Furthermore, the specific topics which have not yet been researched, and why this research paper will be able to contribute its findings to others, will also be discussed.

An online questionnaire tested whether an informative or interactive marketing approach is more efficient at achieving user engagement on Instagram, Facebook, and YouTube, by presenting respondents with visual examples of advertisements and then asking them to rate how likely they are to interact with this post if they would receive