

UNIT V

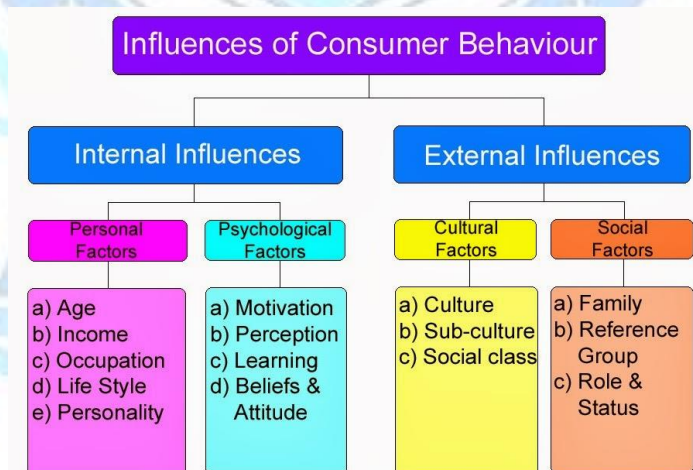
- ▶ **Consumer Behaviour**
- ▶ **Retail research**
- ▶ **Ethics in marketing**
- ▶ **Online marketing trends social media and digital marketing**

Consumer Behavior

▶ DEFINITION

Consumer behaviour is the study of how individuals, groups and organisations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants

Consumer behavior describes what products and brands consumers buy, why they buy them, when they buy them, where they buy them, how often they buy them, how often they use them, how they evaluate them after the purchase, and whether or not they buy them repeatedly. The term consumer behaviour, individual buyer behaviour, end user behaviour and consumer buying behaviour all stands for the same. Consumer behaviour is the study of how individuals, groups and Organisation select buy, use and dispose of goods and services, ideas or experiences to satisfy their needs and wants



Five main factors that determine consumer behavior, i.e these factors regulate if a target customer purchases a product or not. These factors are namely Psychological, Social, Cultural, Personal, and Economic factors.

1. Psychological Factors

Interestingly, human psychology is actually an integral factor that influences consumer behavior although these factors aren't exactly easy to measure. A few integral psychological factors driving the behavior of consumers are :

Motivation

Motivation actually becomes a considerable defining factor influencing a person's buying behavior. A popular motivation theory is Maslow's theory of hierarchy of needs in which he developed a model that lays the foundation for 5 different levels of human needs where he lays the base with psychological needs and moves on to safety needs, social needs, esteem needs and finally heading to self-actualization needs. Amongst these requirements, our basic requirements and security needs are generally put above all needs.

For instance, The U.S. Army's famous "Be All You Can Be" slogan and advertising campaigns encouraged young adults to join the army (self-actualization).

Perception

Our perception is shaped when we gather information regarding a product and examine it to generate a relevant image regarding a certain product.

Whenever we see an advertisement, review, feedback or promotion regarding a product, we form an image of that item. As a result, our perception plays an integral role in shaping our purchasing decisions.

Being in the times where we are gathering constant information by simultaneously surfing through the Internet, watching TV, and exploring through our cell phones, the perception we gain through all these resources plays a definite role in regulating our consumer behavior.

Learning

Every time we purchase a product we get a deeper knowledge about it through experience. This learning mainly depends on our experience, knowledge, and skills.

This learning can either be cognitive or conditional. While in cognitive learning, we use our knowledge for finding satisfaction and fulfilling his needs with the item we purchase, conditional learning is where we get constantly exposed to a situation, enabling us to respond towards it.

For instance, we all seek resources through nonexperiential learning as we read reviews for books and products on platforms like Amazon, learn about film reviews through platforms like Rotten Tomatoes, and explore restaurants through Yelp.

Attitudes and Beliefs

We've all got certain attitudes or beliefs that consciously or subconsciously prompt our purchasing decisions. For instance, while your friend who believes caffeine is adverse for one's health may prefer tea, you who believe that caffeine energizes us, may prefer coffee. Our attitude and what we believe influence our behavior towards a product and also play a key role in shaping the product's brand image. So understanding a consumer's attitude and belief becomes useful for marketers to design their marketing campaigns.

Factors influencing consumer behavior

2. Social Factors

We are all social animals so of course our purchasing decisions are impacted to some extent by the people around. We are constantly working on imitating other human beings, longing to fit in our surroundings. As a result social factors influence our buying behavior regarding items. Some of these factors include :

Family

Our families actually have a considerable role to play in impacting our purchasing behavior. We form an inclination or aversion towards certain products from our childhood by observing our families use that product and persist in using those products as we grow up.

For instance, if our family members are fond of Papa Jones, we would subconsciously end up choosing Papa Jones over say, Pizza Hut or Domino's.

Reference Groups

Reference groups are basically groups of people with whom we associate ourselves. These include clubs, schools, professional or playgroups, churches, and even acquaintances or a group of friends, etc. The people in the reference groups normally have a common pattern of purchasing and an opinion leader who influences them in terms of their buying behavior.

Roles and status

We are all of course influenced by the role that we hold in society. The higher position we hold, the more our status affects what and how much we purchase. For instance, the CEO of a company and a normal employee would have a varied buying pattern.

3. Cultural factors

We all have our values and ideologies that are shaped by the values and ideologies of the society we exist in and the community we belong to. Our behavior is consciously or subconsciously driven by the culture followed by that particular community.

For instance, let's take the example of McDonald's India

India has a massive consumer base with McDonald's has adjusted its menu to match the tastes and preferences of the local community in whose vicinity it resides. For instance, on account of cows being sacred and widely worshipped in India, chicken has been put in place of beef. The fast-food corporation introduced McCurry Pan in India, a baked menu item consisting of curried vegetables.

A few significant cultural factors include :

Culture

Our cultural factors are basically basic requirements, values, wants behaviors, and preferences that are observed and absorbed by us from our close family members as well as other significant people around us.

Subculture

Amongst a cultural group, we have several subcultures. These groups share a common set of values and beliefs. They can consist of people from varied nationalities, religions, caste, and geographies. An entire customer segment is formed by this customer segment.

We've taken an easy example of Burger King here. In their advertising strategy, the platform wished its "Ramadan Kareem" implying to have a generous Ramadan.

Burger King has adapted to the Muslim culture and created its advertisement in Ramadan style by showing a mostly eaten burger, presented in the shape of a crescent moon

Social Class

Each society all over the globe is defined and known by some form of social class. This social class is determined collectively by our family backgrounds, occupation, education, and residence location. Our social class is another component holding the reins for consumer behavior.

4. Personal Factors

Alongside social, psychological, and cultural factors, we all have factors that are personal to us that influence our choices. These factors vary from person to person, introducing varied perceptions and behavior.

Some of these personal factors include:

Age

Age is one of the primary factors that impact our preferences. The vibrant and flashy purchasing choices of a teenager would obviously differ from what an elderly person purchases. Meanwhile, we have middle-aged people who are naturally more focused on purchasing properties, houses, or vehicles.

For instance, as Baby Boomers proceed for retirement they are targeted by marketers with messages regarding prescription drugs as well as other health care items such as home, financial security, or insurance, all of which are relevant issues with regard to their age.

Income

Our income definitely impacts our purchasing behavior. The higher our income, the more purchasing power we hold and vice versa. Higher disposable income compels us to spend more on luxurious items while a lower or mediocre income makes us spend more on our basic needs like education, groceries, and clothing.

Occupation

Our occupation largely steers our purchasing decision making. We all tend to purchase the items that are relevant or suitable for our profession. For instance, a businessman would have a different clothes purchasing pattern in comparison to an artist.

Lifestyle

Our way of life is one of the most powerful influencers that controls our choices. Our lifestyle dominates our buying behavior quite significantly. Suppose we are on a diet then the products we purchase will also complement our diet, from food, weighing scale to using protein.

For instance, Oprah Winfrey's brand has been developed to charm women that are socially conscious seekers, readers, idealists, self-helpers, working women, who work towards achieving balance and self-fulfillment.

5. Economic Factors

The purchasing quirks and decisions of the consumer largely rely upon the market or nation's economic circumstances. The more that a nation is prosperous and its economy stable, the larger will be the money supply of the market and the consumer's purchasing power.

A strong, healthy economy brings purchasing confidence while a weak economy reveals a strained market, marked by a weakened purchasing power and unemployment.

Some significant economic factors include:

Personal Income:

Our personal income is the criteria that dictate the level of money we will spend on buying goods or services. There are primarily two kinds of personal incomes that a consumer has namely disposable income and discretionary income.

Our disposable income is mainly the income that remains in hand after removing all necessary payments such as taxes. The greater the disposable personal income the greater would be the expenditure on several products, and the same would be the case when it is the other way round.

Meanwhile, our discretionary personal income would be the income that remains after managing all the basic life necessities. This income is also used when it comes to purchasing shopping goods, durables,

luxury items, etc. An escalation in this income leads to an improvement in the standard of living which in turn leads to greater expenditure on shopping goods

Family Income:

Our family income is actually an aggregate of the sum total of the income of all our family members. This income also plays a considerable role in driving consumer behavior. The income that remains after meeting all the basic life necessities is what is then used for buying various goods, branded items, luxuries, durables, etc.

Income Expectations:

It's not just our personal and family income that impacts our buying behavior, our future income expectations also have a role to play. For instance, if we expect our income to rise in the future, we would naturally spend a greater amount of money in purchasing items. And of course, in case we expect our income to take a plunge in the near future, it would have a negative influence on our expenditure.

Consumer Credit:

The credit facilities at our behest also impact our purchasing behavior. This credit is normally provided by sellers, either directly or indirectly via banks or financial institutions. If we have flexible credit terms as well as accessible EMI schemes, our expenditure on items is likely to increase and in less flexible credit terms would result in the opposite.

Liquid Assets:

Even the liquid assets we've maintained influence our purchasing behavior. In case you are wondering, these are the assets that get promptly converted into cash such as stocks, mutual funds, our savings or current accounts. If we have more liquid assets, there is a greater likelihood of us spending more on luxuries and shopping items. Lesser liquid assets meanwhile result in lesser expenditure on these items.

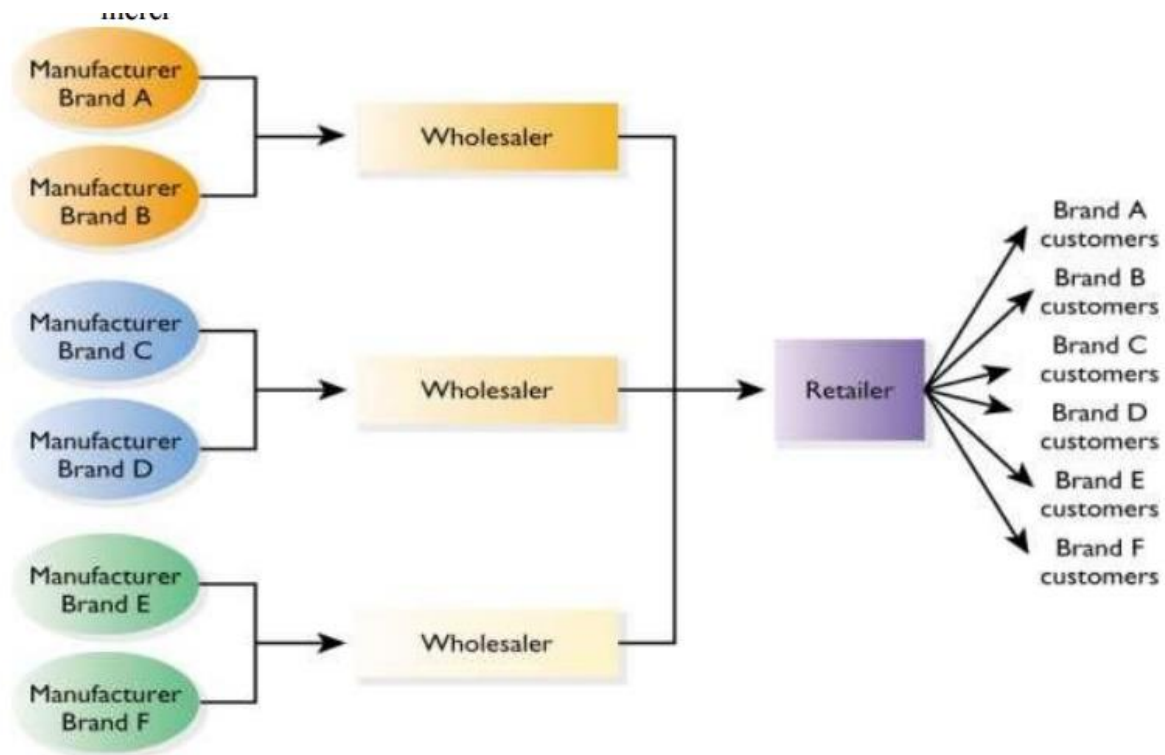
Retail research

- ▶ Retail research refers to systematically and objectively studying the retail industry, its customers, and its market trends.
- ▶ Retail describes the sale of a product or service to an individual consumer for personal use.
- ▶ The transaction itself can occur through a number of different sales channels, such as online, in a brick-and-mortar storefront, through direct sales, or direct mail.

▶ Why is retail research important?

Retail market research reports provide the client with a detailed preview of his competitors thus enabling him to take a glance at the services provided by them in the market and it also helps in the process of critical self-evaluation. These reports provide the company with a foresight of the market.

- ▶ Retail [research](#) refers to systematically and objectively studying the retail industry, its [customers](#), and its market trends. It is a type of [market research](#) focusing specifically on the retail sector, which includes selling goods and services directly to consumers through various channels such as brick-and-mortar stores, online platforms, and mobile applications.
- ▶ Retail research typically involves several stages, including planning, data collection, analysis, and reporting. During planning, the researcher defines the research questions and objectives, selects the appropriate research methods, and develops a [research design](#).



Retailing is responsible for matching final consumer demand with supplies of different marketers

Retailing is high intensity competition industry, The reasons for its popularity lie in its ability to provide easier access to variety of products, freedom of choice and many services to consumers.

Types of Retail Research

PRIMARY RESEARCH

1. Surveys on your target market and closely situated markets
Interviews
(in-person or over the phone)
2. Consumer reviews
3. Focus groups
4. Sales records

5. Employee feedback

Secondary Research

- ▶ **Secondary research has a more encompassing set of documents and sources:**
- ▶ **Trends sites ([Google Trends](#), [Google Alerts](#))**
- ▶ **Keyword searching and SEO platforms**
- ▶ **Research agencies**
- ▶ **Statistics sites**
- ▶ **Market research sites**
- ▶ **Competitor sites**
- ▶ **Case studies**

Secondary Research Sources for Retail

- ▶ Here are a few secondary sources for conducting market research on the retail vertical. Note that many of these platforms aren't free, but their intel is indispensable.
- ▶ For understanding the retail industry: specifically the Retailing Market Research Reports & Industry Analysis page, which links to a wide variety of internal research reports. These reports cover the many sub-sectors of the sweeping retail vertical, such as the clothing market, department stores and other related topics such as market analytics.
- ▶ For understanding customer personas: MakeMyPersona You should constantly be up to date on your buyer personas. This free tool from HubSpot generates personas; all you have to do is answer some questions about your ideal customers. The tool then creates a detailed document on your target market.
- ▶ For economic data in the retail sector: Business Dynamics Statistics (BDS) A division of the US Census Bureau, this program provides economic data on employment, job expansions/ contractions, number of establishments, number of startups and more. This platform supplies annual measures on different business subsectors.

- ▶ For competitor analysis: County Business Patterns (CBP) Another division of the US Census Bureau, this program presents subnational economic data based on various retail industries. This includes the number of establishments, employment, annual payroll and more to analyze economic changes over a period of time.
- ▶ For understanding your customer base: Facebook Audience Insights If your business has a Facebook business page, this tool will provide demographics information, along with some behavioral insights into your followers. It shows you their age, location, income, employment type, spending behaviors and even lifestyle (Facebook's own category).
- ▶ For multipurpose research: Think with Google An all-in-one market research platform providing guides, data reports, infographics and content reap in insights on the retail industry and your target market. You can use specific tools to grow your store, find your audience and stay up to date with the latest research within your particular retail subsector.
- ▶ For keyword research, SEO and competitor analysis: SEMrush This platform offers over 30 tools to analyze 3.7 billion keywords and 4 trillion backlinks. It allows retailers to find new organic competitors, as well as those in Google AdWords and Bing ads, to analyze their competitors' budgets, strategies, ad copy, display ads and keywords.

Ethics in marketing

- ▶ Ethics are a collection of principles of right conduct that shape the decisions people or organizations make. Practicing ethics in marketing means deliberately applying standards of fairness, or moral rights and wrongs, to marketing decision making, behavior, and practice in the organization.
- ▶ Marketing ethics serve as moral principles and values that should be followed during marketing communication. They are the guidelines that let companies decide about their [new marketing strategies](#). But also keep in mind that it depends on one's judgment of 'right' and 'wrong.' Any unethical behaviour is not necessarily unlawful. For example, if a company makes any claims about its products and cannot live up to those claims, it may be called unethical behaviour.

- ▶ *Marketing ethics* fosters fairness and honesty in all advertisements. Any fraudulent claims to the customers, intruding on consumers' privacy, stereotyping, and targeting the vulnerable audience (like children and elderly) are deemed unethical. Even trying to damage the competitor's image is considered immoral.

Principles of ethical marketing

- ▶ **Honesty**
- ▶ **Transparency**
- ▶ **Health and safety**
- ▶ **Legality**
- ▶ **Personal behavior**
- ▶ Ethical marketing guidelines can vary based on a company's purpose, mission and preferences. Here are some common principles of ethical marketing:
- ▶ **Honesty**
- ▶ One of the most important components of ethical marketing is the idea of full honesty in marketing communications. It's critical for business leaders and marketers to convey the truth about a company's products and services in order to protect the health, well-being and rights of consumers. For example, the Food and Drug Administration requires companies to include a "Nutrition Facts" label on products that provides a detailed list of a food's ingredients and nutrient content. This ensures that consumers have full knowledge of what they may eat or drink.
- ▶ *Please note that none of the companies in this article are affiliated with Indeed.*
- ▶ **Related:** [Fallacies in Advertising: Definitions and Examples](#)
- ▶ **Transparency**
- ▶ A concept very similar to honesty, transparency in marketing ethics is the idea of disclosing the details behind company processes and behavior. It also refers to the process of having open and honest discussions about ethics. Being upfront and straightforward about

company history, current practices and future goals can help to keep an organization accountable to its customers and stakeholders. While there is sometimes proprietary or private information to keep confidential, there can be many factors of a business to share with audiences. For example, a business may publish content about product development processes.

- ▶ It's critical for businesses to be transparent about the following elements of their products and services:
- ▶ **Suppliers:** Being transparent about who and what the company pays and supports can help consumers gain a full understanding of the organization's partners and networks.
- ▶ **Pricing:** In order to gain customers and build trust, it's usually necessary for businesses to be transparent about pricing, pricing strategies and any extra fees that may exist in a transaction.
- ▶ **Quality:** Expressing the level of quality of a good to audiences can help consumers to have realistic expectations of the value of their purchases.
- ▶ **Features:** A component of transparency is being truthful and detailed about the various features and elements of a company's products or services.
- ▶ **Customer satisfaction:** Companies may use real reviews or other evidence from actual customers to build credibility and practice transparency regarding customer satisfaction.
- ▶ **Health and safety**
- ▶ The physical safety of customers is one of the top priorities for ethical businesses and marketing teams. Marketers can uphold this principle by educating, protecting the privacy of and respecting the civil and human rights of consumers. It's also beneficial when they focus on supporting the physical safety and mental health of employees. They may do this by offering health and wellness benefits and programs.
- ▶ **Legality**
- ▶ Part of ethical marketing is complying with all governmental and environmental regulations and industry standards. This proves to consumers that a business is serious

about developing excellent quality and services. It also protects the liability and interests of a business, enabling it to remain in operation.

▶ **Related:** [Types of Social Responsibility](#)

▶ **Conscious practices**

▶ Companies may decide to engage in conscious practices to protect communities and the environment. Popular conscious practices include fair trade and wages and environmentally sustainable processes. Another example is promoting socially-conscious images in marketing materials

▶ **Related:** [Conscious Marketing: Overview, Benefits and Tips](#)

▶ **Personal behavior**

▶ Part of marketing ethics is ensuring that all marketing team members abide by high standards of personal ethics. While these standards are subjective, companies often set strict requirements for their employees about respecting the rights of others. Ethical team members can practice empathy and honesty in relationships with customers.

ONLINE MARKETING TRENDS SOCIAL MEDIA AND DIGITAL MARKETING

Online marketing, also known as digital marketing, is the practice of leveraging web-based channels to spread a message about a company's brand, products, or services to its potential customers.

The methods and techniques used for online marketing include email campaigns,

▶ **SOCIAL MEDIA,**

▶ **ADVERTISING,**

▶ **SEARCH ENGINE OPTIMIZATION (SEO) AND MORE.**

The objective of marketing is to reach potential customers through the channels where they already spend their time reading, searching, shopping and socializing online.

There are also many benefits and challenges inherent to online marketing, which uses primarily digital mediums to attract, engage and convert virtual visitors into actual customers.

Offline marketing is different from online marketing, because it uses alternative mediums for running campaigns. With traditional offline marketing work historically using mediums like print, billboards, television and radio advertisements, it can be difficult to convert those customers online as it involves switching mediums to something like a website.

Before online marketing channels emerged, the cost to market products or services was often prohibitively expensive, and difficult to measure. Think of TV ad campaigns, which are measured through consumer focus groups to determine levels of brand awareness. Today, anyone with a business can participate in online marketing and build customer acquisition campaigns at little to no cost. The best online marketing products and services also have the ability to experiment and optimize your campaigns to fine-tune their efficiency and increase return on investment (ROI).

COMMON ONLINE MARKETING TOOLS

- ▶ Email marketing or marketing automation
- ▶ Social media marketing
- ▶ Search engine optimization (SEO)
- ▶ Search engine marketing (SEM)
- ▶ Online events & webinars
- ▶ A/B testing & website optimization
- ▶ Content marketing
- ▶ Web analytics like Google Analytics 4
- ▶ Customer relationship management (CRM) like Salesforce
- ▶ Content management system (CMS)
- ▶ Pay-per-click (PPC) advertising like Google Ads or LinkedIn Ads
- ▶ Affiliate marketing

SOCIAL MEDIA AND MARKETING

Social Media Tools



Social media marketing (SMM) (also known as digital marketing and e-marketing) is the use of social media—the platforms on which users build social networks and share information—to build a c

Social media marketing first started with publishing. Businesses were sharing their content on social media to generate traffic to their websites and, hopefully, sales. But social media has matured far beyond being just a place to broadcast content.

Nowadays, businesses use social media in a myriad of different ways. For example, a business that is concerned about what people are saying about its brand would monitor social media conversations and response to relevant mentions (social media listening and engagement). A business that wants to understand how it's performing on social media would analyze its reach, engagement, and sales on social media with an analytics tool (social media analytics). A business that wants to reach a specific set of audience at scale would run highly-targeted social media ads (social media advertising).

As a whole, these are often also known as social media management.

Company's brand, increase sales, and drive website traffic.

Social Media and Consumers

At the basic level, social media consumers want to:

- Exchange information
- Collaborate with others
- Have conversations

It is up to the marketer to **decide** if **engaging** in those conversations will be **profitable** and to find the most effective method of **entering** the conversation.

The Five Core Pillars of Social Media Marketing

- ▶ **Strategy**
- ▶ **Planning and Publishing**
- ▶ **Listening and Engagement**
- ▶ **Analytics and Reporting**
- ▶ **Advertising**

Strategy

Before you dive right in and publish something on social media, let's take a step back and look at the bigger picture. The first step is to think about your social media strategy.

What are your goals? How can social media help you achieve [your business goals](#)? Some businesses use social media for increasing their [brand awareness](#), others use it for driving website traffic and sales. Social media can also help you generate [engagement](#) around your brand, create a community, and serve as a customer support channel for your customers.

Which social media platforms do you want to focus on? The major social media platforms, mentioned above, are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. There are also smaller and up-and-coming platforms, such as Tumblr, Tik Tok, and Anchor, and social messaging platforms, such as Messenger, WhatsApp, and WeChat. When starting out, it's better to pick a few platforms that you think your target audience is on than to be on all platforms.

What type of content do you want to share? What type of content will attract your target audience best? Is it images, videos, or links? Is it educational or entertaining content? A good place to start is to create a marketing persona, which will help you answer these questions. And this doesn't have to be fixed forever; you can always change your strategy according to how your social media posts perform.

To help you create a great social media strategy, here are our long-form, step-by-step guides on creating a social media strategy and social media marketing plan.

Fortune Magazine uses social media to grow its brand.

"The main objective we have is to grow our brand. Social is a place where we can own our brand and promote it. We pay a lot of attention to Twitter, Facebook, LinkedIn, and Google+ to promote our content and to break news, basically to get our stuff out there."

Heather Muse

Franchises and Social Media Editor, Fortune

2. Planning and Publishing

Social media marketing for small businesses usually starts with having a consistent presence on social media. Close to three billion people (3,000,000,000!) use social media. By being present on social media platforms, you give your brand an opportunity to be discovered by your future customers.

Publishing to social media is as simple as sharing a blog post, an image, or a video on a social media platform. It's just like how you would share on your personal Facebook profile. But you will want to plan your content ahead of time instead of creating and publishing content spontaneously. Also, to ensure that you are maximizing your reach on social media, you need to publish great content that your audience likes, at the right timing and frequency.

There are now a variety of social media scheduling tools, such as Buffer Publish, that can help you publish your content automatically at your preferred time. This saves you time and allows you to reach your audience when they are most likely to engage with your content.

Car Next Door schedules content to maintain a presence across a range of social media platforms with minimal time and fuss.

"Anytime I or someone else in the team publishes a new blog post or another piece of content I'll add it to the queue in Buffer. If it's evergreen content (which it almost always is) I'll schedule it a few times over the next 3-4 months in different formats – a link directly to the post, with a graphic we've made in Canva, with a different caption, etc. The rest of the slots I'll fill up with reposts of photos or videos our members have shared, recent media coverage of Car Next Door, and curated content that will be of interest to our audience."

Social Media Manager, Car Next Door

3. Listening and Engagement

As your business and social media following grow, conversations about your brand will also increase. People will comment on your social media posts, tag you in their social media posts, or message you directly.

People might even talk about your brand on social media without letting you know. So you will want to monitor social media conversations about your brand. If it's a positive comment, you get a chance to surprise and delight them. Otherwise, you can offer support and correct a situation before it gets worse.

You can manually check all your notifications across all the social media platforms but this isn't efficient and you won't see posts that didn't tag your business's social media profile. You can

instead use a social media listening and engagement tool that aggregates all your social media mentions and messages, including posts that didn't tag your business's social media profile.

1Password engages and connects with their customers through social media.

"Today, it's more important than ever to meet customers where they are. We live much of our lives on social media and expect the brands we use to be there too. Our customers are as global as our far flung friends and family and the same tools that help us stay in touch with our loved ones, help 1Password stay engaged with the people who interact with us. Engagement is more than just marketing. It's lending a helping hand when things go awry, keeping the conversation going when problems are solved, and spreading the good word about what we're up to and where folks can come say hi. The conversations we have on Twitter, Facebook, Google+, Instagram, YouTube, Reddit, and in our 1Password blog comments, allow us to truly engage and show folks that Password is not just an app, but a group of passionate (and sometimes goofy) humans working to make the web safer for everyone."

Social Interaction Lead, 1Password

4. Analytics and Reporting

Along the way, whether you are publishing content or engaging on social media, you will want to know how your social media marketing is performing. Are you reaching more people on social media than last month? How many positive mentions do you get a month? How many people used your brand's hashtag on their social media posts?

The social media platforms themselves provide a basic level of such information. To get more in-depth analytics information or to easily compare across social media platforms, you can use the wide range of social media analytics tools available, such as Buffer Analyze.

Foster Coffee Co. uses social media analytics to guide their content decisions.

"One of the things that I really like about Buffer is how I can build out as far as I want into the foreseeable future, but really start to tailor campaigns if we see certain trends within the industry. We can get ahead of that and it's really easy to customize the publishing schedule afterwards. We want to know our top performing posts for the year, we want to know what content was in those posts, so that way we can build a better model moving forward of content that generates more

engagement. Because as we know, the more engagement we can get online, the more that's going to translate to a possible sale, or somebody walking through our doors, or checking out our website and maybe making a purchase that way"

Marketing Associate, Foster Coffee Co.

5. Advertising

When you have more funds to grow your social media marketing, an area that you can consider is social media advertising. Social media ads allow you to reach a wider audience than those who are following you.

Social media advertising platforms are so powerful nowadays that you can specify exactly who to display your ads to. You can create target audiences based on their demographics, interests, behaviors, and more.

When you are running many social media advertising campaigns at once, you can consider using a social media advertising tool to make bulk changes, automate processes, and optimize your ads.

