EFFECTIVENESS OF SOCIAL MEDIA MARKETING STRATEGIES ON,
THE PERFORMANCE OF EVENT MANAGEMENT FIRMS IN NAIROBI.
A CASE STUDY OF AURA EVENTS PLANNERS.

MERCY CHEBET LANGAT

A RESEARCH REPORT SUBMITTED TO THE SCHOOL OF MANAGEMENT AND LEADERSHIP IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP OF THE MANAGEMENT UNIVERSITY OF AFRICA.

JUNE 2018
DECLARATION

Declaration by the Student

This Project is my original work and has not been presented for any degree or academic work in any university.

Signature…………………………… Date ………………………

Declaration by the Supervisor

This research project has been submitted with my approval as The Management University of Africa Supervisor

Signature…………………………… Date ………………………
DEDICATION

This Project is dedicated to my late father Solomon Langat, who raised me and taught me to study hard and to give priority in my life to the quest for knowledge. It is also dedicated to my mother Seera. C.Bii, who taught me that it is very okay to dream beyond your imagination and achieve your best.
ACKNOWLEDGEMENT

First and foremost, praises and thanks to the God, the Almighty, for His showers of blessings throughout my research work to complete the research successfully.

Am indebted to my supervisor, Mr. Tom Kawino for his sage advice, insightful criticisms, and patient encouragement aided the writing of this project in innumerable ways. He has taught me the methodology to carry out the research and to present the research works as clearly as possible. It was a great privilege and honor to work and study under his guidance.

My heartfelt appreciation to Mr. Keith & Mrs. Ann Kabinga – Gretton for their unlimited support throughout my academic period. To them I am forever indebted for the guidance, emotional & financial support, which has led to the completion of this research.

My sincere appreciation to the director of Aura Event planners Mrs. Fatema Bhaji and her Assistant Faith Njeri for their genuine support towards my research and the very able team.

Many thanks and appreciations also go to my cohort, the Bachelor of Management and leadership-Marketing 2017, and the people who have willingly helped me out with their abilities.

My loving family Ezekiel and little Israel who provided me with unending inspiration. A special thanks to my siblings Judy, Sharon, Koech & Desmond Kurgat for their support.
ABSTRACT

Social media, as the name suggest, is an array of platforms, made available to the public for casual engagement. The main objective of this study is to establish the effectiveness of these platforms to drive marketing for firms but biased on event companies. A research study into Aura Event Planners, a company based in Kenya, that is in the conference and events industry is aimed at how employees of Aura can benefit from the ever growing demand of social media and how they can use the social media as a marketing tool to promote events and conferences.

Social media marketing has been a pillar in offering new opportunities to companies in the promotion of their brands, products and services. Many studies have explored the use of social media for marketing in different segments of business. There is no established benchmark for measuring the real benefits that social media has brought to businesses and the particular techniques used to achieve such benefits. It is also evident that there exists data on social media marketing but little has been explored on the impact of marketing strategies on the performance of event management firms and this forms the basis of this study. This research tackles the following issues; Impact of online advertising, customized message adaptation, local social media networks and the use of multimedia for marketing of event management firms.

The target population, for the purpose of this study, at Aura Event Planners was 64 employees comprising of top level management and those working in the marketing department for the purposes of study. The study used the quantitative method of study in obtaining data and SPSS for analyzing the data as a reliable way of getting the authentic results.

Companies now are using social media for their marketing and advertisement, problem resolution sales, innovation and also for customer service and this has become a great benefit. This study highlights how effective the use of social media marketing can be and how it has changed the way that many event companies advertise.
TABLE OF CONTENT

DECLARATION............................................................................................................. ii
DEDICATION............................................................................................................... iii
ACKNOWLEDGEMENT............................................................................................... iv
ABSTRACT.................................................................................................................. v
TABLE OF CONTENT.................................................................................................... v
ABBREVIATIONS......................................................................................................... vi
OPERATIONAL DEFINITION OF TERMS....................................................................... ix
CHAPTER ONE............................................................................................................. 1
  1.0 Introduction ........................................................................................................ Error! Bookmark not defined.
  1.1 Background ....................................................................................................... Error! Bookmark not defined.
  1.2 Statement problem ............................................................................................. Error! Bookmark not defined.
  1.3 Objectives of the study ...................................................................................... 4
      1.3.1 General Objective ..................................................................................... 4
      1.3.2 Specific Objectives ................................................................................... 4
  1.4 Research Questions ............................................................................................ 4
  1.5 Justification ....................................................................................................... 5
  1.6 Scope .................................................................................................................. 5
  1.7 Limitation .......................................................................................................... 5
CHAPTER TWO ............................................................................................................ 6
LITERATURE REVIEW................................................................................................. 6
  2.1 Introduction ....................................................................................................... 6
  2.2 Theoretical Review ............................................................................................ 6
      2.2.2 Impact of Online Advertisement ............................................................... 7
      2.2.2 Customized Message Adaptation .............................................................. 10
      2.2.3 Local Media Networks ............................................................................ 11
      2.2.4 Use of multimedia .................................................................................. 14
  2.5 Summary .......................................................................................................... 15
  2.6 Conceptual framework ....................................................................................... 17
CHAPTER THREE ...................................................................................................... 18
RESEARCH DESIGN AND METHODOLOGY............................................................... 18
  3.1 Introduction ....................................................................................................... 18
5.1.1 Impact of online advertisement ................................................................. 35
5.1.2 Customized message adaptation ................................................................. 36
5.1.3 Local media networks ................................................................................. 36
5.1.4 Multimedia use ......................................................................................... 36
5.2 Conclusion ................................................................................................. 37
5.2.1 Impact of online advertisement ................................................................. 37
5.2.2 Customized message adaptation ................................................................. 37
5.2.3 Local media networks ................................................................................. 37
5.2.4 Multimedia use ......................................................................................... 37
5.3 Recommendations ...................................................................................... 38
5.3.1 Impact of online advertisement ................................................................. 38
5.3.2 Customized message adoption ................................................................. 38
5.3.3 Local media networks ................................................................................. 38
5.3.4 Use of multimedia .................................................................................... 38
REFERENCES .......................................................................................... 39
QUESTIONNAIRE .................................................................................. 42
ABBREVIATIONS

SMM- Social Media Marketing
MM- Multimedia
SPSS- Statistical Package for Social Sciences
CM- Customized Message
LMN- Local Media Networks

OPERATIONAL DEFINITION OF TERMS

Social media Marketing- this is a form of Internet marketing that makes use of networking websites to market items.

Online advertising- involves the marketing efforts that utilize electronic commerce tools such as the Web and email to drive direct sales.

Customized message- is a form of marketing method that involves an advertiser tailor making the message to fit the unique needs of specific subset of customers or a specific customer.

Local social networks- is a social platform that enables individuals to connect and communicate with others thus be able to develop, deploy and management of social media services.

Multimedia- is the content which uses a combination of different media forms such as audio, text, animations, images, video and interactive content
CHAPTER ONE

1.0 Introduction.

This includes the background information of the study, the statement problem on which the research is based, the objectives that form the study’s research questions which guides the entire project work, the justification of the study, the scope and the limitations of the study.

1.1 Background

Social Media involves an authentic and self-generated conversation between two or more people concerning a particular subject that is mostly of mutual interest. It is based on the experiences and thoughts of those that are participating (Evans 2008). Social Media is all about sharing information with the aim of having a collective vision which is intended to offer an informed and a good choice at the end. Social Media changes with time as it allows users to come up with more content anytime they need to add information.

Social networks, also known as social media sites, which are the main components of the social media medium, defined as communities of people that typically share a common activity or interest online. The components provide different ways and means through which users can interact and also have the ability to facilitate communication. According to Diamond (2008) he defined social media marketing as a form of marketing which focuses on the people and not products. The merchandise and services are given by the organization with several options and promotional tools as both the shopper’s comments and appreciations matter. The clients leave comments that may confuse shopping for a behavior and this is what makes Social media difficult for marketers. Marketers now face a challenge promoting products and services since it is no longer easy to dictate the story, about a product, shared to the masses. Negative experiences will, through speech, unfold worldwide within a couple of minutes. This thus, makes the explosion of the web and therefore Social Media, the main channel that influences; thought, awareness, opinions, military operation, attitudes, buying selections and post-purchase analysis dictate the behavior of the person. International marketers therefore use Social Media in
acknowledgement of the facility and significant nature of the conversations being held by shoppers (Allain, 2009).

According to Evans (2008), the marketing teams need to be good in effectively influencing the crowd. The team can also be able to track, listen and account to what is given on the social media sites so that it can attend more to the needs of the customers and also improve the message being offered through social media. There is also the social media analytics and metrics which enable the measurement and evaluation of the impact of social media on an organization’s marketing strategy (Stern, 2010). Nowadays, it has become virtually important to find out more information concerning a complete product or service before purchase. A potential shopper compares different brands, product and services, with friends, Google searches the services or product and conjointly browse completely different opinions and experiences of others that have earlier on used the item on Facebook or Twitter.

Consumers have found it straightforward to search information on the internet which makes it a standard tool for those customers for assembling of info on the product and services that they shall buy. Customers use the net besides the opinions of family and friends as an initial supply of data once they are creating a major selection on buying. In line with (Hub spot (2012), 2 out of three conversations that are done online there are always a few sure on product or service. Therefore, whether or not the organization likes it individuals will still have conversations on the internet regarding the services and products that they need used. These experiences and opinions that are shared by customers carry lots of weight and value which affects customers trust more than the information provided by the organizations marketers.

Some customers even consider word of mouth to be the most trusted source of information. Thus the fact that consumers usually seek other opinions experiences and recommendations makes Social Media largely a factor that determines customers’ purchasing decisions. As large as 78% of global consumers suggest that they believe and trust the opinions and recommendations of other customers on products and services more than other mediums. They give the reason for this to be the perception that consumers are seen to be more objective than the companies own marketing department (Leefflang, 2012).
Most people that attend events today are users of social media sites for instance face book, twitter and Instagram. Attendees probably talk about the event before it happens, when it is happening and after the event has happened on these social platforms, whether you know it or not. This happens especially when the event has a large audience consisting of individuals that are already engaged with each other on social media and share similar activities or interests. The reputation of the event or organization can also be shaped through social media (Sadia, 2014). According to Rawasi (2007), conferences and events are to a great extent successful over time due to the good reputation between the sponsors and attendees of the event. Social media also represents a huge opportunity to improve the events and organizations reputation and success which to a large extent depends on getting the feedback from the event attendees and making adjustments and changes basing on that feedback hence social media can enhance the performance of the event and also enable easy management of the event.

1.2 Statement problem.

Social Media channels are used in the modern world to connect people together and network throughout the world by the use of the Internet. This has enabled people to have conversations or interactive dialogue online through social forums, social networks, blogs or even media sharing websites. It has enabled people to have conversation with anybody and on any subject on business perspective, it's necessary to mention that Social Media promoting has offered several opportunities for corporations and businesses to market their merchandise and services (Elsner, 2006).

Many studies have been done on the effects of social media marketing but no tangible study has been focused on the effects of social media marketing strategies especially in Nairobi so as to note the merits and demerits of the strategies so as to have an informed way forward. This study therefore will be relevant in filling the gap. The marketing impact and growth of social media; Communication made easy via social media; the importance of social media in events and conferences.
1.3 Objectives of the study.

The objective of the study is to establish the effectiveness of social media marketing strategies on the performance of event management firms in Nairobi.

1.3.1 General Objective

1.3.2 Specific Objectives

1. To establish the effectiveness of offline and online advertising on marketing of event management firms.
2. To explore how customized message adaptation impact on the marketing of event management firms.
3. To investigate the effectiveness of local social media networks on marketing of event management firms.
4. To establish how the use of multimedia impact on marketing of event management firms effectiveness

1.4 Research Questions

1. How do the traditional forms of advertisement and online advertisement impact on marketing of event management firms?
2. What is the effectiveness of customized message adaptation on the marketing of event management firms?
3. How do local social media networks impact the marketing of event management firms effectiveness?
4. How does the use of multimedia impact on the marketing of event management firms effectiveness?
1.5 Justification

This study findings will be valuable to a wide section of stakeholders involved in events management for strategic social media marketing. The policy makers will find the information provided by this study useful as a framework that enables those charged with social media marketing regulations to integrate the right policies to guide the use of social media users.

The study hopes to identify the gaps and challenges brought by social media marketing strategies and suggest solutions that stabilize its use. The study also hopes to provide information that is useful to other scholars on the effectiveness of social media marketing strategies since research is cumulative.

1.6 Scope

The study seeks to determine the social media strategies effectiveness on the marketing of event management firms and specifically on the Aura Event Planners based in South C, Nairobi. It will explore how offline and online advertising, customized messages, local social networks and use of multimedia as the main construct. The target population will be 64 employees which will be comprised of top level management and those working in the marketing department. The study will also be specific to the major and specific social media marketing successes or failures cross-referencing this to various factors that are postulated to be critical to event management industry.

1.7 Limitation

The study findings will be limited to the Aura Event Planners due to the limited resources of the researcher to target other firms in Nairobi. It is conveniently accessible to the researcher hence more preferred.

Some respondents may refuse to cooperate claiming to be very busy, while most may not fully understand the intentions of the study and as a result may be adamant in answering questions and therefore it will be limited to those willing to respond.
CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents the literature that is associated with present study it continues with the review of theoretical studies, literary criticism, summary and the conceptual framework.

2.2 Theoretical Review

Nowadays, social networks is absorbing an outsize portion of the consumers time that's spent on-line and as a result, corporations have opted to let in social media which incorporates doing advertisements on social networks. Human interaction with social characteristics become a bigger element of their selling budgets. In line with the 2013 Chief selling Officer Survey that involves four, 943 U.S. companies, social media selling defrayal is anticipated to grow from eight.4% of firms’ total selling budgets in 2013. (www.cmosurvey.org).

Organizations are increasing their activities on social media; the ways for selling defines the impact of the market returns accessed. This study largely focuses on the various styles of ways and their effectiveness. The literature on the means shopper behavior is influenced by ways in which discuss the customers’ engagement and a spotlight is captured by the conception of promoting communication. The worth that Social media offers to corporations differs, for instance; facilitating communication through spoken (Chen et al. 2011b), sharing data in an exceedingly business context (Lu & Hsiao 2010), enhancing the recognition of the whole (de Varies, Gensler & c Leeflang 2012), increasing the extent of sales (Agnihotri et al. 2012), and additionally generating social support for customers (Ballantine & man of affairs 2011). Moreover, social media through networking of people provides shared values that enhance trust (Wu et al. 2010).

Today, corporations have centered on researching on client behavior owing to the enlargement of social media (Liang & Turban, 2011) using social media to a good extent develops selling methods in organizations through building trust and additionally enhancing the customers’ objective of shopping for on-line merchandise.
2.2.2 Impact of Online Advertisement

Online advertising refers to the strategy that involves the employment of internet for promotion of product by delivering the marketing messages to the larger shoppers. It includes delivering to internet users via websites, advertisement supported software’s, e-mails, text electronic communication and internet enabled cell phones. Duke of Edinburgh Kotler recommended through his book on “Marketing Management Millennium” that the foremost of the population on the internet consists of the young, higher educated and additional affluent those who simply realize their approach onto the internet and also the internet population that is turning into additional various and thought. Not like in different mediums, in on-line selling, it's the patron and not the merchandiser that controls the interaction and conjointly offers permission. Since internet customers’ access varied data nonstop, they're thought-about higher and additional sensitive shoppers. P. Kotler (2000)

Worldwide internet is day by day turning into today’s customary advertising platform particularly with the accumulated adoption of advertising fission of the net. Consistent with Gupta (2013), the net offers advertisements of product and services worldwide with wealthy media tool, interactive series and international reach. Although the web activities have accumulated over the past 5 years, denizens realize e-searching additional convenient and time saving however there's an area for improvement of delivery services and advertising the net product and services for the long run success. In distinction to the current, the opposite faculty of thought believes that internet advertising creates negative and positive perceptions among the shoppers. They understand internet advertising as depicting an excessive amount of information and on the opposite hand as a robust supply of knowledge and may be a smart factor to seem at. Regarding the way forward for on-line advertising and also the shopper behavior towards it, less attention has been given to net advertisements and their layouts that area unit carry on the homepages of various websites. Although individuals get pleasure from viewing net advertisements, its formativeness and utility for creating behavioral buying choices conjointly plays a key role. Z ul Haq (2009)

According to one among the analysis conducted on web advertisements, it concluded that voluntary academic degree exposure, formats like banner and text advertisements are additional
seemingly to be cognitively avoided since it's an automatic, sub aware method that happens in parallel with browsing activity and doesn't need any activity action by shopper. Another analysis by missionary, Dreze & Francis Xavier Husherr (July 2003) jointly supported the higher than analysis by closing that individuals avoid watching banner advertisements throughout on-line activities. Intrusive advertisements formats like Pop ups that interrupt browsing activity and demands immediate response are additional seemingly to be physically avoided by closing them. (Chatterjee Patrali, 2008) In another response on context to web ads it was complete that banner and pop ads are all annoying and extensively intrusive in nature. Banner advertisements are principally detected thanks to their relevance and placement on the page and will embrace bright colors, interactivity, graphics, videos, logos, sizes and discounts (Kozen Kavin, 2006). In one among the analysis by Scott Mcloy, Andrea Everard, Dennis Galena, Peter Polak (2004).

According to McElfresh, C.; Mineiro, P. and Rodford, M. 2007 on-line advertising techniques like banners, pop-ups, and pop-under are quite annoying to web users. The research worker show this as stunning as a result of ancient media like television commercials has been long been criticized as being intrusive and also the leader in advertising annoyance. The research worker but established that on-line shoppers are additionally familiarized and decide on-line advertisements quite those in alternative media like Facebook. Developing a negative perception by the users on intrusive ads makes them to not get back the web site. Analysis by Jupiter survey disclosed that sixty nine of users notice pop-ups terribly annoying, which twenty third recommended they refuse to get back the web site thanks to the ads (McElfresh, Mineiro & Rodford, 2007).

Abernethy describes disturbing online advertisements are same as television commercials that make the viewer helpless when they cannot leave the room or change the channel or interrupt their task scroll past advertisements, or close the pop-up/pop-under windows. Advertising is created for and targeted at the audience. It’s the medium of buying and selling it makes us informed regarding the trends of world. Advertising takes the responsibility to convey the commercial message to the audience. Advertising is a form of communication that provides useful and relevant information to the audience to act immediately or to use it at the time of purchase (Shrivastava, 2014). A study has been conducted on the effectiveness of traditional word of mouth and the advertisement through social media sites on female purchase behavior of
Pakistan and the results shows that they are more affected by the word of mouth rather than the ads on social networking sites but now the advertisement research style has been changed due to online ads that have more influence on the purchase decisions. Business advertisement world has more interactive tools and reach that has more influence than traditional advertisement platform (Sadia& Khan, 2015). At some websites the traditional way of advertising is used and the product information is provided. These advertisements are similar to ads of other medium. So it means that web carries the ad (Mathew & peter, Segun, 2013).

Mathew and Segun (2013), Online advertising began in 1994 once Hotwired, the digital counterpart to the hip wired magazine, started an online with a few dozen sponsors World Health Organization paid to own advertising banners embedded throughout the sites”. Users cannot avoid from reaching the net advertisements. A minimum of the users have to own the primary read and it’s a mandatory need to a primary to consider internet advertising. (Asana, Jaafri, raja & shahzad, 2013). Ads price on web is just about one hundred large integers. 60-70% ads don't seem to be paid on net. Bill ads also are on discount and agencies coming back forward to try to web advertising. Priyanka (2012) suggests that Rs. 25-30 large integer continues to be the $64000 ad business on the net.

The behavior of the net shopper is totally different from the buyer of physical world. Shopper notice the simplicity to buy on-line and this trend is step by step increasing. To boost looking publicist use totally different methods like its low price to try to looking online (Ahmed & David, 2014). In keeping with Aneeza and leader (2009), students have united on six basic principles on that movement run. These include: securing the potential customer’s attention; to arise interest; to develop and sustain that interest; to form desire; to incite action and therefore the making sensible can. Shopper behavior has often been a very important topic within the literature. Shopping for behavior is littered with the buyer selection of publicity (Shmaila & Ashfaq, 2013). There are 2 purpose of on-line advertising: communicate issue and content issue. Communicate issue is concerning that which includes all advertisements and human action information concerning the merchandise.

Content issue is concerning the form of on-line publicity, layout and graphics that are utilized in ads to draw in the client (Muhammad and DWI, 2015). Irritation contains a positive influence on the feat of web site that shows an excessive amount of ads and therefore the amusement contains
a positive influence on the press on the ads on totally different web site to induce pleasure and knowledge relating to product (Ali, 2013). Organizations pay an outsized quantity of budget on the publicity to draw in the utmost range of consumers. Previous researchers has shown that TV is rated as the best medium because it provides the moment show, image and text through that client feel glad that’s why organization are exploiting the internet for the aim of publicity currently as a result of its constant and additional increased options to draw in client. (Sadia& Khan, 2015)

2.2.2 Customized Message Adaptation

According to Vesanen (2007), customization can be of importance both to the customer and the marketer. To the consumer, customization signifies a better offer or preference match, and better communication. Other benefits to direct marketers that result from personalization include; higher profits, gives ability to increase the prices for the firm’s products or services, enables better responses, differentiation from competitor and also customer satisfaction and loyalty (Vesanen, 2007; Arora et al., 2008). According to Gendall, Hoek, and Brennan (2008), customization may induce a norm of reciprocity however some scholars suggest that customization does not always prompt for the norm of reciprocity. In the research by McCoy and Hargie (2007); Postma and Brokke (2008), it was established that the effect of customization in inducing responses is inconclusive. However other scholars such as Malthouse and Elsner (2006) on the other hand suggest through their study that customization of firms’ products and services increases response rate.

Porter and Whitcomb (2007) also find that "the personal touch" has no substantial impact on the number of consumer responses received. Neider and Surge (2007) even suggest that customization decreases the number of responses that the organizations get to a great extent. Customization is also suggested to be expensive by scholars who suggest that customization of marketing tools is not a technical shortcoming these days as people think. They suggest that it is possible to customize the knowledge the recipient gets not only within the email subject line, but also through conjointly it within the content of the message for instance a canopy letter.

Arora et al. (2008), however suggests that this needs access to an honest information and implementation of adequate codes which frequently generates higher prices but not essentially
larger profits. The right customization, which is adequate to the wants and needs of the customer considers the state of customer to supplier relations, makes use of customer demographics, psycho-graphic and also behavioral data of the customers. In the meantime, different organizations limit their customization to inserting the first and/or the second name within the message content of the client while not adding the other customization details. Such perceived customization already creates a control of mass communication and may be frequently perceived wrongly by the customers. Elementary in customization refers to the notion that the seller’s communication should portray the customer's wants and preferences. However, extremely personalized messages may backfire, leading to customization electrical phenomenon. This is so because extreme personalization makes the customers feel that they are being observed or are too identifiable by the organization (White et al., 2008).

2.2.3 Local Media Networks

Local media networks provide organizations with an audience that they trust and care about their products and services and also their various activities. Local media networks also provide incentives for users to upload new content and also update their status and profiles. For example, Facebook has template for identity which enables each user to fill in personal information about what studied, names, work place, interests and activities and also favorite products. This provides the organizations a robust new computer database that constitutes a vital firm’s quality to ascertain new productive networks with customers and audiences.

Previous analysis within the field of strategy and management supported the role of shoppers in symbol-intensive and media-intensive environments as interpreters of symbols and signs. Lawrence and Phillips (2002) advised that buyers and different audiences area unit actively concerned within the method of that means construction that additionally involves framing new contexts and practices. Ravasi and Rindova (2004, 2007) observes that the flexibility of the organization to have interaction and form the spoken communication and relationships with their customers may be a crucial issue for the victorious management of this method of symbolic worth production and if handled well, it are often associate intangible assets for the organization. Researchers like Fombrun and Van Cambodian monetary unit 2004 and Rindova (2006) determined the role of firm name and celebrity as intangible social approval assets that have a
strategic price for the firm whose price consistent with Rao (1994) comes from the perception of the stakeholders. The studies counsel that analysis on strategy ought to take into account the event and readying of symbolic and cultural resources aboard alternative varieties of capital to manage the perceptions of the external stakeholders (Rindova et al. 2011). Firm celebrity especially derives from non-conforming and deviant behavior that generates neutral attention and affects. It’s been conjointly argued that the media could be a key player during this method, by providing key resources and mass coverage (Deep house 2000). Especially, through the diffusion of dramatized narratives, the media construct celebrity firms are eventually ready to attract a high level of public attention, and generate positive emotional responses from neutral audiences Rindova et al. 2006.

Social media is dashing up this method, representing a hybrid part as a result of they allow corporations to interact in an exceedingly direct voice communication with their customers and external stakeholders, whereas they conjointly monitor conversations that customers have with one another. However, the revived characteristics of social media and their role in building organizational name and celebrity stay unknown. Intangible and immaterial resources area unit captured and confiscate by corporations through their ability to act with users, stakeholders, and customers through social media. Social media-based conversations occurring between customers area unit therefore outside firms’ direct management (Mangold and Faulds 2009). Social media are dynamic the means stakeholders read a company’s impact on the atmosphere within the framework of company social responsibility, since their perception is essential to firm performance and may then be managed by organizations (Chatterji et al. 2007). At intervals this context, it's more and more vital to research however corporation’s area unit exploitation social media to act with external stakeholders, with the aim of managing communities and influence neutral perceptions. the most challenge, and at an equivalent time the most chance, that social media offers for organizations consists of remodeling ancient organizational models supported centralization, hierarchy and vertical communication, that area unit unable to harness and capture worth created outside the boundaries of the firm.

According to Hoffman and Fodor (2010), keeping in mind the end goal to pick up customer trust, set up expertise, and meets potential clients, each business needs social media presence. It is essentially insufficient to have social media sites up for your business; without a reasonable
procedure for web-based social networking use, your business will battle to get the client engagement levels and expanded deals you are searching for. To get the most out of your web-based social networking endeavors, your methodology ought to incorporate the accompanying; figuring out which sites are most gainful to post to and when to post to them, choosing how vast you need your web-based social networking presence to distinguish, the right measurements to use to quantify your advance towards web-based social networking objectives and how and why to draw in present and potential clients online (Michaelidou et al., 2011).

No single procedure is legitimate for every company. The customer base, the thing or organization, the destinations and the beauty care products of the company itself are all elements that affect the path that will lead to accomplishment (Michaelidou et al., 2011). It is important that the organization stays predictable with its picture, both in the controlling principles of the campaign and the method for engagement that the management chooses. The social affair of individuals exists in two spaces. The first is the already captured audience that visits the firm site. They are starting now careful and are getting the full effect of the website. They are the perfect partners to engage in the organization’s word-of-mouth marketing. As an after effect of their commonality with the message they can spread it to the group that is off-site (Hoffman and Fodor, 2010).

In spite of the way that the gathering of spectators will help the company reach different people, a decision must be made on what external frameworks the company will be active on. Regardless, the association needs a Facebook and Twitter presence.

These are two of the most standard and element casual groups and by a long the majority of people the company needs to reach were active there. Past that, the marketing manager should look at stages that are more based on the business.

Advancement has engaged people to talk with each unique over the world in each convincing way that is accessible. As better methodologies for passing on are exhibited and by chance rule distinctive systems, they add to the affiliation’s showcasing instruments. With these choices, it is of fundamental choose the best platforms for the company, the ones that get the message out to the gathering of spectators and allow customer made substance to spread the organization’s product and services marketing (Kirtiş Karahan, 2011). According to Hoffman and Fodor (2010), microblogging stages (like Twitter and Facebook's action streams) are the most recent innovation
to rise in a long line of interpersonal interaction situations. What top competitors are doing on the web ought to be explored. Their web-based social networking pages on every social media system ought to be looked at to perceive the amount of a presence they have.

Notwithstanding looking at whether competitors have a social media presence, it is essential to investigate their current pages. This investigation can be utilized to help in making the organization’s social media strategy. As part of an organization's substance procedure an article date-book ought to be made. The publication date-book records the dates you expect to post websites, Facebook posts and other substance you may plan to use amid your web-based social networking effort (Berthon et al., 2012).

2.2.4 Use of multimedia

Consumers area unit presently victimization the online to seem for product footage and videos; they need a lot of data and wish to ascertain what they are considering shopping for. The good news is that it’s simple an organization to make and publish videos and footage. Additionally to making photos of merchandise, one can even take footage at workplace events as some way to focus on company culture. This not solely helps persuade others to figure with or to shop for (consumers see that you just area unit right down to earth and one among them, instead of a stuffy company), it conjointly helps the Human Resource department recruit new workers.

Despite the proliferation of media alternatives in marketing follow, there is a relative scarceness of research on multi-media effects. The majority of marketing science literature has in the main targeted on the results of total or single-medium advertising defrayment. Studies on single medium or total advertising defrayment agree on the standard of its effects (Bemmaor, 1984; Hansen’s, arsons, amp; Schultz, 2001; Simon &amp; Arndt, 1980; Vakratsas, et al., 2004). as an example, Vakratsas et al. (2004) supply empirical proof that market response to advertising is not basically globally depressed and advertising thresholds thus exist, considerably for evolving product categories. Dubé, Hitsch, Manchanda (2005) put together give support for the existence of threshold effects using a spline approach. Moreover, experimental studies on advertising response found proof for positive effects of attenuate advertising levels, leading to patterns
further as fashioned response and bi-modal M-shaped response (e.g. Ackoff & Emshoff, 1975; Hahn, et al., 1992).

Social media may be a development that has drawn plenty of attention each to corporations and individuals interacting on the networking landscape. However, once it involves giving a clear definition of what social media very is, the understanding of the term is extremely minimal. Managers and educational researchers appear to take issue on however social media take issue. From interchangeable connected conception internet a pair of.0 and User Generated Content (Kaplan and Haenlein: 2009).

The interconnectivity of customers through social media such as communities, reviews or recommendations is seemingly to establish trust in e-commerce. In SNSs, the social interaction of customers helps their peers to develop or reject trust in a supplier. Shopper socialization happens through social media directly by social interactions among customers, and indirectly by supporting product involvement (Wang et al. 2012). The social relationship of customers generated through social media significantly affects the perceived trust of customers (Pan & Chiou 2011). The interactions on these platforms generate social support. Social support generated through social media thus influences trust (Weisberg ET al. 2011). Additionally, a lot of positive comments, feedback and better ratings lead to a higher level of trust in a vendor (Ba & Pavlou 2002). Reviews are perceived to be helpful, and have an effect on angle and intention to purchase in consumers through the impression created regarding a product or service Purnawirawan et al. 2012).

2.5. Summary.

Literature discussed in this chapter is gives information on the topic under study by zeroing done to specific constructs being investigated. On online advertisement, its unique impact as a social network on marketing is the scope of market coverage that it offers and then its convincing nature that allows clients to seek clarification and feedback received immediately. Not only can integrating online advertising help the conversion process, but it can also help build your community. Introducing potential consumers to your social profiles means they may join your community now and buy later.
Customization offers an answer to marketers who deliver a similar message over multiple platforms rather than craft communications for every individual web site. Social platforms every have associate degree system of their own. What could be acceptable on twitter could be thought of spam on Facebook. Particular sort of writing may unfold on Twitter however fail on Facebook. Understanding that every that every website is totally different so customizing the message ensures they are doing well on each several site. Not solely will customizing messages across sites facilitate the message unfold however it keeps users from receiving multiple identical communications. Make sure to maximize that potential by causing a user that follows the business on Twitter and Facebook 2 totally different messages, rather than a similar issue.

Local media networks are mostly an enormous win especially particularly on native search. Being visible to customers searching for a business in their space is very necessary. It’s necessary to confirm that the positioning is enclosed in native business directories so as to assist make sure that customers notice purchasers once they want them. Typically finding that a lot of sites are often troublesome, however. First, checking competitors is critical. Wherever square measure they listed? Check their inward links to ascertain for business directories that square measure relevant for adding business details for promoting. Also, the business is often value-added to Google Maps, exploitation the native Business Center. Effective used of native promoting is by taking time to incorporate all the data necessary and update unspecified news. For several customers, this may be their initial interaction with the business. Multimedia will break down the anonymous business-to-consumer sales flow and create the corporate seem friendlier. Use of videos and pictures to point out the business is fun, it shows that one cares concerning staff, and most significantly, that the interests and desires of consumer’s square measure cared for. Videos square measure helpful for explaining complicated ideas. Showing step by step directions will have a bigger impact than even the foremost well written article. Businesses ought not to invest immense sums of cash to form smart videos, either. It’s extremely counseled for the comparatively low cost Flip camera that takes nice videos and is straightforward for even a non-technical merchant to use.
2.6 Conceptual framework

The objective of the study is effectiveness of social media marketing strategies on the performance of event management firms in Nairobi.

Independent Variables

- Online advertisement
- Customized messages
- Multimedia

Dependent Variable

Social network impact success factors
- Complete on time
- Meet customer’s requirements
- Effective service delivery
CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction

This chapter presents methodology and procedures used to obtain research data. It covers research design, target population, sample design, data collection procedures instruments used and data analysis method.

3.2 Research design

This research design entails planning, organization, collecting and analysis of data so as to provide answers to questions such as; what techniques will be used to gather data? What sampling strategies and tools will be used? And how will time and cost constraints be dealt with (Leedy, 1993). The researcher proposes to use the descriptive survey design to gather data relating to the effectiveness of social media marketing strategies on event planning and management. A descriptive survey aims at describing the distribution of a phenomenon in a population and thereby establishing the facts (percentages and frequencies).

According to Saunders et al. (2003) descriptive survey contains a broad attractiveness for coming up with, observance and evaluating policies. Price, (2001) says that any man of science (United Nations agency) adopts the descriptive analysis style tries to provide knowledge that's holistic, contextual, descriptive full and wealthy well.

3.3 Population
The study target population is defined as the entire aggregation of respondents that meet the selected set of criteria (Burns & Grove 1997). It is also the study’s precise population regarding objective that the researcher intends to achieve. A population is also described as a set of individuals, elements, services or events that the researcher intends to investigate. The study’s target population carries with it the subsequent population, high level management and marketing department from Aura Events Planners. The target population comprised of top level management and the marketing department staff since they are involved in the planning, marketing and implementation of the strategies in organization;

<table>
<thead>
<tr>
<th>Population Category</th>
<th>Population</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top level management</td>
<td>28</td>
<td>22</td>
</tr>
<tr>
<td>Marketing department</td>
<td>100</td>
<td>78</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>128</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Author (2017)

3.4 Sample and Sampling Technique

Sampling is defined as a process of choosing a sub-section of a population which represents the entire population so as to get information concerning the phenomenon that is of interest. A sample is also a sub-section of the target population that is chosen to take part in the study. Polit and Hungler (1995) suggest that sampling is of two types. The first type yields probability samples and also assures the chance of selecting each respondent while the other type yields non-probability samples meaning the chance of selection is unknown. This research will use a stratified probability design to select the respondents. Statistically, in order for generalization to take place, the study will sample 50% of the respondents for reduction of sampling errors (Cooper and Schindler, 2003).

The sample population is as follows;

Table 3.2 Sample population

<table>
<thead>
<tr>
<th>Population Category</th>
<th>Population</th>
<th>Percent (50%)</th>
</tr>
</thead>
</table>
3.5 Instruments

This study employed questionnaires to gather data. According to Borg & Gall, (1983) a questionnaire is an instrument for research which consists of a series of questions which require answers for the purpose of gathering information from respondents. Questionnaire is widely used especially in descriptive survey studies.

The researcher used a questionnaire because it could reach a large number of people relatively easily and economically. It also provided quantifiable answers and it is relatively easy to analyze, less time consuming than interview or observation. (Bailey, 1982). The questionnaire had five sections divided according to the objectives and research questions under study. In this study the questionnaire was divided into; 1. Demographic details 2. Impact of online advertisement 3. Customized messages. 4. Local media networks 5. Use of multimedia.

The researcher administered the questionnaires to the respondents and clarifying some areas that were not clear to the participants. They filled them and it was collected by the researcher to ensure authenticity of the data.

3.5 Validity and Reliability

3.5.1 Validity
Content validity was determined through professional consultation whereby the questionnaires were given to the research study supervisor who helped establish whether the questions in the
questionnaires were framed without any ambiguity and that the instruments clearly measured what they were expected to without any significant difficulty.

3.5.2 Reliability
The research questions were be based on the objectives of the study. A pilot study was carried out prior to the main study to help assess the reliability and accuracy of the research tools and instruments.

3.3 Data collection procedure.

The researcher got an introduction letter from Management University of Africa after which the letter was used to get permission from Aura Events Planners in order to access respondents.

There was self-administering of questionnaires to avoid biasness. Most of the people receive questionnaires fail to return them and some of them that return them might not have done enough in good time and so these can run the risk of time wasted and limited representative of the sample that was originally selected (Leedy & Ormrod, 2001). Therefore self-administering and collection of the data was informed by the above mentioned reasons.

3.4 Data Processing and analysis.

This is defined as a systematic methodology to studies that involves collecting numerical data and then transforming it into useful information by the researcher. It often describes an event or situation and answers the questions such as 'what' and 'how many' that the researcher may have about something. This study employed counting or measuring attributes. The answers from the questionnaires was coded in relation to how they relate for easy Statistical Package for Social Sciences (SPSS) use as the most efficient and convenient processing and analyzing of data. The data was presented through tables and charts for interpretation.

3.5 Ethical Issues
The goal of ethics is to ensure that no one is harmed or suffers adverse consequence from the research activities. Given the often sensitive relationships between researcher and respondents, reasonable safeguards was built in this study based on ethical considerations and requirements. Therefore, the information that the researcher received during the period of this study was treated in confidence and purely for academic purposes. Names of respondents were not used or mentioned in this study.

CHAPTER FOUR
RESEARCH FINDINGS AND DISCUSSION

4.0 Introduction
The discussion in this chapter provides the findings, which include tables and charts for easy reference. The findings include the overall score for impact of social media marketing strategies and individual score comparisons for the pretest of the constructs under study namely; online advertisement, customized message, local media networks and use of multimedia. The results allow for formulating implications and conclusions as well as suggestions for further research needs on this topic.

4.1 Demographic Information
The demographic information was necessary to be established in the study to have the background information of the respondents necessary for analysis. The following information was sort from the participants: The total population of the respondents was 64 where 42 were men and 22 women meaning that men were dormant in the study. The age of those interviewed
had those below 24 years of age at 11% and then the majority was between 25-30 years at 46%. Those between 31-40 years stood at 30% and finally those above 40 years had 13%. There was also identifying the level of education from the respondents and it was noted that 38% of the sample population had a certificate course, 32% were diploma holders, 20% of the remaining were bachelor’s degree holders then those with post graduate were 10%. Then finally the length of time that an individual had worked at Aura Event planners was examined and it was established that those worked between 1-2 years were at 19% with majority had been there for more than 5 years at 58%, those falling between 2-4 years had worked at that station at 23%.

The summary of the data has been tabulated in the table below:

<table>
<thead>
<tr>
<th>Respondents’ characteristics</th>
<th>Frequency</th>
<th>Per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Below 24</td>
<td>7</td>
<td>11%</td>
</tr>
<tr>
<td>25-30</td>
<td>29</td>
<td>46%</td>
</tr>
<tr>
<td>31-40</td>
<td>19</td>
<td>30%</td>
</tr>
<tr>
<td>40 years and above</td>
<td>9</td>
<td>13%</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>42</td>
<td>66%</td>
</tr>
<tr>
<td>Female</td>
<td>22</td>
<td>34%</td>
</tr>
<tr>
<td>Duration of work</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-2 years</td>
<td>12</td>
<td>19%</td>
</tr>
<tr>
<td>2-4 years</td>
<td>13</td>
<td>23%</td>
</tr>
<tr>
<td>Above 5 years</td>
<td>39</td>
<td>58%</td>
</tr>
<tr>
<td>Certificate</td>
<td>24</td>
<td>38%</td>
</tr>
<tr>
<td>Diploma</td>
<td>20</td>
<td>32%</td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>13</td>
<td>20%</td>
</tr>
<tr>
<td>Post- graduate</td>
<td>7</td>
<td>10%</td>
</tr>
</tbody>
</table>

**4.2 Impact of online advertisement**
4.2.1 Use of online advertisement as marketing platform

The researcher wanted to establish if there was use of online advertisement to for marketing and the results from the respondents were as shown below:

<table>
<thead>
<tr>
<th>Online advertisement</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>47</td>
<td>73</td>
</tr>
<tr>
<td>No</td>
<td>17</td>
<td>27</td>
</tr>
<tr>
<td>Total</td>
<td>64</td>
<td>100</td>
</tr>
</tbody>
</table>

It was established that 73% of the respondents agreed that the company uses online advertisement as a platform for marketing.

4.2.2 Online advertisement is convenient and saves time

There was need to know if the use of online advertisement have the effect of being convenient and saving time. The data was tabulated as below:

<table>
<thead>
<tr>
<th>Convenient and saves time</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>20</td>
<td>31</td>
</tr>
<tr>
<td>Agree</td>
<td>31</td>
<td>48</td>
</tr>
</tbody>
</table>
It was known from the data that a greater majority of 79% agreed to online advertisement being convenient and time saving while 21% did not agree.

4.2.3 Purchasing decisions influenced by online advertisement

The researcher explored to identify if decisions to purchase by customers are influenced by online advertisement and the following was noted:

<table>
<thead>
<tr>
<th>Online advertisement influence purchasing decision</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Great influence</td>
<td>15</td>
<td>23</td>
</tr>
<tr>
<td>Normal influence</td>
<td>26</td>
<td>40</td>
</tr>
<tr>
<td>Little influence</td>
<td>18</td>
<td>28</td>
</tr>
<tr>
<td>No influence</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>64</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
Those with great influence were at 23%, with normal influence at 40% meaning that those who agreed to it having influence were at 63%. Those with little influence stood at 28% then those who did not see any influence were at 9%.

4.2.4 Online advertisement to secure attention, arise interest and goodwill

The intention here was to find out if secured attention, risen interest and goodwill from customers are determined by online advertisement.

<table>
<thead>
<tr>
<th>Online advertisement to customer attention</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Great extend</td>
<td>12</td>
<td>19</td>
</tr>
<tr>
<td>Normal extend</td>
<td>17</td>
<td>26</td>
</tr>
<tr>
<td>Small extend</td>
<td>30</td>
<td>47</td>
</tr>
<tr>
<td>No extend</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Total</td>
<td>64</td>
<td>100</td>
</tr>
</tbody>
</table>

It was noted that the online advertisement on customer’s attention and goodwill has small extend according to 47%, normal extend 26%, 19% large extend and no extend at 8%.
4.3 Use of Customized messages

4.3.1 Customized messages enhance better offer and communication to customers

This was to establish the enhancement of better offer and communication by customized messages and therefore the data was tabulated.

<table>
<thead>
<tr>
<th>Customized messages to better offer</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>44</td>
<td>69</td>
</tr>
<tr>
<td>No</td>
<td>20</td>
<td>31</td>
</tr>
<tr>
<td>Total</td>
<td>64</td>
<td>100</td>
</tr>
</tbody>
</table>

It was well noted that customized messages enhances better offer and communication to customers according to 69% of the respondents while 31% did not agree.

4.3.2 Customized messages for customer satisfaction and loyalty
The aim was to know if customized messages could influence the satisfaction and loyalty of customers. The data consolidated was tabulated as below;

<table>
<thead>
<tr>
<th>Customized message to customer satisfaction</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Great impact</td>
<td>24</td>
<td>37</td>
</tr>
<tr>
<td>Normal impact</td>
<td>20</td>
<td>31</td>
</tr>
<tr>
<td>Little impact</td>
<td>14</td>
<td>22</td>
</tr>
<tr>
<td>No impact</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>64</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Out of those who respondent, 37% termed customized message to have great impact on customer satisfaction and loyalty, 31% for normal impact, 22% for little impact and then 10 for no impact at all.

4.3.3 Customized message expensive but not necessarily profitable.
This was to know if the high cost of doing customized messages translates to profitability or not. The researcher established the results as shown:

<table>
<thead>
<tr>
<th>Expensive customized message to profit</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>28</td>
<td>44</td>
</tr>
<tr>
<td>Agree</td>
<td>17</td>
<td>27</td>
</tr>
<tr>
<td>Disagree</td>
<td>12</td>
<td>19</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>64</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Those who agreed that customized messages are expensive but does not translate to the profitability stood at 71% while those that disagreed were 29%.

4.3.4 Customized message make customers too identifiable

The researcher was seeking views and perception of the respondents on how true the customers feel through customized messages. Whether they feel valued or not.
### Customized messages for unvalued customer

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>9</td>
<td>14</td>
</tr>
<tr>
<td>Somehow</td>
<td>13</td>
<td>20</td>
</tr>
<tr>
<td>Not sure</td>
<td>18</td>
<td>28</td>
</tr>
<tr>
<td>No</td>
<td>24</td>
<td>38</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>64</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Some of those interviewed at 38% responded that customized messages does not make customers not valued or too identifiable, 28% were not sure if that is what the customers feel or not, 20% thought it may be though not concrete and then 9 agreed to it having customers feel valued.

### 4.4 Local media networks

#### 4.4.1 Local media networks used at Aura Event Planners

The media networks used locally like Facebook, Instagram, LinkedIn, Google etc. were to be established if they are used as a case study so as to acquire some information on its use.

<table>
<thead>
<tr>
<th>Local networks used</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>58</td>
<td>91</td>
</tr>
<tr>
<td>No</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>64</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
It was very clear that local networks was being used at Aura Event Planners for marketing of its products according to 91% of the respondents.

4.4.2 Using the local media networks to get the right audience

There was need to establish if the local media networks (Facebook, Instagram, LinkedIn, google etc.) were able to acquire the right audience for the services offered.

<table>
<thead>
<tr>
<th>Local media networks for right audience</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>15</td>
<td>23</td>
</tr>
<tr>
<td>Sometimes</td>
<td>23</td>
<td>36</td>
</tr>
<tr>
<td>Not sure</td>
<td>18</td>
<td>28</td>
</tr>
<tr>
<td>No</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>Total</td>
<td>64</td>
<td>100</td>
</tr>
</tbody>
</table>

For those who agreed that local media is important to get the right audience for business were at 23%, those who thought it sometimes does were 36%, not sure at 28% and those who denied at 12%.
4.4.3 Local media networks build trust and meeting of potential clients

It was meant to identify if social media networks could help in building customer trust and meeting of the potential clients for the business.

<table>
<thead>
<tr>
<th>Local media networks for potential clients</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>15</td>
<td>23</td>
</tr>
<tr>
<td>Agree</td>
<td>16</td>
<td>25</td>
</tr>
<tr>
<td>Disagree</td>
<td>18</td>
<td>28</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>15</td>
<td>24</td>
</tr>
<tr>
<td>Total</td>
<td>64</td>
<td>100</td>
</tr>
</tbody>
</table>

It was established that 48% agreed to social media networks aid in building customer trust and helping the company meet potential clients while 52% did not agree.

4.5 Use of multimedia

4.5.1 Multimedia to enhance company culture

The objective here was to establish if multimedia use (pictures and videos) promotes the understanding of the company culture by clients.
<table>
<thead>
<tr>
<th>Multimedia to company culture</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>43</td>
<td>67</td>
</tr>
<tr>
<td>No</td>
<td>21</td>
<td>33</td>
</tr>
<tr>
<td>Total</td>
<td>64</td>
<td>100</td>
</tr>
</tbody>
</table>

It was very clear that 67% of the respondents affirmed that use of multimedia enhances the understanding of the culture of the company by clients while 33% did not agree.
4.5.2 Effects of magazine and network advertisements on long term sales volume

It was to look at the effects of using magazine and network advertisements on long term sales volume and customer retention.

<table>
<thead>
<tr>
<th>Effects of magazine &amp; network advertisement</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive effects</td>
<td>18</td>
<td>28</td>
</tr>
<tr>
<td>Normal effects</td>
<td>30</td>
<td>47</td>
</tr>
<tr>
<td>Negative effects</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>Don’t know</td>
<td>6</td>
<td>13</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>64</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

It was established that 28% were for positive effects, 47% for normal, 12% for negative effects and then 13% did not know the kind effect brought by magazine and network advertisements for long term sales volume and customer retention.
CHAPTER FIVE

Summary, Conclusions and Recommendations

5.0 Introduction

This chapter presents the summary of what has been obtained in chapter four divided into sections as the; summary and conclusion from the summary and then recommendation derived from the conclusion.

5.1 Summary

There were more men than women from the total respondents and most of them were between the ages of 25-30, followed by those between 31-40 years, the least being below the 24 years. More than half of the respondents were diploma holders followed by those with bachelor’s degree and then the post graduate who were the smallest in number.

For the duration an individual had worked at Aura Event Planners, it was established that more than half had worked for more than 5 years then those between 2-4 years and finally those below 2 years.

Impact of online advertisement
The greater majority at 73% agreed that the company uses online advertisement as a platform for marketing. The online advertisement was also seen as convenient and time saving according to 79% of the respondents. It was also noted that online advertisement has greater influence of purchasing at 23%, normal influence at 40%, little influence at 28% and then no influence at 9%. Finally it was established that online advertisement has small extend at 47%, normal extend 26%, large extend 19% and no extend at 8% on customer attention and goodwill.
Customized message adaptation
Customized messages enhance better offer and communication to customers according to 69% of the respondents, 31% did not agree. On customized messages on customer satisfaction and loyalty, 37% termed to have great impact, 31% for normal impact, 22% for little impact and 10% for no impact. It was also agreed that customized messages are expensive though that does not necessarily translate to profit according to 71% of the respondents. Customized messages does not make customers too identifiable or nor valued according to 38% of the participants, 28% were not sure, 20% thought it may be though not concrete and 9% believed it made customers valued.

Local media networks
On local media network, it was identified that it was being used at Aura Event Planners for marketing of its products and services. There were those respondents who agreed that local media networks is important to get the right audience for the business at 23%, those who thought it sometimes does were 36%, not sure at 28% and those who denied at 12%. It was established that 48% agreed to social media networks building customer trust and helping the company meet potential clients while 52% did not agree.

Multimedia use
It was very clear that 67% of the respondents affirmed that use of multimedia enhances the understanding of the culture of the company by clients. Also It was established that 28% were for positive effects, 47% for normal, 12% for negative effects and then 13% did not know the kind effect brought by magazine and network advertisements for long term sales volume and customer retention.
5.2 Conclusion

It is clear that there were more men than female interviewed at Aura Event Planners where majority between 25-40 years meaning that the greater number of employees are young people. The number diminishes as education level escalates indicating that the organization employees majority with lower levels of education especially diploma holders. This can be attributed to the nature of work and payment. The company has some mechanism of retaining employees since majority had been worked there for more than five years.

Impact of online advertisement
The company uses online advertisement as a platform for marketing since it is convenient and time saving. The online advertisement influences customers to purchase and helps in securing attention, arise interest and create goodwill from customers.

Customized message adaptation
The messages that are customized enhance better offer and communication. The customized messages generally have an impact on customer satisfaction and loyalty. Also the customized messages are expensive but that does not translate to the profit that comes with such marketing. Customized messages sometimes can make customers too identifiable that they may feel unvalued but sometimes they feel valued.

Local media networks
Local media networks is used at Aura Event Planners for marketing of its products and services. The media networks are important to get the right audience for the business though they should not be the only fundamental premise for marketing. The networks cannot be relied upon in building customer trust and helping the company meet potential clients though necessary to consider.

Multimedia use
Use of multimedia enhances the customer understanding of the culture of the company. Magazines and network advertisements have impacts on long term sales volume and customer retention.
5.3 Recommendations
The company should consider employing more qualified employees by adjusting on the possible payment affair and enhancing professionalism.

- **Impact of online advertisement**
  It is important to have a study on the mechanisms in which the secured attention, risen interest and goodwill created should be sustained for customer reliability

- **Customized**
Since customized messages are expensive but cannot necessarily translate to profit, it is recommended that factors hindering customized messages from assured profitability to be explored so as to have very effective customized messages in terms of returns.

  Caution should be exercised in doing customized messages for clients to avoid making customers feeling unvalued.

- **Local media networks**
Other marketing fundamentals should be identified to compliment local media networks in getting the right audience/customers for the business.

- **Use of multimedia**
It is important to identify modes of multimedia that are for short term sales volume and customer retention.
REFERENCES


Kirtiş, A. K. & Karahan, F. (2011).To be or not to be in social media arena as the most cost-efficient marketing strategy after the global recession. ProcediaSocial and Behavioral Sciences, 24, 260-268.


39


APPENDIX 1: INTRODUCTION LETTER TO AURA

03/06/2017

Fatema Bhaji,
Aura Events Planners,
P.O.BOX  76261-00508
Nairobi, Kenya.

Dear Fatema,

I am writing you to regarding a research that I am doing as part of my requirement to complete my degree in management. The research is to establish the effect of social media marketing on the performance of event companies in Nairobi.

The main question I am asking in this research is “Is the emergence of social media and the methods employed to conduct marketing through the medium impacting businesses, with a bias of events companies, in a noticeable manner? Positively or negatively?”

Taking part in research is always optional. I am, however, hoping to use your company as the subject of my research because;

- You have been in the industry for an upwards of five years
- You are a thought leader in the field of events.

If you decided to take part in the study, I would:

- Review the study with you, at your offices and site where the events are done.
- In this study, we will answer the question I have asked above by:
  
  1. Questioning your marketing department on the methods they employ to market the company.
  2. Looking at your social media pages and how the interactions with your clients are.
  3. Trying to frame the messages sent through social media to examine the impact.

There is no cost to participate in the study. Seeing that this is a requirement by the University, I am not offering any payments as incentives.

Please do not hesitate to call me if you have any questions as you read over this material. I am happy to review any of this with you and answer any questions you may have. Taking part in research is voluntary. You may choose not to take part. If you decide not to take part in this study, your decision will be understood and appreciated.

Thank you for your time.

Yours Sincerely,
APPENDIX 2

QUESTIONNAIRE

Section A: General information

1. Kindly indicate your gender.
   Male [ ]
   Female [ ]
2. Please indicate your age bracket
   - Below 24 Years [ ]
   - 25 - 30 Years [ ]
   - 31 - 34 years [ ]
   - 35 - 40 years [ ]
   - 40 & above years [ ]

3. What is your highest education level?
   - Certificate [ ]
   - Diploma [ ]
   - Bachelor’s degree [ ]
   - Postgraduate degree [ ]
   - Others- specify…………………………

4. Working Period/Experience in the Organization
   - 1-2 years [ ]
   - 2-4 years [ ]
   - 5 years and above [ ]

Section B: Impact of online advertisement

5. Does Aura events planners use online advertisement as one of the marketing platforms?
   - Yes [ ]
   - No [ ]

6. Do you agree that online advertisement is convenient and saves time?
   - Strongly agree [ ]
Agree [ ]
Disagree [ ]
Strongly disagree [ ]

7. Are purchasing decisions by customers influenced by online advertisement?

Great influence [ ]
Normal influence [ ]
Little influence [ ]
No influence [ ]

8. To what extent do you think online advertisement helps the organization to get secure attention, arise interest and create goodwill from customers?

Great extend [ ]
Normal extend [ ]
Small extend [ ]
No extend [ ]

Section C: Customized messages adoption

9. Customized messages enhance better offer and communication to customers. Is it applicable in your organization?

Yes [ ]
No [ ]
10. One of the reasons for message customization is for customer satisfaction and loyalty. What impact does it have on sales volume?

   Great impact [ ]
   Normal impact [ ]
   Little impact [ ]
   No impact [ ]

11. Do you agree that customized messaging is expensive but does not necessarily translate to high sales/profits?

   Strongly agree [ ]
   Agree [ ]
   Disagree [ ]
   Strongly disagree [ ]

12. Is it true that with customized messaging customers feel too identifiable/observable by the company and therefore they not feel important?

   Yes [ ]
   Somehow [ ]
   Not sure [ ]
   No [ ]

**Section D: Local media networks**

13. Does Aura Event Planners use local media networks like Facebook, google etc. for marketing the products and services?

   Yes [ ]
   No [ ]
14. Using the above mentioned local media networks, does the company get the right audience for its business?

Yes [ ]

Sometimes [ ]

Not sure [ ]

No [ ]

15. Do you agree that social media networks build trust and helps in meeting potential clients for the business?

Strongly agree [ ]

Agree [ ]

Disagree [ ]

Strongly disagree [ ]

**Section E: Use of multimedia**

16. Does multimedia (use of pictures and videos) enhances the understanding of the company culture by the clients?

Yes [ ]

No [ ]

Don’t know [ ]

17. Does frequent use of multiple media affects marketing performance measured by sales, market share or awareness?

Strongly agree [ ]

Agree [ ]

Disagree [ ]

Strongly disagree [ ]
18. What effect does magazine and network advertisements have on long term sales volume and customer retention?

   Positive effects [   ]

   Normal effects   [   ]

   Negative effects [   ]

   Don’t know       [   ]