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+91 99405 72462



+9163819 07438



ijmrsetm@gmail.com



www.ijmrsetm.com

A Study on Social Media Marketing Efforts of Feathers Software

Jenany.G¹, Dr.D. Sahaya Beula²

MBA Student, Department of Management Studies, St. Xavier's Catholic College of Engineering (An Autonomous Institution), Chunkankadai, Nagercoil, Tamil Nadu, India¹

Assistant Professor, Department of Management Studies, St. Xavier's Catholic College of Engineering (An Autonomous Institution), Chunkankadai, Nagercoil, Tamil Nadu, India²

ABSTRACT: Social media has emerged as a crucial tool for marketing strategies in a variety of businesses in the current digital era. This study looks at Feathers Software's social media marketing initiatives. FeathersSoftware is a well-known software provider with an emphasis on creative business solutions. The purpose of the study is to examine how Feathers Software uses different social media channels to interact with consumers, build brand recognition, and increase sales. The study integrates both qualitative and quantitative data using a mixed-methods methodology. Comprehensive insights were gathered through the use of social media analytics and consumer surveys with the marketing staff of the organization. The results show that Feathers Software has successfully raised its online profile through influencer collaborations, content marketing, and targeted advertising. Customer sentiment, conversion rates, and engagement rates were among the key performance indicators that were to gauge the effectiveness of these tactics, key performance metrics, including customer sentiment, conversion rates, and engagement rates, were assessed. The study emphasizes a number of social media marketing best practices, such as the value of consistent branding, the utilization of interactive content, and the thoughtful scheduling of postings. It also lists the difficulties the business faces, like sustaining audience interest and calculating the return on investment (ROI) of social media initiatives. The study's recommendations for improving social media strategy are provided at the end to help the firm accomplish its long-term goals and improve its marketing initiatives.

KEYWORDS: social media channels, promotional tools, social media marketing, and social media strategy

I. INTRODUCTION

With most customers always connected to the internet in this day and age of digitalization, social media marketing has become a critical tool for companies looking to interact with their audience, increase brand recognition, and spur expansion. Feathers Software, a leader in cutting-edge software solutions, understands the enormous potential of using social media platforms to improve its brand awareness and build stronger relationships with its customers.

Our multidimensional approach to social media marketing at Feathers Software is strategically in line with our fundamental principles of excellence, innovation, and customer-centricity. Our goal is to produce and distribute engaging material that speaks to the needs and goals of our audience, in addition to showcasing the special qualities and advantages of our services.

Our goal is to create a lively online community where people can engage with our brand, exchange stories, and learn about our most recent service and developments.

Facebook, Twitter, LinkedIn, Instagram, YouTube, and other platforms are all part of our social media strategy, and each has a specific function within our larger marketing ecosystem. We customize our content to each platform's user base's tastes using data-driven insights and state-of-the-art marketing tools, guaranteeing optimal engagement and reach. Feathers Software is dedicated to providing value and building trust through every social media contact, whether it is through enlightening blog entries, captivating videos, interactive polls, or client testimonials.

Moreover, our social media marketing initiatives aim to build meaningful relationships and spark discussions about the larger subjects of technology, innovation, and digital transformation, in addition to advertising our services. In the software business, we establish Feathers Software as a trusted advisor and thought leader by taking part in industry debates, organizing webinars, and working with thought leaders.

In conclusion, Feathers Software's social media marketing initiatives are a crucial component of our whole marketing plan, which aims to raise brand awareness, foster genuine audience engagement, and spur company expansion. In the

ever-evolving digital market, we are committed to consistently improving our strategy in order to stay ahead of the curve and satisfy the changing needs of our clients.

DEFINITION OF SOCIAL MEDIA STRATEGY:

A social media strategy is a plan that describes how to use social media platforms to accomplish particular objectives, including raising sales or brand awareness. It entails picking the appropriate channels, producing interesting material, and tracking the outcomes to make improvements over time.

OBJECTIVES OF STUDY:

- To analyse the profile of the existing potential audience and identify the target market.
- To understand the social media efforts of Feathers software.
- To analyse the relationship between social media marketing efforts and market reach.
- To suggest effective social media marketing strategies for further market reach.

SCOPE OF THE STUDY:

The study helps to analyse the use of social networking sites to market or promote a company's products or services. And also, social media apps are online platforms that enable users to create and share content and participate in social networking. User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, is the lifeblood of social media marketing.

LIMITATION OF THE STUDY:

- It takes a lot of time and financial commitment to maintain an active social media presence.
- social networking sites are primarily used for social interaction rather than commerce, users may not be using them with the aim of making a purchase.
- Social media visibility might result in unfavourable comments and possibly harm the brand's reputation.
- Businesses may have a poor return on investment from social media marketing.

II. REVIEW OF LITERATURE

Rowley (2020) In her study, "An overview of systematic literature reviews in social media marketing" Systematic literature reviews (SLRs) adopt a precise, well-defined methodology to scope the literature in a discipline or subfield. However, there hasn't been any critical discussion of their objectives or working methods. The overview states that the objectives of SLRs are to support research and practice, produce an idea matrix or taxonomy, and interpret research undertaken within a particular discipline. Although there is much consensus on the steps of SLR procedures, there is a great degree of variation in the methods used to carry out these tasks.

Goyal (2018) In his study, "A Review of Literature on Social Media Marketing Strategies" The main objective of this essay is to conduct a detailed analysis and evaluation of recent research in the pertinent fields of marketing and social media. This article looks at a variety of social media marketing strategies by reviewing books, journals, studies, published papers, and other materials. Utilizing secondary materials from both domestic and international sources, the literature review was put together.

ALI and et al., (July.2016) In their study, "To Assess the Impact of Social Media Marketing on Consumer Perception" The analytical results, which demonstrated that social media marketing affects customer perception, supported the premise. Furthermore, the results of the ANOVA table show a strong positive correlation between customer perception and social media marketing. Thus, it is reasonable to draw the conclusion that, while door-to-door and promotional marketing also have an impact on consumer perception, social media has a quantifiable impact. The analysis's results, which also demonstrated a strong positive correlation between social media marketing and consumer perception, confirmed our premise that social media marketing affects customer perception.

Farook and Abeysekara (2016) In their study, "Influence of Social Media Marketing on Customer Engagement" The decision was taken to investigate the study since it is clear that companies are investing a significant amount of money in social media, yet the majority are still struggling to measure its impact. All things considered, social networking sites facilitate active involvement between businesses and users, as well as encouraging user interactions. At this stage, it became imperative to determine the factors influencing customer involvement. Since consumers' online brand-customer interactions will eventually affect their offline purchasing behavior, the study also emphasizes the significance of self-disclosure as a crucial element of personal relationships.

As'ad and et al., (2014) In their study, “The Impact of Social Media Marketing on Brand Equity” A collection of internet tools known as social media encourages user interaction and communication. It is a combination of social communication and media. Many companies have turned to social media marketing as a new way to connect with their target audience, given how many businesses—mobile service providers in particular are becoming interested in using social media marketing and how social media has developed into a potent tool for fostering customer relationships. Studies reveal that the six attributes of social media marketing online communities, engagement, content sharing, accessibility, and legitimacy are what businesses use as a basis for their marketing campaigns.

HYPOTHESIS OF THE STUDY:

H0: There is no significant difference between genders in terms the profile of the existing potential audience and identify the target market.

H1: There is a significant difference between genders in terms of the profile of the existing potential audience and identify the target market.

RESEARCH METHODOLOGY:

Population of the study-the total number of employees in the company is 150.

Sample size-109 respondents from feathers software at Nagercoil.

Data collection- Primary data in the context of social media marketing refers to information that is collected firsthand directly from social media platforms or users for the purpose of a specific research study or marketing campaign. It provides fresh and relevant insights into the behaviors, preferences, and interactions of target audiences on social media.

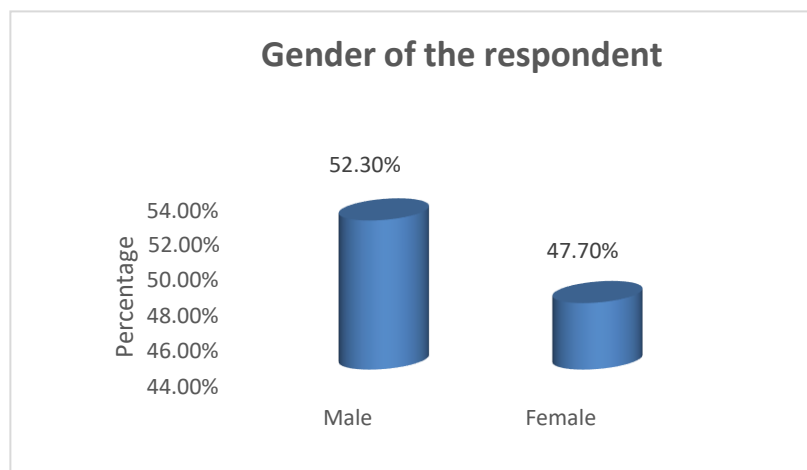
Questionnaire-Well-structured questionnaire was prepared on the basis of collected information and reviews about the social networking sites, questions are designed on 5-point Likert scale

Data Analysis method- analysis the answers, created tables, data converted in graphical view, check majority in percentage and average numbers.

Period- The study was done from 28/03/2024 to 05/06/2024.

DATA ANALYSIS & INTERPRETATION:

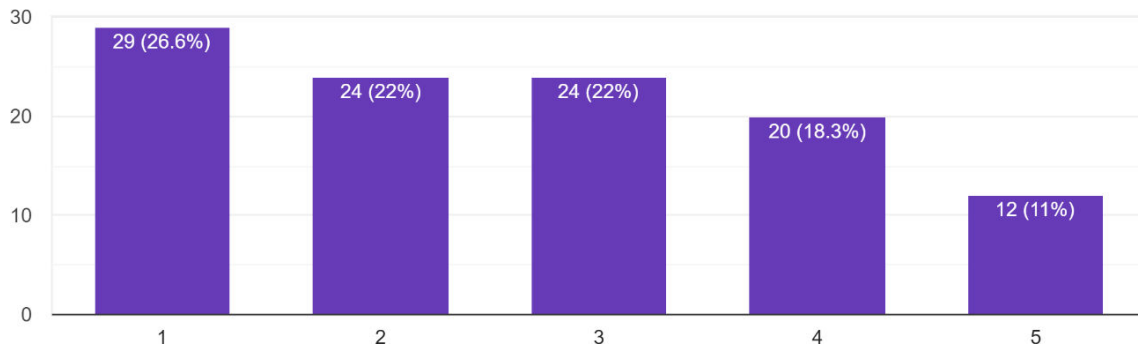
Chart showing the gender-wise classification of the respondents



INFERENCE:

The above chart shows that 52.3% of the employees in the company are male and 47.7% are female. Hence, there are more male workers, than female workers.

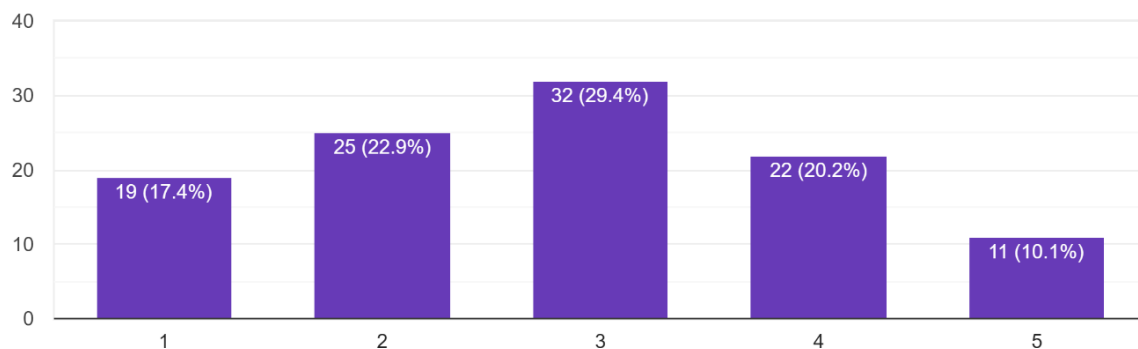
Factors under the profile of the existing potential audience and identify the target market
Chart showing how many respondents use social media daily



INFERENCE:

The above chart shows that 26.6% of the employees strongly agreed that they are use social mediadaily, 22% agreed, 22% were neutral, 18.3% disagreed and 11% strongly disagreed.

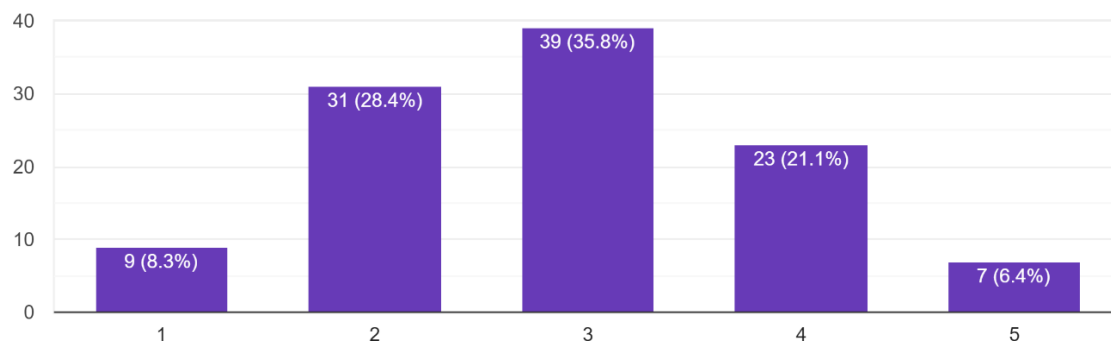
Chart showing how many respondents frequently use this company website forprofessional purposes



INFERENCE:

The above chart shows that 17.4% of the employees strongly agreed that they are familiar with thissoftware company on social media, 22.9% agreed, 29.4% were neutral, 20.2% disagreed and 10.1% strongly disagreed.

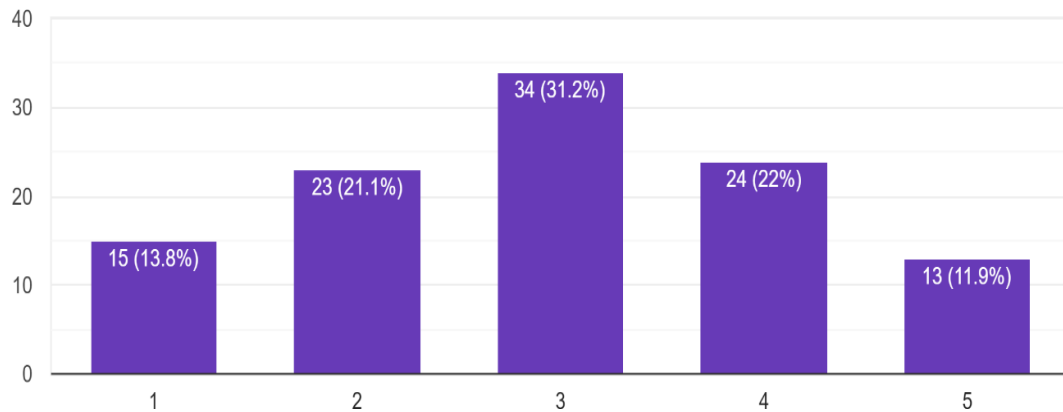
Chart showing how many respondents are familiar with this software company on socialmedia



INFERENCE:

The above chart shows that 8.3% of the employees strongly agreed that they are frequently use this company website for professional purposes, 28.4% agreed, 35.8% were neutral, 21.1% disagreed and6.4% strongly disagreed.

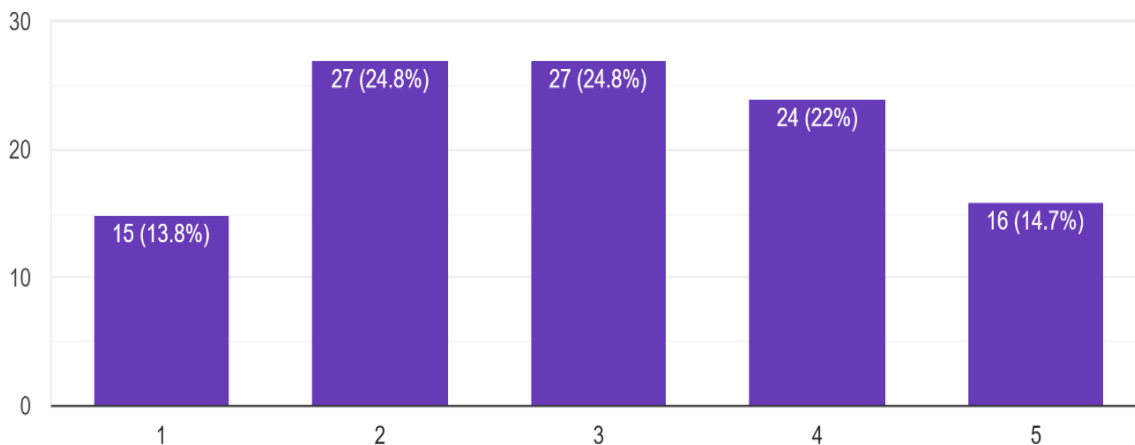
Chart showing how many respondents are follow this software company on social mediafor updates and news



INFERENCE:

The above chart shows that 13.8% of the employees strongly agreed that they are follow this software company on social media for updates and news, 21.1% agreed, 31.2% were neutral, 22% disagreed and 11.9% strongly disagreed.

Chart showing that Feathers software understands the interests and preferences of its target audience on social media



INFERENCE:

The above chart shows that 13.8% of the employees strongly agreed that Feathers software understands the interests and preferences of its target audience on social media, 24.8% agreed, 24.8% were neutral, 22% disagreed and 14.7% strongly disagreed.

INDEPENDENT SAMPLE T-TEST:

The independent samples t-test is used to compare the means of two unrelated groups on the same continuous, dependent variable to determine if there are statistically significant differences between these means.

Null Hypothesis(H0): There is no significant difference between genders in terms the profile of the existing potential audience and identify the target market.

Alternative hypothesis (H1): There is a significant difference between genders in terms of the profile of the existing potential audience and identify the target market.

t test for significant difference between genders in terms of the profile of the existing potential audience and identify the target market.

Terms of target audience and targetmarket	Gender				t value	P value
	Male		Female			
	Mean	SD	Mean	SD		
Social Media Usage	2.67	1.306	2.64	1.385	0.171	0.680
Website Usage for ProfessionalPurposes	2.88	1.052	2.90	1.038	0.225	0.636
Familiarity with the Company on social media	2.82	1.195	2.83	1.272	0.478	0.491
Feathers software on social media	2.98	1.140	2.97	1.284	0.126	0.724
Understanding Audience Interests	4.00	1.217	2.98	1.331	1.616	0.034*

Source: Primary data

Note: 1. * denotes significant at 5% level.

INFERENCE:

Form the above table Understanding Audience Interests has p value greater than 0.005, hence the null hypothesis is rejected at 5% level with respect to the factor of target audience and target market, because of Target audience and market are used for high-level strategic decisions, whereas audience interests are applied in the tactical phase for creating engaging and personalized content.

For the other factors, there is no significant difference between Gender of the Respondents and terms of target audience and target market, since p value greater than 0.05. hence the null hypothesis is accepted at 5% level with respect to the factor of terms of target audience and target market.

III. FINDINGS

The overall questionnaire sentiment score is 3. The results show that most respondents had a neutral attitude toward social media marketing. The respondents' thoughts were influenced by social media marketing. Additionally, it has been noted that people use social media to keep up with news and updates regarding our organization. Hence, social media is a useful marketing tool, and more men use our platform than women do.

IV. CONCLUSION

Feathers Software Development Company has improved its market visibility by using social media marketing in an efficient manner. Their strategy has consisted of producing interesting content that appeals to their target demographic, reaching out to prospective clients with targeted advertising, and monitoring campaign performance and campaign optimization with analytics tools. Consequently, they have witnessed a notable surge in sales conversions, customer engagement, and brand recognition. The combined marketing strategy of Feathers Software Development Company has shown these coordinated efforts in social media marketing to be a very beneficial tool. The company's software development performance has earned the employees' satisfaction. Feathers Software's social media marketing has received positive reviews. The administration needs to acknowledge that there is a problem with giving and receiving.



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+91 63819 07438



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