

A STUDY ON SOCIAL MEDIA AND THE FUTURE OF EVENT MARKETING

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Abstract:

Event planners now have never-before-seen possibilities to interact with audiences and increase attendance thanks to social media, which has completely changed the field of event marketing. This study examines event marketing's present situation and potential going forward in the context of social media. The study examines the effects of social media on event promotion, audience engagement, and marketing effectiveness using empirical data and a systematic evaluation of the body of existing literature. Important conclusions show that social media promotion of events results in higher attendance, better engagement, and more brand awareness. Comparing user-generated content and real-time interaction with attendees to more conventional marketing techniques results in cost-effectiveness and improved conversion rates. As we move toward digital experiences and remote involvement, the study draws attention to the increasing trend of virtual events offered on social media platforms. In order to increase reach, engagement, and overall success, the research emphasizes the significance of incorporating social media into event marketing efforts.

Keywords: Event, Social media, Event marketing.

INTRODUCTION

Event Marketing: Using live events or experiences, businesses and organizations can strategically promote their brand, products, or services by using event marketing. It include planning and organizing events, such as sponsored gatherings, conferences, trade exhibits, seminars, and product debuts, with the aim of interacting with target audiences, increasing brand awareness, producing leads, and eventually boosting sales or accomplishing marketing objectives.

Event preparation, advertising, execution, and assessment are just a few of the many tasks that go under the umbrella of event marketing. It makes use of a variety of marketing strategies and media to draw people,

generate conversation, and increase the event's effect. This can involve, among other things, direct mail, email marketing, social media promotion, digital marketing, public relations, and traditional advertising.

Social media has become an indispensable instrument for participation, connection, and communication in today's globally connected world. Social media platforms, with their millions of users worldwide, present businesses and organizations with chances never seen before to contact their target audiences and market their goods and services. Event marketing is one area where social media has a particularly noticeable impact.

The success of events often depends on their ability to attract large crowds, generate excitement, and produce moments that change people's lives. Social media has fundamentally altered the way that events are shared, publicized, and attended in this context. Events are significant to a variety of industries, including business, entertainment, and tourism.

Social media integration into event marketing strategies has revolutionized the way organizers interact with audiences, create buzz, and increase turnout. Social media platforms like Facebook, Instagram, LinkedIn, and Twitter present event planners with exceptional chances to engage with prospective guests, distribute interesting content, and build a community around their events.

Even if social media is becoming more and more important in event marketing, in-depth study is still required to fully grasp its potential. In order to close this gap, this study looks at how social media will affect event marketing going forward. This study aims to offer insightful information on social media event marketing that will be useful to scholars, marketers, and event planners alike. It does this by examining current trends, new technology, and best practices.

LITERATURE REVIEW

1. **Panagiotis Adamopoulos, Vilma Todri (2024)** this study looks at the efficacy of marketing tactics on social media sites, with an emphasis on a new social media project. With the use of a causal estimation framework and a combination of econometric and predictive modeling techniques, the study attempts to shed light on how these strategies affect the brands and organizations that are involved. The analysis, which makes use of actual data, shows that promotional events that make use of implicit or explicit endorsement on social media platforms generate significantly above-average returns for brands, especially when it comes to growing their social media following. Along with providing brands and marketers with practical tactics to improve their social media presence, the study also reveals unique qualities of promotions that work better. In the ever-changing world of social media

marketing, this study highlights the significance of strategic promotion in drawing in and keeping followers, even in the face of competition for consumers' attention.

2. **Bandinee Pradhan, Kaushal Kishore, Nilesh Gokhale (2023)** In order to comprehend the connection between consumer engagement and social media influencers (SMIs), this study does a thorough evaluation of the literature. Through the examination of papers from respectable publications, the writers pinpoint the causes, methods, and results of customer interaction with SMIs. They provide a comprehensive conceptual framework to direct future studies and useful advice for marketers who want to create influencer marketing plans that effectively promote brands.
3. **Wenjin Zhao, Fang Hu, Jun Wang, Tao Shu, Yun Xu (2023)** this research makes use of the Stimulus-Organism-Response (SOR) framework to identify the variables that affect consumers' behavior in social commerce, investigate how consumers interpret these variables, and assesses their actions and reactions. The review clarifies the effects of social commerce on customer behavior and provides insights into the changing social commerce landscape.
4. **Zhiqi LinORCID Icon &S. Mostafa Rasoolimanesh (2023)** the research finds pertinent theories and influential variables. In light of the lack of a generally accepted theory, the paper suggests a hybrid model that blends the Technology Acceptance Model and the Theory of Planned Behavior. In addition to highlighting numerous impacting elements, the integrated model offers implications for researchers and destination managers looking to improve social media sharing during tourism.
5. **Fangfang Li, Jorma Larimo, Leonidas C. Leonidou (2023)** In light of changing consumer habits and interactions, this article highlights the necessity to reevaluate conventional tactics as it discusses the revolutionary impact of social media on marketing dynamics. Prior reviews have provided insightful information, but they frequently lacked thorough coverage, neglected to take into account current advancements, and disregarded theoretical and methodological analyses. The study intends to thoroughly evaluate and incorporate the body of knowledge on social media marketing in order to close these gaps. Its goals are to evaluate important streams, track their development, propose a framework for organizing pertinent research, offer managerial consequences, and identify future approaches.
6. **Abdus-Samad Temitope Olanrewaju, Mohammad Alamgir Hossain, Naomi Whiteside, Paul Mercieca (2020)** Critical theories and research methodologies are identified, and an integrated

framework is developed to comprehend the links between components. Social media is used for more than just marketing; it is also utilized for business networking, information searching, and crowdfunding. However, the majority of studies concentrate on the factors that influence entrepreneurs' adoption of social media. Increased innovation and better business performance are the results of this increased utilization. In addition to providing a foundation for upcoming research and real-world applications, the review and framework aid in the comprehension of this field of study.

7. **Giandomenico Di Domenico, Jason Sit, Alessio Ishizaka, Daniel Nunan (2020)** This multidisciplinary systematic study fills the knowledge vacuum on the effects of false information on consumers and marketing. Five themes are found through a comprehensive analysis of pertinent literature: attitudes, faked legitimacy, consequences, spreading channel traits, and dissemination process. To show how these topics relate to one another and direct future study in this field, a theoretical framework is put forth.
8. **Hardik Bhimani, Anne-Laure Mention, Pierre-Jean Barlatier (2019)** Social media is acknowledged as a stimulant for innovation, and academics frequently use resource- and behavior-based viewpoints. In addition to offering theoretical, contextual, and methodological viewpoints for further investigation into social media's function in innovation management, the paper offers a thorough summary of research trends and gaps.

RESEARCH OBJECTIVES

- To assess the impact of social media on audience engagement and participation in events.
- To examine the effectiveness of different social media platforms for event promotion and communication.

SCOPE OF THE STUDY

This study looks at how social media platforms can be included into event marketing plans, with a focus on comprehending the advantages, disadvantages, and potential of using social media to promote and engage events. The purview includes:

1. Analysis of Social Media Platforms: The purpose of the study is to determine how well different social media platforms—such as Facebook, Instagram, Twitter, and LinkedIn—work to promote events, hold audiences' attention, and increase attendance.

2. Strategies and Best Practices: The course will delve into the creative methods, approaches, and industry standards used by event marketers to use social media to promote events, engage audiences, and foster a sense of community.

3. Audience Behavior and Preferences: In relation to audience behavior, perceptions, and decision-making processes about involvement and attendance at events, the study will look at how social media affects these areas.

4. Measurement and Analytics: It will look into ways to quantify the effects of social media on event outcomes, such as engagement, attendance, brand sentiment, and ROI attribution.

5. Challenges and Limitations: The study will highlight the main obstacles and constraints that come with using social media into event marketing initiatives, including complexity in measuring results, information overload, and content saturation.

RESEARCH METHODOLOGY

RESEARCH DESIGN:

Q. What is the study about?

To study on social media and the future of event marketing.

Q. Why is the study being made?

The study is made to know how social media play a role on the event marketing.

Q. What type of data is required?

This study will require primary data and secondary data.

Data collection will do by designing appropriate digital questionnaire, online survey among random people with a sample size of around 100-150 People.

TYPES OF DATA COLLECTION:

Primary data: Primary data is that which is collected a fresh and for the first time, primary data is also called original data/ basic data.

- By conducting digitally questionnaire survey.

Secondary data: Secondary data refers to that data which has been used previously for any research and it is use for second time.

- Google scholar
- Online database

Total Population: 100-150

Sample Size: 100-150

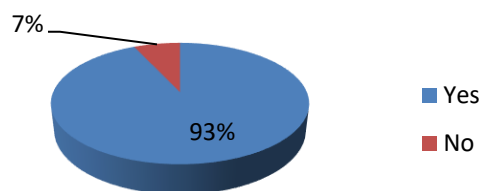
Analysis Technique: Random sampling and digital questionnaire techniques selected by researcher to collect the data from the participants.

DATA ANALYSIS & INTERPRETATION

Q1. Have you attended an event that you discovered through social media in the past year?

- Yes
- No

Responses	Frequency	Percentage
Yes	93	93%
No	7	7%
Total	100	100%



Analysis:

From the above diagram and table, it is observed that out of total responses ie,100. Most 93 respondents select yes with 93% and 7 respondents select No with 7%.

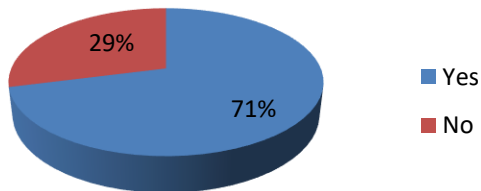
Interpretation:

It is observed that most of 93 respondents are attend the event to know through the social media and 7 are not.

Q2. Do you believe that social media has a significant impact on the success of event marketing efforts?

- Yes
- No

Responses	Frequency	Percentage
Yes	71	71%
No	29	29%
Total	100	100%

**Analysis:**

From the above diagram and table, it is observed that out of total responses ie,100. Most 71 respondents select yes with 71% and 29 respondents select No with 29%.

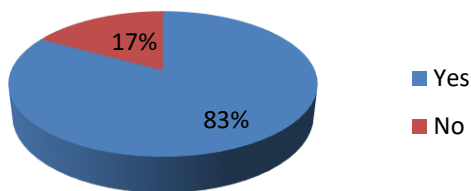
Interpretation:

It is observed that most of 71 respondents are believe that the social media is play significant role in event marketing and 29 are not.

Q3. Would you be more likely to attend an event if you saw positive feedback about it on social media?

- Yes
- No

Responses	Frequency	Percentage
Yes	83	83%
No	17	17%
Total	100	100%



Analysis:

From the above diagram and table, it is observed that out of total responses ie,100. Most 83 respondents select yes with 83% and 17 respondents select No with 17%.

Interpretation:

It is observed that most of 83 respondents are going to again attend the event through the positive feedback of the event on social media and 17 are not.

CONCLUSIONS

To sum up, the study emphasizes how social media will continue to have a significant impact on how event marketing is done in the future. Results show that audiences' access to, experience of, and promotion of events have all been completely transformed by social media. The aforementioned study highlights the significance of utilizing social media platforms to improve event exposure, involve attendance, and stimulate engagement. The study also highlights the necessity for event planners to modify their marketing plans in order to take advantage of the special opportunities that social media platforms provide. Organizations can enhance event success, establish enduring relationships with participants, and successfully engage with their target audiences by adopting creative tactics and embracing the participatory aspect of social media.

The report also indicates that, as a result of shifting consumer preferences and technical developments, virtual events are becoming increasingly significant. In summary, the results emphasize how social media has revolutionized the event sector and stress the importance of further research and creativity in an ever changing field.

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