

# **A Study on analyzing the effectiveness of different social media platforms for business promotion towards Waafe arrow, at Mettala**

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## **Abstract**

### **Keywords**

Marketing,  
social media,  
business promotion,  
ROI

Event Marketing is a powerful tool for businesses to amplify their message, attract new customers, and deepen relationships with existing ones. When executed well, events like meetups, conferences, and webinars can elevate your company's profile and result in a solid return on investment (ROI).

Event Marketing is a strategic marketing approach that leverages in-person experiences to engage target audiences, build brand awareness, foster customer relationships, and ultimately drive desired business outcomes through thoughtfully designed events, ranging from conferences and product launches to workshops and product launches to workshops and experiential activations, all while utilizing targeted promotional strategies to maximize attendance and participation.

## **1. Introduction to the Study**

### **1.1 Event marketing**

#### **Meaning of Event Marketing:**

- Event marketing is a strategy that involves promoting a brand, product, or service

through events. Event can be in-person, virtual, or a combination of both.

- Event marketing is the experiential marketing of a brand, service, or product through memorable experiences or promotional events. It typically involves direct interaction with a brand's representatives. It should not

be confused with event management, which is a process of organizing, promoting and conducting events.

### **Definition of Event Marketing:**

- Event marketing is a promotional strategy that involves planning, organizing, and executing events to engage target audiences, build brand awareness, generate leads, or drive sales. These events can be in-person, virtual, or hybrid and may include trade shows, conferences, product launches, webinars, experiential activations, or sponsorships.
- The goal of event marketing is to create memorable experiences that foster direct interactions between a brand and its audience, strengthening customer relationships and enhancing brand perception. It often involves various marketing tactics such as social media promotion, email campaigns, influencer partnerships, and post-event follow-ups to maximize engagement and ROI.

### **Event Marketing Strategies:**

- Build registration into your event website
- Use hashtags
- Post consistently
- Engage with interactions on your posts
- Start a brand ambassador program
- Create contests for online engagement
- Use chatbots

### **Types of event marketing:**

#### **➤ Corporate Events**

1. Conferences
2. Seminars
3. Trade Shows
4. Workshops
5. Corporate Meeting
6. Product or Service Launches

#### **➤ Social Events**

1. Weddings
2. Birthday Parties

3. Anniversaries
4. Graduation Parties
5. Team Building Events
6. Company Parties

#### **➤ Cultural and Entertainment Events**

1. Music Festivals
2. Film Festivals
3. Art Exhibitions
4. Theater performances
5. Fashion Shows

#### **➤ Community and Charity Events**

1. Charity Events
2. Sports and Competitions
3. Religious Gatherings
4. Street Parties
5. Festivals

#### **➤ Virtual Events**

1. Webinars
2. Virtual Summits
3. Interactive Performances
4. Online Workshops

#### **➤ Hybrid Events**

1. Hybrid Conferences
2. Hybrid Product Launches
3. Networking Events

#### **➤ Pop-up Events**

1. Food Collaborations
2. Boutique Shops
3. Exercise Classes
4. Swap Shops

### **1.2 Objectives of the study**

- To understand the event marketing strategies used by Waafe Arrow.
- To analyze the impact of event marketing on brand awareness and customer engagement.

- To get an overall idea about the activities of Digital marketing.
- To review the consumer services and operating system of Digital marketing.
- To explore the role of digital marketing in event promotion.
- To have an overall ideas as the digital marketing organization and to have an idea about customer service in this organization.
- To evaluate the effectiveness of sponsorship and influencer marketing in event success.

### **1.3 Scope of the study**

- Live event planning and execution.
- The role of a digital marketing manager is to plan, develop, implement, and manage the overall digital marketing strategy in a company.
- Brand activations and sponsorship collaborations.
- Companies leverage social media platforms for both business-to-business.
- The role of social media and digital marketing in event promotions.
- To generate leads, B2B marketers are active on social media platforms like LinkedIn and Twitter, etc.,
- Consumer engagement strategies used before, during, and after events.

### **1.4 Limitation of the study**

- The study is limited to a specific period during the internship, restricting long-term analysis.
- The study is limited to a select number of events, which may not reflect the entire scope of Waafe Arrow's operations.
- Access to confidential marketing data was restricted.
- Unforeseen challenges such as economic shifts, competition, and changing consumer preferences may influence event success.
- The study focuses on a select number of event campaigns, which may not represent the full range of Waafe Arrow's services.

- The study is based on events conducted during a limited internship period.
- Some business data, including financial reports, were not accessible.

### **1.5 Review of Literature**

- Pine & Gilmore (1999) introduced the Experience Economy, emphasizing that businesses should create memorable experiences rather than just sell products.
- Schmitt (2010) expanded on this idea, stating that sensory, emotional, cognitive, and relational experiences are essential in modern marketing.
- Smith & Zook (2020) emphasize that integrating social media, email campaigns, and influencer marketing into event promotion leads to higher audience participation.
- Kotler & Keller (2021) found that brands using a combination of offline and online event strategies increase consumer retention by 45%.
- Shimp & Andrews (2019) argue that strategic sponsorships boost credibility and audience trust, leading to stronger brand associations.
- Studies indicate that 89% of marketers consider influencer partnerships effective for event promotions (HubSpot, 2022).
- According to a Nielsen report (2021), live experiences increase brand recall by 70% compared to traditional advertisements.
- Emotional connections formed at events encourage repeat engagement and brand loyalty (Forrester, 2020).

### **1.6 Theoretical Framework**

- Proposed by Bernd Schmitt (1999), this theory suggests that consumers value experiences over products.
- Event marketing creates memorable brand interactions, making products/services more appealing to consumers.

- This theory explains how peer influence, social proof, and celebrity endorsements impact consumer decisions.
- Influencer marketing and brand ambassadors play a crucial role in event success.
- Engagement marketing focuses on building a two-way relationship with consumers through interactive experiences.
- Events encourage direct consumer participation, increasing brand trust and loyalty.

## 2. Industry profile

Event marketing is the experiential marketing of a brand, service, or product through memorable experiences or promotional events. It typically involves direct interaction with a brand's representatives. It should not be confused with event management, which is a process of organizing, promoting and conducting events.

Event marketing is considered to be a part of experiential marketing and content marketing. Experiential marketing follows the process of corporate storytelling, and aims to further engage the audience. Experiential follows a simple formula of combining a brand's message and interactive components. This mode of marketing places the target audience in a live environment that will encourage the desired outcomes.

Event marketing mostly relies on emotions and the activity of the human brain. Event marketing uses emotions and is based on the fact that people remember what they are experiencing. Emotional stimulus significantly affects the image of the offered service or product. Psychologists proved that while stimulated by emotions, the brain remembers certain facts and pieces of information better. Experiencing something makes it more memorable. In this condition, it is more likely that the brand will stay in the receiver's mind and create a long-lasting image.

In a thesis for the International Business and Economics Programme at the Lulea University of

Technology, Jessica Eriksson and Anna Hjalmsö wrote: "Event marketing is marketing through events, where marketing is seen as central and the event is considered the actual marketing tool. Event marketing is focusing on a target group and involves high contact intensity. It turns a message into an event that can be experienced by the audience. Several senses are engaged, which increases the chances to remember the experience and thereby also the message."

Event marketing can also function purely as a business-to-business (B2B) opportunity, whereby experiential emotions are not a factor in the event, but rather, the event serves as an opportunity to make business contacts and network with customers. The American Marketing Association (AMA) defines marketing as "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

For Preston, it is not necessary that an event is marketed as a thing in itself. Rather, events marketing may be as "a means of marketing things," such as products and services.

### Event marketing Worldwide

The term "event marketing" became an important part of study in German, American, British, and Canadian markets. Event marketing had been considered equal to the promotion of an event in order to increase the sales of the tickets and was forgotten as a form of marketing.

This conception changed with excessive studies in the late-20<sup>th</sup> and early-21<sup>st</sup> century. Philip Kotler's Marketing, which was published at the beginning of the century, is regarded as the first step to a clear definition of the term. It was later followed by a Danish publication Events as a strategic marketing tool written by Dorothe Gerritsen and Ronald van Olderen. Event marketing became recognized as a marketing tool, especially in Poland when it was introduced in the early 2000s. (Jaworowicz P., Jaworowicz M., Event marketing w Zintegrowanej Komunikacji Marketingowej,

Warszawa 2016.) Polish academics mostly relied on Western studies and managed to build up the whole concept.

According to The US Bureau of Labor Statistics, the event industry will grow by 44% from 2010 to 2020. A plurality of marketers (31%) believe event marketing to be the single-most effective marketing channel, with 27% voting on Content Marketing, and 25% on Email Marketing.

HubSpot has listed 11 experiential marketing campaigns from worldwide renowned brands like Facebook, Google, Zappos, and Guinness, who have hosted or created events as an innovative way of advertising a product. Each of them was successful and attracted thousands of new customers. Marketing Insider Group has also listed 5 event marketing examples that are still being talked about. Among them, The Kia Dream Chute is mentioned as one of the best ideas. All of those events are considered one of the best marketing campaigns in the world.

A study made by Jack Morton Worldwide shows that 11 out of 14 consumers prefer to get to know new products or services by experiencing them personally.

Moreover, 74% of consumers say that connecting with branded event marketing experiences is making them more likely to buy the products which are being promoted, according to research

done by The Event Marketing Institute and Mosaic.

### Event marketing strategy

Event marketing strategy is a tailor-made plan to promote a brand/product with events as an advertising tool. This includes an in-depth analysis of plans for the brand's presence at events.

In order to measure the success of event marketing, the brand impact has to be verified. Based on an analysis made by the Advertising Research Foundation (ARF) in March 2006, engagement is "turning on a prospect to a brand idea enhanced by the surrounding context". There was also a function created to show the impact on a brand:  $\text{Engagement} + \text{Trust} \times \text{Targeted Group} = \text{Brand Impact}$ .

### 2.1 Company profile

WAAFE ARROW is a company based in Rasipuram., Tamil Nadu, India, established on May 5, 2022. It operates as a proprietorship firm, primarily offering services in specialized design activities, including interior decoration services. Classified as a micro enterprise for the financial year 2021-22, Waafe Arrow operates from its registered office at 1/764,1<sup>st</sup> floor, Mettala, Kaarkoodalpatti, Rasipuram, Tamil Nadu, 636202.

### Organisation Details

Name of Enterprise	Waafe Arrow
Type of Enterprise	Micro 2021-22 (20-May-2022)
Organisation Type	Proprietary
Date of Incorporation	05-May-2022
Major Activity	Services
Date of Commencement of Production/Business	05-May-2022

## Office Address

Door No	1/764,1 <sup>st</sup> floor
Area	Mettala
Post Office	Karkoodalpatti
Taluk	Rasipuram
District	Namakkal
Pin Code	636202

The company actively engages with its audience through various social media platforms, including Facebook and Instagram, where it shares updates and showcases its work.

In addition to its interior decoration services, Waafe Arrow hosts “The Talent Gateway,” a platform aimed at discovering and promoting talent. The company shares related content and announcements on its YouTube channel.

Waafe Arrow’s mission is encapsulated in its motto: “Innovate Your Life, Redefine Your World.” This reflects the company’s commitment to delivering innovative interior design solutions that transform spaces and enhance the quality of life for its clients.

## 3. Research methodology

Event Marketing Research Methodology involves understanding your audience, measuring event

performance, and improving strategies by collecting and analyzing data from events, using methods like surveys, interviews, and focus groups.

### 3.1 Questionnaire Confirmation

1. Name : \_\_\_\_\_
2. Age : \_\_\_\_\_
3. Gender:
  - ☐ Male
  - ☐ Female
  - ☐ Other
4. Address: \_\_\_\_\_
5. Mobile no: \_\_\_\_\_
6. Talent Name: \_\_\_\_\_
7. District : \_\_\_\_\_
8. Pincode: \_\_\_\_\_
9. E-mail Id : \_\_\_\_\_

### 3.2 5’c of Event Management



Figure 3.3 5’c of event management



### Conceptualization

It involves conception of the idea and the theme for the event. It also takes consideration the objective and the elementary need for hosting the event. Planning the theme of the event with due consideration on the objectives, target audience, venue for the event, time constraints, media coverage and planning the core elements of an event.

### Costing

It involves preparation of cost estimates and raising the funds required. It also involves the preparation of budgets with a provision for risk coverage and managing uncertainties. Budgeting for profit margins, safety margins estimate etc. will ease off the financial management issues.

### Canvassing

This step requires careful planning as canvassing activities involve procuring sponsorships, fund-

raising, networking and advertising to generate the required mileage for the events.

### Customization

Everything is customized to suit the target audience and disseminate the message effectively. Emphasis on client satisfaction is very important for making an event successful. It involves a blend of creativity and suitability to match the changing trend trends and tastes of the customers.

### Carry out

In this approach, execution of plans takes place and that enhances the client's interest. It includes a set of activities and operations that lead to the accomplishment of the objective. The event management company has to constantly evaluate and re-evaluate the events. On this quick drive through the event marketing funnel, one has to explore the best ways to convert listeners into participants.

## 3.3 Principles for Organizing an Event

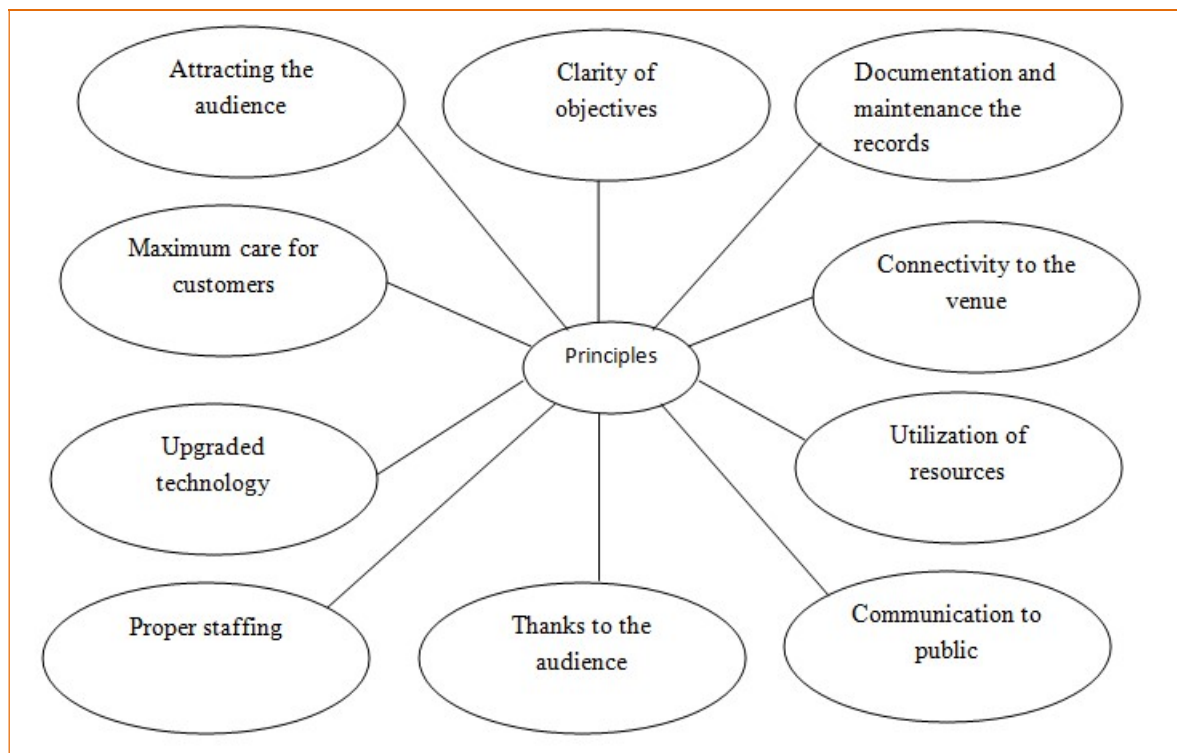


Figure 3.4 principles of Event Management

### **1) Principle of clarity of objectives**

Once the event team members are clear about their objectives, they can plan the event on these lines. Every event is a different project for the company. Objectives should clearly state measurable outcomes before the event plan begins.

### **2) Principle of proper staffing**

It is necessary for the event company to provide the right people for the right activity so that the event is properly organized and conducted. So, it's better to delegate various tasks to a responsible team. The team members must be flexible enough to handle the event.

### **3) Principle of use of upgraded technology**

Technology adoptions and integration brings competitive advantage to the company. In today's competitive world, it is necessary to use new and improved techniques for organizing an event so that the client and attendees get a memorable experience.

### **4) Principle of attracting the audience**

The main concern of the event organizers is to give the audience joyful experience. This is possible if the company has arranged a good speaker, some creative activity, learning programs, games, entertaining and relaxing environment with a good organizing team. These team members while engaging the audience with their abilities should not forget the basic objective of the event.

### **5) Principle of connectivity to the venue**

Events may be organized indoors or outdoors according to the client preference. If the events are conducted outdoors, it is necessary for the company to ensure proper facilities for the audience as well as for the suppliers like parking facilities, logistics, and transportation available.

### **6) Principle of communication to public and media**

It is vital to communicate to the public about what type of event the company is conducting and the

time and the reason to organize it. The company should make every effort to reach and communicate their existence with a proper mode of communication. The company should convey to the market the value they are adding to society by offering various services. Maintaining good public relations is a prerequisite for an event management company.

### **7) Principle of documentation and maintenance of the records of the event**

The company must maintain all the records systematically for generating any report in any format at any time. The company can also make use of available technology i.e. computer or record-keeping software for this purpose. Records help a company in knowing the number of participants that attended the event, the amount spent and the budgeted expenditure and actual revenue collected and so on. These records also help the company in planning future events.

### **8) Principle of maximum care for customers**

Customer care is directly linked with customer satisfaction. If the customer is satisfied, he will promote the company beyond words. The word-of-mouth publicity is a powerful tool to take the company to greater heights.

### **9) Principle of optimum utilization of resources**

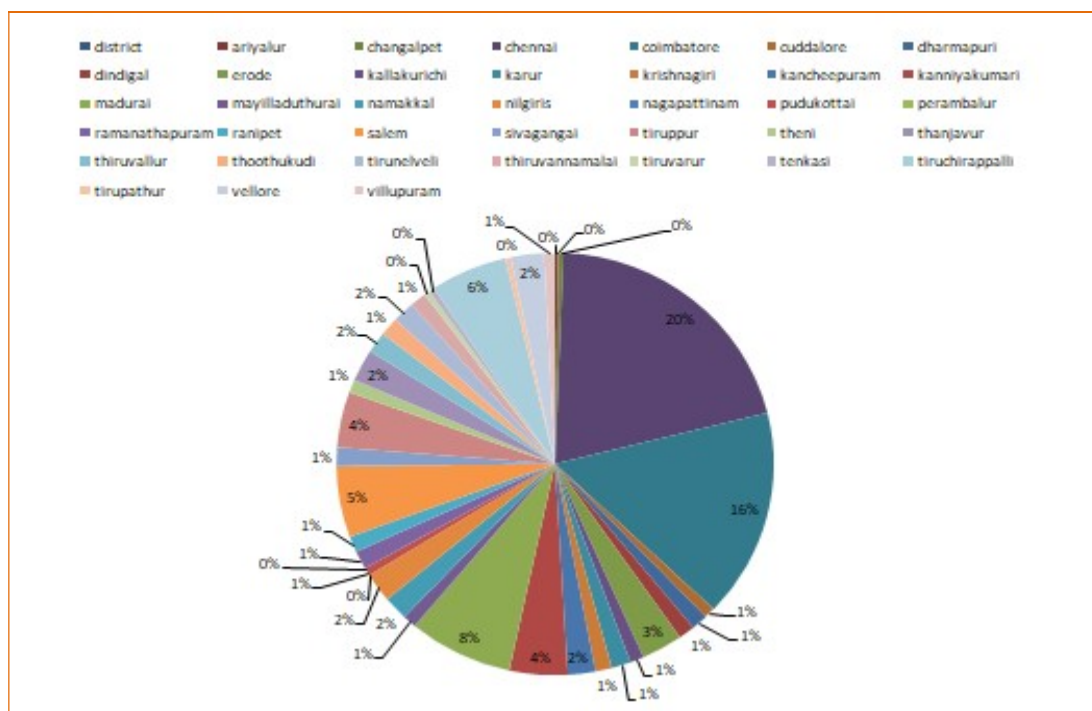
The success of an organization depends on how effectively it uses the resources at its disposal. Avoidance of wastage brings to the organization not only more profit but a good reputation as well.

### **10) Principle of greeting and saying thanks to the audience**

After inviting participants to attend the event, it is equally important to recognize them and at the end, thank them for their time and valuable presence at the event. Thanksgiving is a way of expressing gratitude. Acknowledging people's support builds strong customer relationship for the company.



## 4. Data analysis



### Figure 4.2 Tamilnadu District Data Analysis in percentage

This is a data analysis in a tamilnadu districts in a percentage for the data. Hey are districts is a first place for Chennai-20%, Coimbatore-16%, Madurai-8%, Tirucherappalli- 6%, Salem-5% they are top 5 place in a dance academy.

This is a Lowest place in a Dance academy for Ariyalur-0%, Chengalpattu-0%, Tirupathur-0%, Tenkasi-0%, Tiruvarur-0%, nagapattinam-0%, and perambalur-0%.

## 5. Planning and Organizing an Event

## 5.1 Project Planning

Event planning is a logical process to plan a festival, ceremony, concert, competition, party or convention. These events require budgeting, fixing the date, selecting the venue after a careful search, acquiring legal permits as well as

coordinating parking and transportation. Event planning includes many other things such as the nature of the event, arrangement of décor, tents, chairs, tables, installation and arrangement of the the sound system, coordination of location support (such as electricity and other utilities). Moreover, it also includes catering, clean-up, security, police, parking, fire, control signage, portable toilets, healthcare professionals and emergency plans. Sometimes, in event planning, one factor that has a major influence on the audience is the choice of venue. If the choice of the venue fits the event then it is a good start. In some cases, however, creating a good ambiance for the events poses a challenge when the venue does not suit the event theme.

While planning for an event, a simple statement that summarizes or signifies the purpose or mission of the event should be framed. The purpose or objective of an event can be, for example, to memorialize the history of the

town/region/state in a historically real parade that involves the society or an event organized to give a purposeful message to the public like “save girl child”, or “save water” to attract the potential patrons in an effort to improve ticket sales and thereby the viability of competition and venue. The propose of an event can be expressed through a catchy slogan.

## 5.2 Typical Event Expenditure

Event costs will depend on the type of event and the level at which it is proposed to be held. The list below is not exhaustive, noris it the same for all events.

- 1) **Site or location Costs**
  - Room tariff available at particular venue
  - Parking facility
- 2) **Food and Catering Cost**
  - Food and Beverages
  - Bartender fees
  - Service tax
- 3) **Audio/Visual**
  - Microphones, loudspeakers
  - Screens and Projectors, Laptops
- 4) **Event Rentals**
  - Linens, Table Skirting, and Chair Covers
  - Tents, Staging and Amusement Attractions
  - Physical Items Not Provided by Venue
- 5) **Decoration Cost**
  - Lighting
  - Artificial or natural flowers
- 6) **Entertainment Cost**
  - Musicians or DJ’s or dancers
  - Guest Speaker Fee
- 7) **Production Expenses**

Expenses of this type start right from the time an event is thought of to the post event paperwork. Production includes all of the personal and resources mandatory to plan and execute the event. In short, it summarizes the cost of organizing the event, attracting the attendees and managing the administrative elements.

## 8) **Marketing and Registration**

- Print and Design Work
- Advertisements in public
- Invitations to the guests
- Registration Management

## 9) **Planning and Organizing**

- Event Planner Fees
- Part-time and Temporary Employees, Volunteers
- Office Supplies
- Communication Costs
- Travel Expenses

## 10) **Administrative Expenses**

- Salaried Employee Assignments
- Accounting Costs
- Legal Fees and Consultant Fees

## 6. Other Consideration

### 6.1 Entertainment

When an event planner makes an overall budget while considering the likely cost of venue, travel, food and beverages, event promotion etc., he should keep in mind that the main attraction of an event generally is the entertainment. If the venue is exclusive or the food is expensive and of high quality but the entertainment is just not good, the event organization will make a bad impression on both the guests and clients, which can prove an advantage to the competitors. People may appreciate the organizers overall, but they come to be entertained. For many people attending events is just a means of entertainment.

The entertainment budget should be taken into consideration according to the duration of the event. Longer event may require multiple entertainment segments like comedians, musicians, game shows, numerologists and performers. Live entertainment show by any celebrity can prove to be a brilliant opener.

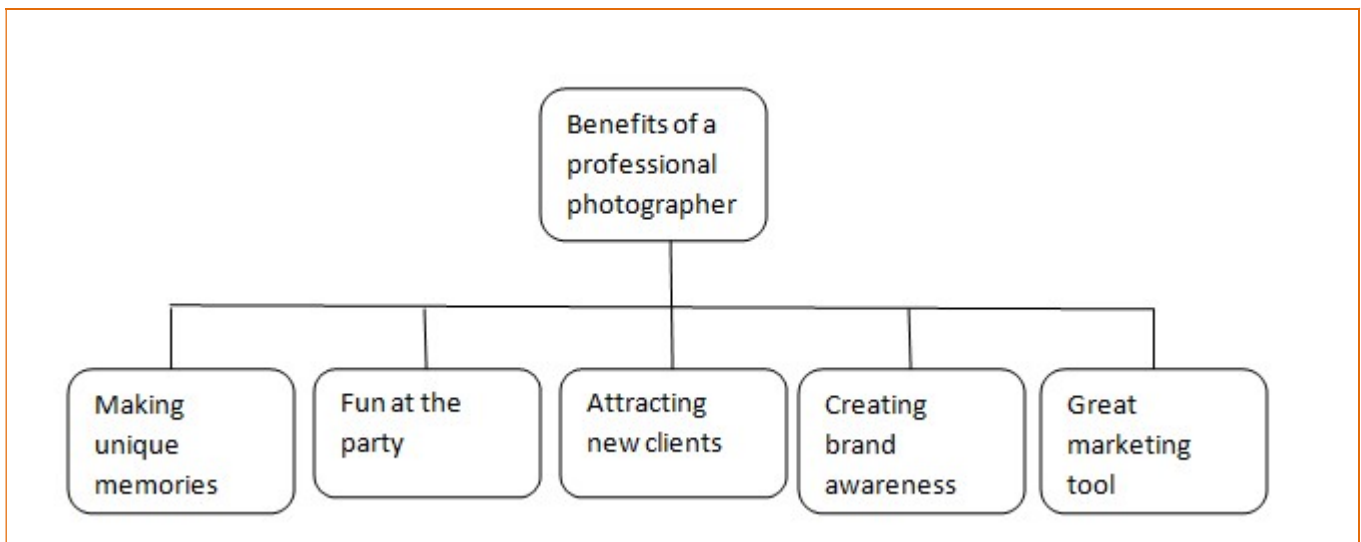
To begin or end the event, help may be taken from disc jockeys, ethnic music and dancers, folksingers, interactive games, an opera singer for a classy event. For children and families, a magicians or a clown can be a great option for events.

Today, companies are looking to have their guests occupied from the minute they walk into attend an event, for which they are hiring professional to keep their event's energy level up.

## 6.2 Photography and Videographer

Event photographs and videos can become an ever- lasting memory for the guests as well as for

event organizers. It can act as a marketing opportunity for growth when published in their industry magazine, on their website or, in some cases even on social networking sites like YouTube and Facebook in the hope of attracting to their company, new business, creating brand awareness and star industry performers. Try to work with photographers who have an eye for capturing the liveliness of an event. Whether it's a corporate event, a party or a wedding, hiring a professional event photographer can bring nonstop benefits to the event, the attendees and to the business development.



Using a digital camera results in high resolution photos that can capture the atmosphere of the event as very often lights at venues are quite dim. Photographers are usually equipped with photo-editing skills. Latest professional photo-editing software makes the photos look sleek and extra sharp. A good photographer will interact with the attendees and give a human touch to the photos. The event manager should have a clear idea about how many photographers will be required. Sometimes more than one is needed to cover full event. Often, a lot of guests take photos with their smart phones and post them on social media which is a great but free promotion.

There is no doubt that a video is more impactful than photographs. Video is particularly helpful for speeches, music concerts, and other sound/visual acts. Cameras with drones attached can take incredible images and videos of events from hundreds of feet up in the sky. It is trendy option for outdoor events and big festivals.

With the advancements in technology, the potential of event photography and videography has increased so much that it gives the viewers a whole new outlook they probably would not have had even if they had attended the event.

### 6.3 Good-Bye Gifts at Events

Parting gifts are always a nice way to mark the finale of a special event. It can be a special way of saying "thanks" to the guests. Parting gifts can be homey or elegant, but need not be expensive but they should be memorable. Every guest at the event will appreciate the gift given at the end of the ceremony. Also remember to keep the gift size small, light and portable for the convenience of those guests who may have come from outside the city or state and would like to go back by train or plane. The gifts may include gourmet chocolates, CD music mixes, elegant flowers or gift baskets, mini takeout boxes filled with fortune cookies, coffee mugs with some messages printed on them.

## 7 Summary of Findings, Suggestion, Conclusion and Bibliography

### 7.1 Summary of Finding

- Target Audience Identifications plays a crucial role in event success.
- Social Media is the most effective channel for event promotions.
- Events with interactive content (polls, contents) show higher engagement.
- Early bird promotions drive initial ticket sales significantly.
- Collaborations with influencers or local personalities boost reach.
- Post-event feedback helps in improving future event strategies.
- Email marketing has better ROI when personalized and well-timed.

### 7.2 Suggestions

- Focus on audience segmentation and targeted marketing.
- Use data analytics tools to track campaign performance.
- Incorporate user-generated content to build trust.

- Plan multi-channel campaigns including offline touchpoints.
- Provide exclusive incentives for early registrations or referrals.
- Invest in event branding to create a consistent identity.

### 7.3 Conclusion

Effective event marketing is the cornerstone of a successful event. Through strategic planning, targeted promotion, and consistent engagement, event marketing ensures maximum visibility, audience turnout, and brand impact. Utilizing a mix of digital and traditional channels-including social media, email campaigns, influencer partnerships, and on-ground activations-helps in reaching the right audience and creating pre-event buzz.

Continuous monitoring and adapting strategies based on real-time feedback and analytics are crucial for optimizing reach and effectiveness. Post-event follow-ups and content repurposing further extend the event's impact, reinforcing brand presence and fostering long-term relationships with attendees.

Ultimately, a well-executed event marketing strategy not only drives attendance but also strengthens brand identity, builds community, and lays the groundwork for future successful events.

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