

Brand Awareness and Lead Generation by Social Media Content Creation w.r.t Bombay Sofa and Furniture Industries

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Abstract: *Now a days technology is changing so faster every day with an less time the generation of technology is changes so faster due to that change in technology. So due to that change in technology you also change with to that manufacturing also & with to that of marketing. So here we are doing project how can make brand awareness of Bombay sofa & furniture by creating social media content creation & doing a study of comparison between traditional marketing with to that digital marketing like brand awareness, sales generation. for selection of social media, we are chosen Instagram as a social media. with the help of Canva is graphic design website here we are creating content like single photo, Instagram reels, story with to that consideration of product also while publishing a content doing a proper SEO, Keywords, captions that ca n helps the optimization of that your content so after that whatever interaction comes with post, we have to give answers like about the products. Our main moto of the study is that lead generation by brand awareness by content creation through social media.*

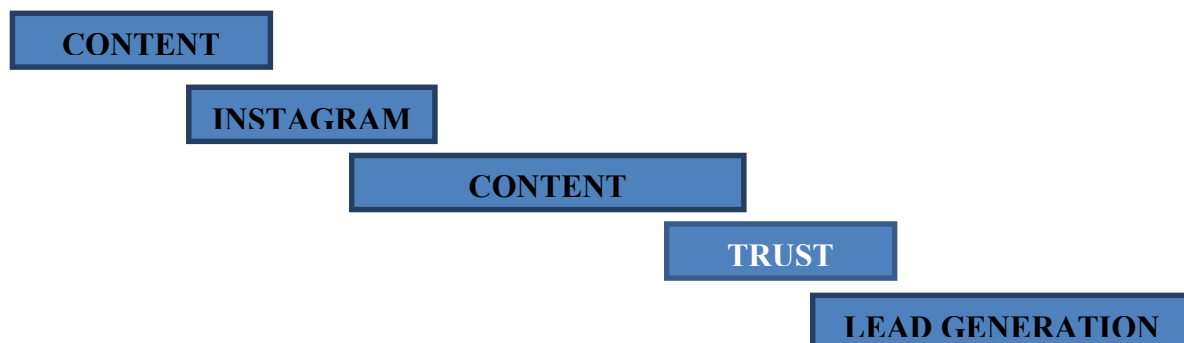
Keywords: Brand Awareness

I. INTRODUCTION

Here our main project title is social media content creation with to that lead generation. Here there are lot of social media platform available like that Facebook, YouTube, twitter, Instagram. But here we are considering only Instagram why there are following reason of chosen Instagram marketing

- 1-You get monopoly audience
- 2-On the data says per 50 crores active per day on Instagram
- 3-world most social popular application after google
- 4-Easy way to access platform
- 5-generally every user can stay 53 min per days

Means these much potential is available on Instagram while considering other YouTube is for long video and it is very difficult SEO Than Instagram SEO. Means due to that potential how much kind of business you can made. Here only the proper content with to that proper content SEO these things essential for growing of that your Instagram accounts.



II. REVIEW OF LITERATURE

We are taken collecting the information for to that of particular topic from the net like some keyword research tool which can gives the information about what you want here into that the keyword research tool which can give data like how much active customers on Instagram per day. On to that we also using some internets like how to make content some Instagram content tips with to type of content also which type of content is most suitable for that your niche. Here all are the taken literature review from to that net. Also, some content creations tools like to that like canvas, in shots with to that some social media application like Instagram.

Content creation tools

<https://www.canva.com/>, in shots, some non-copywrite images

Course links

<https://docs.google.com/document/d/1HYqQukqn7zQRFrMqx3yYnac0KbzBZENRWDQRZUz6IUA/edit>

<https://creatorslegacy.com/courses/enrolled/1674903>

III. OBJECTIVES OF THE STUDY

1. To increases the brand of Bombay sofa & furniture ltd, Nagpur,
2. To generate the sales of that business by content creation,
3. To build brand community by proper caption, content on to the Instagram,
4. To create the content with respective to that of company products.
5. To attract new customers.
6. To build & retain brand loyalty of social media platform.

HYPOTHESIS OF THE STUDY

A hypothesis in a scientific context, is a testable statement about the relationship between two or more variables or a proposed explanation for some observed phenomenon. In a scientific experiment or study, the hypothesis is a brief summation of the researcher's prediction of the study's findings, which may be supported or not by the outcome. Hypothesis testing is the core of the scientific method

H1: A study of brand awareness & lead generation by social media content creation is lead generation with a results positive side effect.

H0: A study of brand awareness & lead generation by social media content creation is lead generation with a results negative side effect.

IV. RESEARCH DESIGN & METHEDODOLOGY

Sells & marketing is an essential tool & blood of any kind of industry if you are doing good marketing & sells then your business is good running as a point of view from manufacturing, design & developments so considering as a part of social media marketing we are getting content reach & after that we are getting an interaction of that content like, dislike, comment, follow so on that basis that we have taken data from Facebook creators' studio. It gives whole information about your content. On that data we have taken further more decision about to that your products.

SAMPLE UNIT

Sample size : 100 customers

Sample element : Bombay sofa & furniture

Sample unit : customers interaction with post

Sample area : Nagpur

DATA COLLECTION

Data refers to information or facts. It includes numerical figures, non-numerical figures, descriptive facts and qualitative and quantitative information. The task of data collection begins after a research problem has been defined and research problem has been defined and research plan has been decided.

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Data could be broadly classified as follows:

- Primary data
- Secondary data

PRIMARY DATA

Primary data collection is through by the internet stats like how much active users on Instagram per month, per day with to that how much every user can spent to their time on Instagram. These all data are collected from the sources from the internet. With to that we are getting following numerical values like that active people per month 2.35 billion active people/month, active people per day 4.18 billion per day & every user can spent at least 55 min/day so getting these all-primary data by internet.

SECONDARY DATA

Secondary data is that our side means just publishing content on to that of Instagram after that with respective to that of your content how much interaction is coming is that secondary data. The secondary data is collection is done by through by Facebook creators' studio. Here our content is reaching 892 people out of that 892 people how much interaction with to post.

The following are the sources of secondary data collection from Facebook creator's studio.

1. The no post on Instagram
2. How much content reach of each post
3. Interaction with to that content like, dislike, follow
4. Messages of that content post.

V. SUGGESTION

1. Here a suggestion of that company is to that company has to spend some money for digital marketing point of view like that content creation, some paid ads running marketing purpose so that company has a better sales generation than that of traditional ways of that marketings.
2. Company has a make one complete set up for an digital marketing purpose & hire an one person which can give you best results from the digital point of views.
3. Company has to focus on to that brand management point view also the customer relation point of view means given offers like to that free home delivery,

VI. CONCLUSION

1. Here the whole conclusion of that doing the particular project is to that there are lot of social media platform are available like Facebook, YouTube & Instagram with to that we are selecting only an Instagram for to that of content creation purpose only after that posting content with to that getting account interaction we get some audience then our duty is to that how to convert the audience in money by the ways of publishing your content with to that proper interaction with to that of customers is that our duty.
2. We can crate brand awareness of that products & services by proper ways of content creations with those organic ways also with to that paid ad also
3. From all of these doing we can easy way to turn your followers in trust & trust can easy ways to covert in to that of sales.

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