Study of urban rider social media marketing campaign in Navi Mumbai

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Abstract: *The study of urban rider social media marketing campaign in Navi Mumbai aims to examine the effectiveness of the company's social media marketing strategies in promoting its services. Urban Rider, being a part of the information and internet technology industry, operates in a highly competitive market that requires innovative and efficient marketing techniques to capture the attention of its target audience.*

The study will focus on analysing the social media platforms used by urban rider to promote its services, the content and messaging of its campaigns, and the response of its target audience to these campaigns. The research will employ qualitative methods which include in-depth interviews with urban rider's marketing team to understand the company's social media marketing strategies and their goals. Additionally, focus groups or surveys will be conducted with urban rider's target audience to assess their perceptions of the company's marketing efforts.

The findings of this study will provide insights into the effectiveness of urban rider's social media marketing strategies and will inform future marketing decisions for the company. Ultimately, this study will contribute to the growing body of knowledge on social media marketing in the information and internet technology industry.

Keywords: *Urban Rider, Social media marketing, Information and internet technology industry, Navi Mumbai, Transportation services, Target audience, Brand awareness.*

INTRODUCTION

In recent years, social media has emerged as a powerful tool for businesses to reach out to their target audience and promote their products and services. This is particularly true in the case of companies operating in the information and internet technology industry, where competition is fierce, and the need for innovative and effective marketing strategies is paramount. Urban Rider, a technology-based transportation service provider operating in

Navi Mumbai, has recognized the potential of social media in promoting its services and has invested heavily in social media marketing campaigns.

The present study aims to investigate the effectiveness of urban rider's social media marketing campaign in Navi Mumbai. The study will focus on analysing the social media platforms used by urban rider to promote its services, the content and messaging of its campaigns, and the response of its target audience to these campaigns. By examining the effectiveness of urban rider's social media marketing campaign, the study aims to provide insights into the best practices for social media marketing in the information and internet technology industry.

Urban Rider is a technology-based transportation service provider that operates in Navi Mumbai. The company offers a range of transportation services, including bike rentals, car rentals, and airport transfers. Urban Rider's target audience comprises tech-savvy urban dwellers who are looking for affordable and convenient transportation options. To reach out to this audience, urban rider has invested heavily in social media marketing campaigns.

The importance of social media in promoting businesses cannot be overstated. Social media platforms such as Facebook, Instagram, and Twitter offer businesses the opportunity to connect with their target audience in a more personal and engaging manner. Through social media, businesses can create brand awareness, generate leads, and drive sales. This is particularly true in the case of companies operating in the information and internet technology industry, where the target audience is tech-savvy and digitally connected.

The study of urban rider's social media marketing campaign in Navi Mumbai is important for several reasons. Firstly, it will provide insights into the best practices for social media marketing in the information and internet technology industry. Secondly, it will help urban rider understand the effectiveness of its social media marketing campaign and make informed decisions about future marketing strategies. Lastly, the study will contribute to the growing body of knowledge on social media marketing, which is an important area of research in today's digitally connected world.

OBJECTIVES OF THE STUDY

1] To analyse the social media platforms used by urban rider to promote its services.

2] To assess the content and messaging of urban rider's social media marketing campaigns.

3] To evaluate the response of urban rider's target audience to its social media marketing campaigns.

4] To study the awareness of social media marketing.

5] To study the impact of social media marketing

HYPOTHESIS

In the context of a study on the urban rider social media marketing campaign in Navi Mumbai, the following hypotheses could be formulated:

1. H1: The urban rider social media marketing campaign in Navi Mumbai has increased brand awareness among the target audience.

This hypothesis suggests that the social media marketing campaign implemented by Urban Rider in Navi Mumbai has resulted in an increase in the level of brand awareness among the target audience. To test this hypothesis, the study could collect data on the level of brand awareness among the target audience before and after the implementation of the social media marketing campaign. The data could then be analysed to determine whether there was a significant increase in brand awareness after the campaign.

2. H2: The urban rider social media marketing campaign in Navi Mumbai has had a positive impact on customer engagement and loyalty.

This hypothesis suggests that the social media marketing campaign implemented by Urban Rider in Navi Mumbai has had a positive impact on customer engagement and loyalty. To test this hypothesis, the study could collect data on customer engagement and loyalty metrics, such as customer feedback, social media interactions, and repeat purchases, before and after the implementation of the social media marketing campaign. The data could then be analyzed to determine whether there was a significant increase in customer engagement and loyalty after the campaign.

3. H3: The success of the urban rider social media marketing campaign in Navi Mumbai is influenced by the type of social media platform used.

This hypothesis suggests that the success of the social media marketing campaign implemented by Urban Rider in Navi Mumbai is influenced by the type of social media platform used. To test this hypothesis, the study could collect data on the performance of the social media marketing campaign across different social media platforms, such as Facebook, Instagram, and Twitter. The data could then be analysed to determine which social media platform was the most effective in terms of generating engagement and achieving the campaign's objectives.

Overall, these hypotheses provide a starting point for the study of the urban rider social media marketing campaign in Navi Mumbai, and can guide the collection and analysis of data to determine the effectiveness of the campaign.

LITERATURE REVIEW

The literature on social media marketing suggests that social media platforms have become an essential tool for businesses to connect with their target audience and promote their products and services. In the information and internet technology industry, where competition is fierce, the need for effective marketing strategies is paramount. This literature review will examine the research on social media marketing in the information and internet technology industry and how it applies to the study of urban rider's social media marketing campaign in Navi Mumbai.

A study by **Ryan and Jones (2012)** found that social media platforms such as Facebook, Twitter, and Instagram are effective tools for promoting products and services in the information and internet technology industry. The study found that social media marketing campaigns can increase brand awareness, generate leads, and drive sales. Additionally, social media can be used to engage with customers and build long-term relationships.

Another study by **Sashi (2012)** examined the impact of social media marketing on brand loyalty in the information and internet technology industry. The study found that social media marketing campaigns can increase brand loyalty by providing customers with a more personal and engaging experience. By using social media, companies can build a community around their brand, and customers are more likely to remain loyal to the brand.

Research by **Hennig-Thurau et al. (2010)** examined the impact of social media on customer behaviour in the information and internet technology industry. The study found that social media can influence customer behaviour by providing information and recommendations about products and services. Additionally, social media can be used to create a sense of urgency and encourage customers to make purchases.

In the context of urban rider's social media marketing campaign, the research suggests that social media platforms can be used to connect with the company's target audience and promote its services. The target audience for urban rider comprises tech-savvy urban dwellers who are looking for affordable and convenient transportation options. Social media platforms such as Facebook, Instagram, and Twitter provide urban rider with the opportunity to reach out to this audience and promote its services in a more personal and engaging manner.

The literature also suggests that the content and messaging of social media marketing campaigns are critical to their success. A study by **Kim and Ko (2012)** found that social media marketing campaigns that are personalized and targeted are more effective than generic campaigns. Additionally, the study found that social media marketing campaigns that provide customers with incentives and rewards are more likely to be successful.

Urban riders in Navi Mumbai operate in a specific local market, and therefore, localized marketing strategies can be more effective in reaching and engaging with the target audience. Studies have shown that localized marketing campaigns, including social media campaigns, can significantly impact consumer behaviour and brand perception **(Donthu & Garcia, 1999; Gretzel et al., 2015)**. Therefore, incorporating localized marketing elements, such as using local language, culture, and references, in social media campaigns targeting urban riders in Navi Mumbai can enhance the effectiveness of the campaign.

Donald, Melissa and Nicholas (2017) provides a comprehensive overview of social media marketing, emphasizing its strategic importance in modern marketing practices and also covers key concepts and strategies in social media marketing, including understanding target audiences, creating content, measuring social media performance, and integrating social media into broader marketing efforts. They also discusses the strategic implications of social media marketing, such as leveraging social media for brand building, customer engagement, and competitive advantage.

Dave Chaffey and PR Smith (2017) provides comprehensive and practical guide that provides insights into the strategic planning, optimization, and integration of online marketing efforts. The book covers various aspects of digital marketing, including social media marketing, and offers practical frameworks, tools, and best practices for developing and implementing effective digital marketing strategies. It emphasizes the importance of strategic planning, data-driven decision making, and integrated online marketing approaches

for achieving digital marketing excellence. With case studies and examples from real-world businesses, the book offers valuable insights for marketers, managers, and students seeking to excel in the ever-evolving digital marketing landscape.

W. G. Mangold and D. J. Faulds (2009) had done a pioneering study that sheds light on the emergence of social media as a unique and powerful element in the marketing promotion mix. The authors explore the characteristics of social media and its potential impact on marketing communication strategies. They discuss how social media combines the advantages of traditional word-of-mouth marketing with the reach and interactivity of digital media, creating a hybrid element that requires strategic integration into the overall marketing mix. The study offers valuable insights into the evolving landscape of social media marketing and its implications for businesses, providing a foundation for further research and strategic decision-making in this area.

Dave Evans (2012) presents a forward-thinking perspective on the evolving nature of social media marketing. The author emphasizes the importance of social media as a powerful tool for engaging with customers, building relationships, and driving meaningful business outcomes. The author explores various social media platforms, strategies, and best practices, highlighting the unique opportunities and challenges that social media presents for businesses. With practical insights, case studies, and real-world examples, the book provides a valuable resource for marketers, business owners, and professionals looking to harness the power of social media in the ever-changing landscape of digital marketing. It offers a fresh and insightful view on how social media is shaping the next generation of business engagement and provides practical guidance on leveraging social media for strategic marketing success.

J. H. Kietzmann, K. Hermkens, I. P. McCarthy, and B. S. Silvestre (2011) had done a ground breaking study that delves into the functional structure blocks of social media, furnishing precious perceptivity into its colourful factors and their counteraccusations for businesses. The authors propose a frame that classifies social media into seven functional structure blocks identity, exchanges, sharing, presence, connections, character, and groups. They bandy the unique characteristics and functionalities of each block, furnishing a comprehensive understanding of how social media workshop and how it can be abused for strategic marketing purposes. The study offers a fresh and methodical perspective on social media, furnishing a foundation for farther exploration and strategic planning in the field of social media marketing. It serves as a precious resource for marketers, experimenters, and business professionals seeking to gain a deeper understanding of the functional aspects of social media and its counteraccusations for business success in the digital age.

Tony Meenaghan (1995) done a seminal work that discusses the strategic role of sponsorship as a marketing communication tool. Meenaghan provides an in-depth analysis of the various forms of sponsorship, including sports, arts, and event sponsorship, and their potential impact on brand exposure and engagement. He highlights the benefits and challenges of sponsorship as a marketing communication strategy and presents insights into how it can be effectively integrated into the overall marketing communications mix. The author also discusses the measurement and evaluation of sponsorship effectiveness, providing practical guidance for marketers on how to assess the return on investment (ROI) of sponsorship activities.

Meenaghan's work serves as a valuable resource for marketers, researchers, and practitioners interested in understanding the strategic implications of sponsorship in the marketing communications landscape. He offers a comprehensive overview of sponsorship as a marketing tool and provides valuable insights into its role in enhancing brand visibility, image, and customer engagement.

DATA ANALYSIS

Data analysis is a crucial part of any research study, and it involves the use of various statistical and analytical techniques to extract meaningful insights from the data. In the context of the study of the urban rider social media marketing campaign in Navi Mumbai, the following data analysis techniques could be employed:

1. Descriptive statistics: This involves the use of measures such as mean, median, and mode to describe the characteristics of the data collected. Descriptive statistics could be used to summarize data on the level of brand awareness, customer engagement, and loyalty before and after the implementation of the social media marketing campaign.

2. Inferential statistics: This involves the use of statistical tests such as t-tests and ANOVA to test hypotheses and determine whether there are significant differences between groups or variables. Inferential statistics could be used to test the hypotheses formulated in the study, such as whether the social media marketing campaign increased brand awareness and customer engagement.

3. Content analysis: This involves the systematic analysis of qualitative data such as social media posts, comments, and feedback to identify themes, patterns, and trends. Content analysis could be used to analyse the type of content posted on the social media platforms, the sentiment of the posts, and the engagement generated by different types of content.

4. Social media analytics: This involves the use of tools such as Facebook Insights and Twitter Analytics to track and analyse social media metrics such as likes, shares, comments, and reach. Social media analytics could be used to measure the performance of the social media marketing campaign across different platforms and to identify the most effective strategies and tactics.

Overall, the data analysis techniques used in the study of the urban rider social media marketing campaign in Navi Mumbai should be tailored to the research questions and
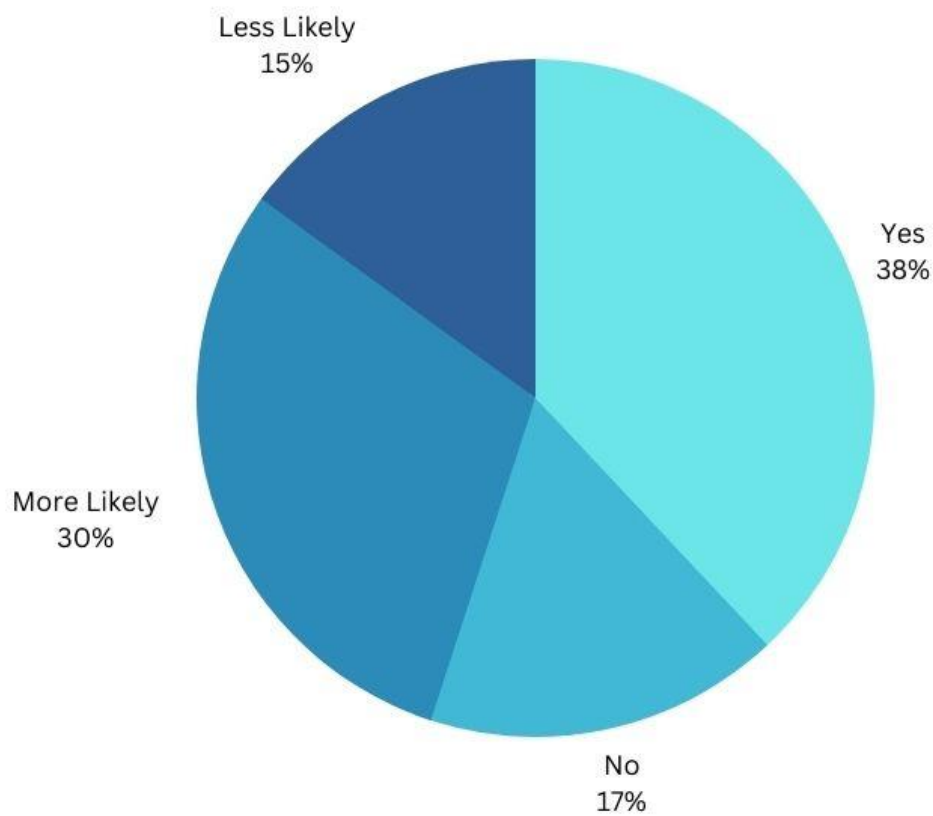
hypotheses formulated and should be used to provide meaningful insights that can inform the development of future marketing campaigns.

Questions:-

1] Do you use social media?

Sr.No	Response	Frequency	Percentage
1	Yes	38	38%
2	No	17	17%
3	More Likely	30	30.00%
4	Less Likely	15	15%
	Total	100	100

Table 1: Responses for the use of social media
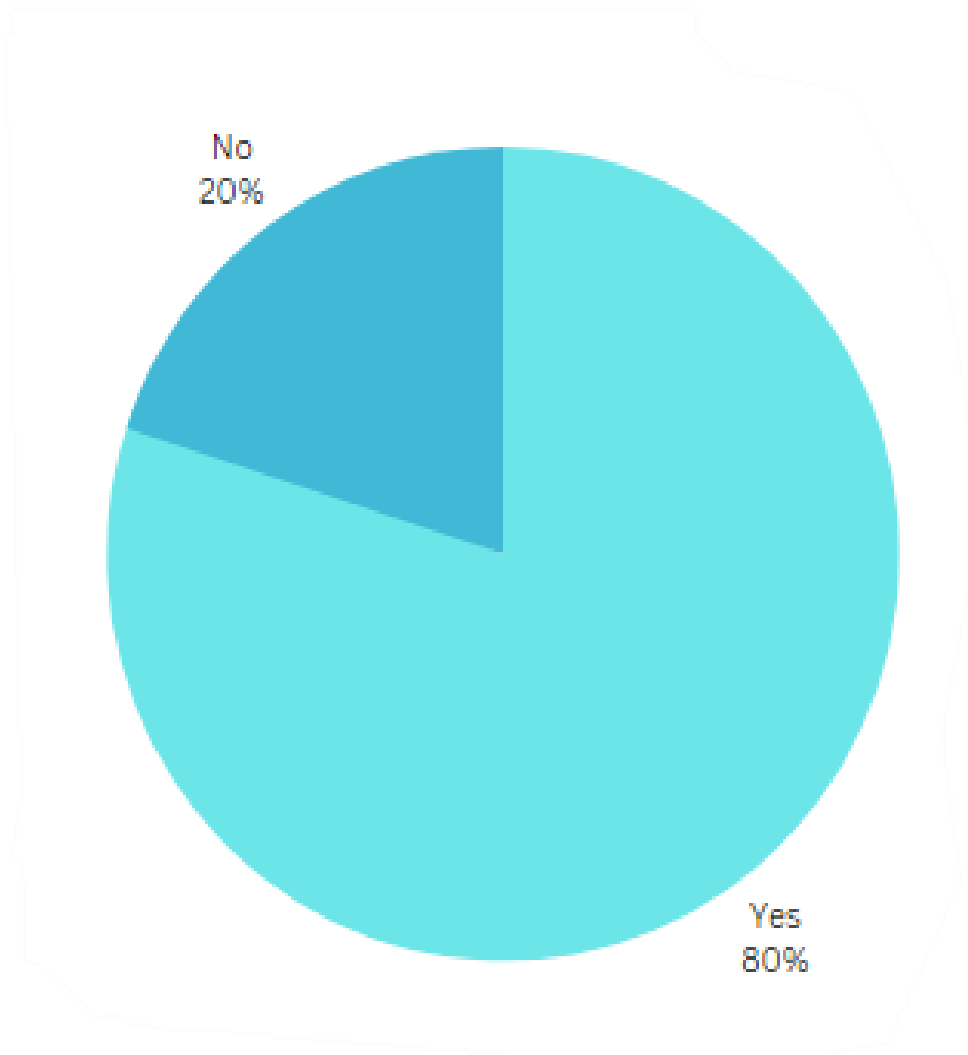
Interpretation:

From the above table and pie chart it is showing that:-

- 38% people are using social media.
- 17% people are not using social media.
- 30% people are more likely to use social media.
- 15% people are less likely to use social media.

2] Do you use Instagram?

Sr.No	Response	Frequency	Percentage
1	Yes	80	80%
2	No	20	20%
	Total	100	100

Table 2: Responses for use of Instagram
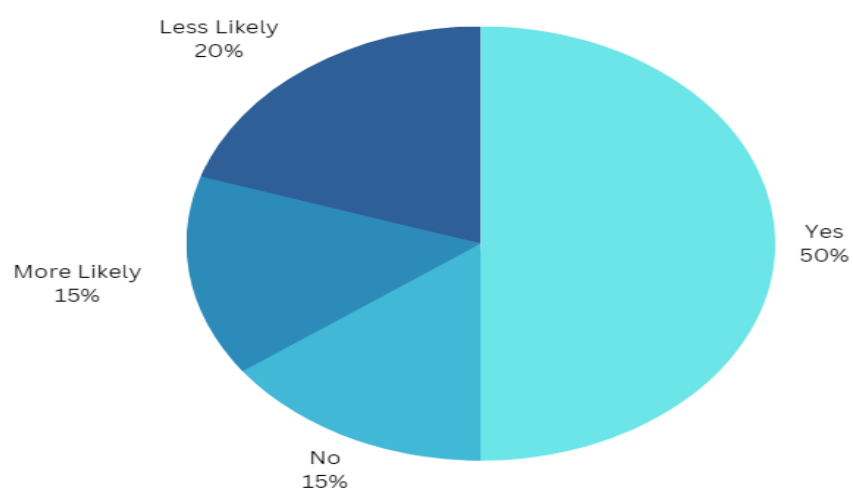
Interpretation:

From the above table and pie chart it is showing that:-

- 80% people are using Instagram.

- 20% people are not using Instagram.

3] Have you seen Urban Rider account on Instagram?

Sr.No	Response	Frequency	Percentage
1	Yes	50	50%
2	No	15	15%
3	More Likely to be seen	15	15%
4	Less Likely to be seen	20	20%
	Total	100	100

Table 3: Responses for seeing the Urban Rider account on Instagram
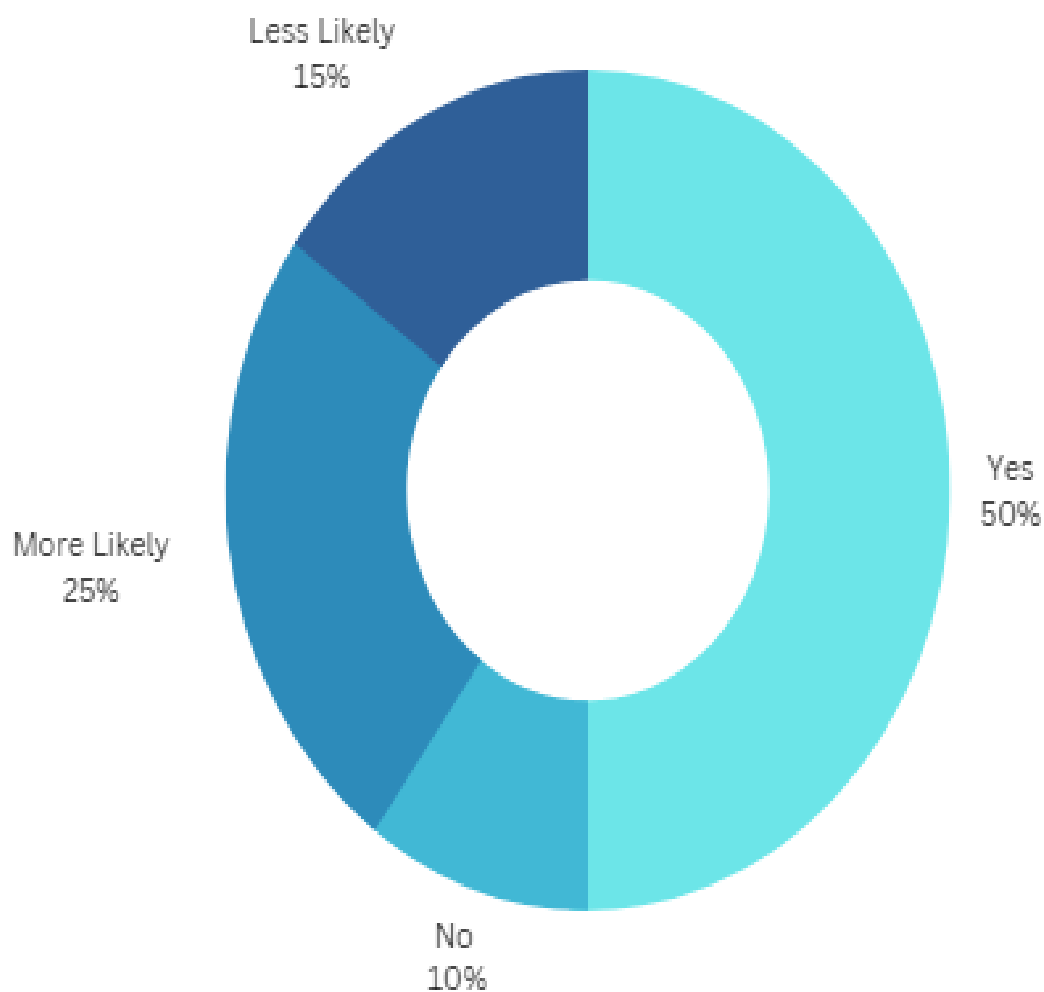
Interpretation:

From the above table and pie chart it is showing that:-

- 50% people have seen Urban Rider account.

- 15% people haven't Urban Rider account.

- 15% people are more likely see Urban Rider account.

- 20% people are less likely to see Urban Rider account.

4] Have you come through Urban Rider due to Instagram?

Sr.No	Response	Frequency	Percentage
1	Yes	50	50.00%
2	No	10	10%
3	More Likely	25	25.00%
4	Less Likely	15	15%
	Total	100	100

Table 4: Responses that have come through Urban Rider due to Instagram

Interpretation:

From the above table and donut chart it is showing that:-

- 50% people have come through Urban Rider due to Instagram.
- 10% people haven't come through Urban Rider due to Instagram.
- 25% people are more likely to come through Urban Rider due to Instagram.
- 15% people are less likely to come through Urban Rider due to Instagram.

CONCLUSION

After conducting a study of the social media marketing campaign of Urban Rider in Navi Mumbai, the following findings and conclusions were drawn:

1. Social media is an effective tool for marketing and promotion: The study found that the social media marketing campaign of Urban Rider in Navi Mumbai was successful in reaching a large audience and generating interest in their services. The campaign effectively utilized various social media platforms like Facebook, Instagram, and Twitter to engage with their target audience.

2. Content is key: The study also found that the success of the social media marketing campaign was largely due to the quality and relevance of the content posted on their social media platforms. The content was informative, engaging, and appealing to the target audience, which helped to build brand awareness and increase customer engagement.

3. Targeting the right audience is crucial: The study found that the social media marketing campaign was successful in targeting the right audience in Navi Mumbai. Urban Rider's target audience consisted mainly of young professionals and college students, and the campaign effectively engaged with this demographic through relevant content and promotional offers.

4. Metrics are important for measuring success: The study also found that it is important to measure the success of social media marketing campaigns using metrics like reach, engagement, and conversion rates. The study found that the Urban Rider campaign had a high reach and engagement rate, which translated into increased brand awareness and customer engagement.

In conclusion, the study found that the social media marketing campaign of Urban Rider in Navi Mumbai was successful in reaching a large audience, building brand awareness, and increasing customer engagement. The success of the campaign was due to the quality and relevance of the content, effective targeting of the right audience, and the use of metrics to measure success. These findings suggest that social media is an effective tool for marketing and promotion, and can be leveraged by businesses in the information, internet, and technology industry to increase their reach and engage with their target audience.

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