

SOCIAL MEDIA MARKETING



Seidu Alhassan
Ahmed Sakara
Mohammed Abdul-Basit Fuseini
Esther Asiedu
Mohammed Majeed

Social Media Marketing

First Edition

Authors

Seidu Alhassan

Ahmed Sakara

Mohammed Abdul-Basit Fuseini

Esther Asiedu

Mohammed Majeed



Title of the Book: Social Media Marketing

First Edition - 2025

Copyright 2025 © Authors

Seidu Alhassan, Department of Marketing, Tamale Technical University.

Ahmed Sakara, Department of Marketing, Tamale Technical University.

Mohammed Abdul-Basit Fuseini, Department of Marketing, Tamale Technical University.

Esther Asiedu, Department of Management Studies, Ghana Communication Technology University, Tesano-Accra.

Mohammed Majeed, Department of Marketing, Tamale Technical University.

No part of this book may be reproduced or transmitted in any form by any means, electronic or mechanical, including photocopy, recording or any information storage and retrieval system, without permission in writing from the copyright owners.

Disclaimer

The authors are solely responsible for the contents published in this book. The publishers don't take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

E-ISBN: 978-1-68576-551-4

MRP Rs. 150/-

Publisher, Printer & Distributor:

Selfypage Developers Pvt Ltd.,
Pushpagiri Complex,
Beside SBI Housing Board,
K.M. Road Chikkamagaluru, Karnataka.
Tel.: +91-8861518868
E-mail: info@iipbooks.com

IMPRINT: I I P Iterative International Publishers

For Sales Enquiries:

Contact: +91- 8861511583
E-mail: sales@iipbooks.com

Preface

In the digital age, social media has transformed the way businesses communicate with their audience, revolutionizing the world of marketing. As platforms like Facebook, Instagram, Twitter (X), LinkedIn, and TikTok continue to dominate the online landscape, businesses are presented with unique opportunities to engage with their customers in more personalized, impactful ways. This book, *Social Media Marketing*, was born out of a shared vision to empower marketers, entrepreneurs, and business owners with the tools and insights needed to succeed in the ever-evolving world of social media. The journey of crafting this book began with the realization that while social media offers immense potential for marketing, many organizations struggle to harness its full capabilities. From understanding the complexities of each platform to creating compelling content, running effective ad campaigns, and measuring success, the landscape of social media marketing can be overwhelming. Our aim with this book is to break down these complexities into practical, actionable strategies that anyone, regardless of their marketing expertise, can implement. The chapters within this book are carefully designed to guide readers through the core concepts and advanced tactics of social media marketing. Each section combines theory with real-world applications, ensuring that readers can understand the "why" behind each strategy while also being equipped to take immediate action. We cover everything from setting clear marketing goals, identifying target audiences, and choosing the right platforms to creating engaging content, leveraging analytics, and running paid advertising campaigns. Our collective experience as marketers, educators, and practitioners has provided the foundation for the content in this book. We have distilled knowledge from years of hands-on work in the field, drawing from both successes and challenges faced along the way. This book is meant not just for academics and professionals, but for anyone interested in understanding the pivotal role social media plays in modern marketing. Ultimately, our goal is to empower readers to take control of their social media presence and leverage it for business growth. Whether you're a startup founder looking to build brand awareness or a seasoned marketer seeking to enhance your social media strategy, this book offers valuable insights to help you succeed in the digital age. We hope that this book becomes a trusted resource in your marketing journey, and that the knowledge shared within it serves to inspire and propel your success in the dynamic world of social media marketing.

-Seidu Alhassan

-Ahmed Sakara

-Mohammed Abdul-Basit Fuseini

-Esther Asiedu

-Mohammed Majeed

Acknowledgement

First and foremost, we give all thanks and glory to Almighty God for His guidance, wisdom, and blessings throughout this journey. Without His grace, this book would not have come to fruition, and we are deeply grateful for His continued support in all our endeavors. We would also like to extend our heartfelt gratitude to Professor Abubakari Abdul Razak, the Dean of the Institute of Distance Education at Tamale Technical University (TaTU). His unwavering support, encouragement, and dedication to academic excellence have played a pivotal role in making this project a reality. His leadership and vision within the institute have inspired us to contribute meaningfully to the field of social media marketing, and for that, we are truly thankful. To our families, we owe a debt of gratitude that words can scarcely convey. Thank you for your endless patience, understanding, and encouragement throughout the writing process. Your love and support provided us with the strength and motivation to push through challenges and stay focused on our goal. We could not have achieved this without the constant belief you have in us. Lastly, we acknowledge the numerous colleagues, friends, and mentors who offered valuable insights and feedback along the way. Your contributions have enriched this book and helped shape its content into something we are proud to present to the world. This book is a testament to the collective effort of everyone who has supported us, and we are deeply grateful to all of you.

-Seidu Alhassan

-Ahmed Sakara

-Mohammed Abdul-Basit Fuseini

-Esther Asiedu

-Mohammed Majeed

Contents

Chapter Title	Page. No
Chapter 1 BENEFITS AND BARRIERS OF SOCIAL MEDIA MARKETING (SMM).....	1-11
Chapter 2 IMPACT OF SOCIAL MEDIA ON CUSTOMER ENGAGEMENT.....	12-20
Chapter 3 FACEBOOK MARKETING.....	21-32
Chapter 4 INSTAGRAM MARKETING.....	33-49
Chapter 5 SOCIAL MEDIA AND CUSTOMER EXPERIENCE.....	50-57
Chapter 6 SOCIAL MEDIA MARKETING STRATEGIES.....	58-71
Chapter 7 SOCIAL MEDIA PLATFORMS FOR MARKETERS.....	72-92

ABOUT AUTHORS



Seidu Alhassan is a lecturer at Tamale Technical University, Tamale, Ghana. His current research interests include social media marketing, branding, political marketing, hospitality and tourism and service marketing. Alhassan has published in reputable journals like Emerald. Alhassan holds an MPhil in Marketing, an MBA in Management, a Bachelor of Technology in Management and an HND in Accounting.



Ahmed Sakara is pursuing a Ph.D. in Marketing at the University of Professional Studies, serving as a Senior Lecturer in the Department of Marketing at Tamale Technical University in Ghana. He has an M. Phil. And an MBA in Marketing, earned from the Kwame Nkrumah University of Science and Technology and Sikkim Manipal University, respectively. Mr. Sakara's research interests are diverse and encompass critical areas such as sustainability marketing, corporate social responsibility (CSR), digital marketing, value co-creation, and inclusive innovations. His scholarly work aims to explore the intersections of these domains, contributing to the advancement of marketing practices that are not only effective but also socially responsible and environmentally sustainable. Through his research, he seeks to foster a deeper understanding of how marketing strategies can drive value for both businesses and society at large.



Mohammed Abdul-Basit Fuseini is an enterprising personality with a vast array of experience from Industry and Academia. Currently working at Tamale Technical University as a lecturer in the department of marketing since 2005. He is a PhD student at the Universiti Malaysia Kelantan in Malaysia. He holds an MBA (marketing option), Common Wealth Executives Masters in Business Administration, all from Kwame Nkrumah University of Science and Technology and a degree in Business Management from the University of Cape Coast. Mr. Abdul-Basit enjoys research and publication, which has earned him space on some of the reputable publishing companies globally. He has a lot of interest in building young people in the field of entrepreneurship and enterprise development. This led to a lot of partnerships with Civil Society Organisations and NGO's in Ghana to train young business people in various fields. Mr. Abdul-Basit has interests in various research areas, among which are Green Marketing, International Trade and Marketing, Equity and Brand Management, Entrepreneurship success and Challenges, Human Relations in Business, Digital and Social Marketing. While exploring more areas in the field of business and marketing in this contemporary challenging business environment, he seeks to contribute in building on the foundation of scholarship in these areas, with the aim of integrating real business practice into every field of human endeavor to drive home a collaborative environment among players in various industries.



Dr. Esther Asiedu is a Senior Lecturer in Management Studies at Ghana Communication Technology University. She is renowned for her academic excellence and impactful research. She holds a PhD in Business Administration from CASS European Institute of Management, France, a Master's in Public Administration from the University of Ghana, and a Postgraduate Certificate in International Higher Education Practice from Coventry University, UK. As a prolific scholar, she has published in leading journals such as Higher Education, Skills and Work-Based Learning (Emerald) and with esteemed publishers including Palgrave Macmillan, IGI Global, Apple Academic Press, Springer Nature, and Taylor & Francis. Her research spans diverse fields, including SMEs, AI and Strategy, green supply chain management, human resource management, graduate employability, sustainable development, ethical leadership, and AI in management and organizational behavior. Her work bridges academia and practice, offering valuable insights into strategic management, organizational behavior, leadership, entrepreneurship, corporate sustainability, and gender studies, solidifying her reputation as a thought leader in global management and organizational research.



Dr. Mohammed Majeed is a distinguished academic and researcher currently serving as a Senior Lecturer at Tamale Technical University, where he holds the position of Head of the Department of Logistics and Procurement Management. With an impressive academic background, Dr. Majeed has earned two doctoral degrees—a Doctor of Business Administration (DBA) and a Doctor of Philosophy (PhD) in Marketing—earning him the title "Dr²." Dr. Majeed is also known for his strong presence in the publishing world, collaborating with eminent academic publishers and contributing records, with articles featured in renowned academic publishers, including Emerald, Wiley, Taylor & Francis, Springer, Cogent, Routledge, and Apple Academic Press. His research interests span several vital areas in contemporary marketing and business, such as value co-creation, digital marketing, green and sustainable practices, branding, and consumer behavior. In addition to his role at Tamale Technical University, Dr. Majeed lectures at prominent institutions across Ghana, including the University for Development Studies (UDS), Kwame Nkrumah University of Science and Technology (KNUST), and the University of Cape Coast (UCC). His prolific contributions to academic literature include 6 published books and ten (10) more in production with leading publishers such as Springer, Apple Academic Press, and Bentham Science. Furthermore, Dr. Majeed has authored over 40 book chapters, solidifying his influence as a scholar and thought leader in his field. Furthermore, his experience as a department head in Logistics, Procurement, and Marketing has enriched his academic perspective, bridging theoretical insights with real-world applications.



Selfypage Developers Pvt. Ltd

E-ISBN: 978-1-68576-551-4



MRP Rs. 150/-