

## **Social Media's New Non-Traditional Advertising Methods**

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### Abstract

Since the early 2000s, social media has been a prevalent aspect of society, and networking sites' users have rapidly increased, including social media marketing. With traditional advertising, companies would have to promote their products/services through print, broadcasting, or external services. This research paper goes in-depth about how social media has invented new ways for non-traditional advertising for businesses to advertise digitally and the methods that small business owners can use to help promote themselves. These methods will also include real-life examples and the themes that go into why consumers look for these certain qualities from businesses.

### **Social Media's New Non-Traditional Advertising Methods**

With the rise of technology, there have been new ways to communicate more effectively digitally with others. New methods of communicating involve the use of digital advertising and social media marketing. Digital advertising is an umbrella method with techniques that include: social media, paid search, native, and display advertising. Social media marketing (SMM) is a type of digital advertising that uses social media platforms (for example, Facebook, Twitter, and Instagram) to curate paid campaigns and organic content to provide a business's current and potential followers with information about their products and services. "Social media advertising, or social media targeting, is advertisements served to users on social media platforms. Social networks utilize user information to serve highly relevant advertisements based on interactions within a specific platform." (Reed, 2022) SMM is an easier way for brands to connect with their customers and promote their content to others that might not have noticed them yet.

Throughout this research topic, individuals, especially small business owners, will be able to learn more about the different uses of digital marketing and how it can be beneficial to their business in terms of promoting, maintaining current, and gaining new customers. This research includes using theories such as Maslow's Hierarchy of Needs and its relation to social media marketing for brands to understand their customers' needs and wants for product or service promotions. It will also explain that customers are more inclined to purchase something that allows them to elevate their lives to become better individuals in society.

Businesses need to know where and who to advertise when discussing digital advertising. In the past, traditional media has promoted all types of brands to a broad audience which was not successful for the business investing a large sum of money. "A television or press marketing

campaign does not allow you to segment the public as personalized as its internet and digital counterparts do. Although a brand can still reach millions of people through a television commercial, the ad does not guarantee that the viewer is interested in acquiring its products or services. (E. J. Olson, 2020)” With digital advertising, companies have the opportunity to directly target their ideal audience with promotion and products of their brand.

### **Literature Review**

The rise of social media has changed how businesses advertise to their consumers. With traditional advertising, corporations only had a select few options to connect with their customers, and often, it did not allow a relationship to form. Companies advertised through the means of outdoor channels, such as billboards, bus wraps, banners, etc., broadcasting on radio and television, print media like magazines, newspapers, brochures, direct mail such as postcards, catalogs, telemarketing, and even through their brick and mortar stores through employees. “In traditional advertising, the firm initiates communication with potential consumers to make them aware of and interested in the firm’s brand or product.” (Sayedi et al., 2014, p. 586) The social media landscape allowed businesses to change how they promote their products/services with inexpensive methods.

With new methods of advertising, it allowed businesses to connect with their audience through a deeper meaning. It opened the pathway to two-way communication between consumers and companies, allowing them to feel seen and heard when expressing their concerns or issues. New ways that social media has changed traditional advertising have become more digital-based. Marketers can now narrow down the exact audience they want to promote their services/products to instead of using a broad audience that traditional advertising uses, such as direct mailing or billboards. Marketers can use email marketing, google analytics, organic social

media posts, paid social media posts, influencer marketing, video content, and SEO/website content. These new methods replace traditional methods. Instead of direct mailings, marketers can now use email marketing. “A consumer’s response to a specific ad is mediated by the consumer’s prior knowledge and experience regarding advertising in general. Attitude toward advertising, in general, is also related to a consumer’s predisposition to attend or avoid advertising.” (Logan, 2013, p. 260)

When learning more about how social media invented new ways to advertise to consumers non-traditionally, it is vital to discuss these marketing techniques, as many individuals are unaware of their significant impact on sales and promotion. Traditional advertising is a costly expense to entrepreneurs, which can give them a disadvantage to prominent corporations.

“As digital media has transformed the way we communicate and access information it also challenged the traditional ways of advertising, and its increasing popularity has shifted global advertising spends. Traditional TV/Broadcast television and large circulation newspaper are no longer seen as the primary or best means of advertising to smaller niche audiences.” (Bhavsar, 2018, p. 17)

### ***The History of Social Media Marketing***

The first company to promote itself digitally was AT&T. In 1994, they released a commercial that prompted customers to visit their website. This was the first known and documented social media/digital marketing evidence. “Word of Mouth is more effective than mass media advertising in the adoption of low-risk innovations, as well as in terms of adding greater long-term value to the firm.” (Notarantonio et al., 2009, p. 456) Social media marketing is a method that elevates a business using the popularity of social media networks (SMN) to achieve new marketing and branding accomplishments. This type of digital marketing requires

individuals to have strategies to ensure they are performing and reaching the right audience specific to their industry. “Advertising influences consumer behavior serves as a mirror reflecting current societal trends, and is also used by individuals to learn about normative expectations and to derive a sense of self.” (Fowler et al., 2015, p. 359)

Since the launch of the first interactive SMN, Facebook, in 2004, the world has been introduced to real-time, daily updates of individuals' lives. From what they ate for breakfast to the parties they went to and to their inner thoughts about life, everyone was able to build connections with people digitally. Not only did this boast the popularity and social lives of others, but it boasted the advancement of businesses.

“Many firms have established a social media presence by operating pages on social networking sites such as Facebook. Firms post messages on these pages to interact with consumers, exploiting the network structure and ultimately building the brand and stimulating sales.” (de Vries et al., 2017, p. 1)

Facebook had released a new feature that no one had seen before: Facebook Ads. This allowed companies to promote entirely online and slowly change to non-traditional advertising.

The world was invested in Facebook until other SMNs came out a few years later. Platforms such as Twitter, released in 2006, and Instagram, released in 2010, elevated the digital marketing industry as many marketing professionals flocked to the outlets hoping to capitalize on the rapid success and growth. “The digital age has given rise to new pathways for everyday individuals to accrue media attention, which can then be translated into promotional endeavors.” (Brooks et al., 2021, p. 528) Since businesses were still using traditional advertising methods, such as purchasing space in newspapers to promote themselves and creating 30-second commercials for television channels, the marketing industry welcomed this new type of digital

marketing. They were gaining more tools that would allow them to precisely see who their consumers are and how to market to them instead of commercials and print media that broadcast to a general audience.

### ***Benefits and Cons of Digital Advertising***

While social media is relatively new compared to traditional advertising, researchers need to analyze more aspects that have not been talked about, are the disadvantages of these new nontraditional ways of advertising. As many business owners use social media/digital marketing methods to promote their business, they see a drawback to the strategies marketers promote as some techniques either have not worked for them or are very limited. Most business owners do not think about budgeting for marketing as they do not see a reason for it. With the help of marketers, they can become educated about it and know more. However, the cons are limited time and money, as paying for advertisements can cost a business thousands of dollars. Another con with digital advertising is the security and privacy of users' information that companies use to pinpoint their ideal target audience. "Social media is offered free of cost to the common man because, at the back end, a huge database is being sold to the corporates to track target audience." (Bhattacharyya et al., 2016, p. 129) Some aspects that researchers should look at are: how advertising can benefit small business owners that cannot afford professional marketing, what is an easier, more effective option that does not rely solely on paid advertising, and other disadvantages of this type of marketing.

"Predictive algorithms and haptically entrapping user interfaces are understood as nudges, which aim to maximize profitable user interactions on platforms. As such, platforms are said to be engaged in the core task of monetizing user attention through manipulative technical processes. Practices of taking back control of the time spent on

platforms further entangle users' lives within digitized capitalist accumulation and behavioral management modes. Specifically, these active interactions and conscious engagements increase the profitable data traces that platforms can compile and sell, as user demographics to interested third parties.” (Docherty, 2021, p. 3828)

### **Theoretical Framework**

#### ***Maslow's Hierarchy of Needs***

Maslow's hierarchy of needs is a theory that gives human necessities five tiers to achieve different ways of motivation. Each tier can influence a person's behavior and actions. The different tiers, from lowest to highest, are physiological, safety, love/belonging, self-esteem, and self-actualization. This pyramid is based on levels that humans must achieve for happiness.

Maslow (1943) explains the different tiers of motivation and what they mean. The lowest level at the bottom of an imaginary pyramid is physiological, which he describes as “The needs that are usually taken as the starting point for motivation theory are the so-called physiological drives ... any of the physiological needs and the consummatory behavior involved with them serve as channels for all sorts of other needs as well.” (Maslow, 1943) It is said that when an individual seeks human survival necessities, such as food, water, sleep, etc., they might be looking for something more profound than hunger. This will derail the journey of seeking what the individual might need. Maslow (1943) explains that the fundamental physiological essentials must be met before individuals can continue their exploration of motivation. On page 17, Lester (2013) validates this method by saying, “the lower needs were more powerful (prepotent) than, the higher needs. The more these basic needs were satisfied, the better the individual's psychological health would be.”



The next tier to the hierarchy of needs is safety needs. This level is second to last due to an individual's desire to feel protected from any damaging situations, to feel emotionally supported, and to have enough financial stability in case an issue arises. Maslow (1943) says, "They may serve as the almost exclusive organizers of behavior, recruiting all the capacities of the organism in their service, and we may then fairly describe the whole organism as a safety-seeking mechanism. Again we may say that they are primarily safety-seeking tools of the receptors, the effectors, the intellect, and the other capacities." (Maslow, 1943, pg. 377) This means that individuals cannot focus on goals or tasks they might have if they feel unsafe in an environment or situation. Safety is another set of demands that must be met because dangerous settings will influence their behavior and actions, which might be erratic and desperate to be in a safe situation.

Social needs are the third tier to achieving happiness, including being accepted and loved and the sense of belonging/finding others whom they fit in with. If individuals' social needs are being met, they are more likely to be happier and show good behavior. If these needs are unmet, individuals will struggle with depression, loneliness, and other forms of mental illnesses. Maslow (1943) says that this is a more necessary need as it prevents someone from being confident in their life and will only focus on the loss of companionship instead of the deeper needs a human might not realize,

"The person will feel keen, as never before, the absence of friends, a sweetheart, a wife, or children. He will hunger for affectionate relations with people in general, namely, for a place in his group, and he will strive with great intensity to achieve this goal. He will want to attain such a place more than anything else and may even forget that once he was hungry, he sneered at love." (Maslow, 1943)

Self-esteem is achieved once the essentials of an individual are met. The fourth highest tier is ego-driven needs which resemble self-respect, the ideology that a person is worth value and dignity, and the ideology that a person is confident in their life experiences that made them who they are in that moment. Maslow (1943) says humans can find self-esteem in two aspects: esteem is the form of respect from others that acknowledge it, and it is the form of care from the individual themselves, “All people in our society (with a few pathological exceptions) have a need or desire for a stable, firmly based, (usually) high evaluation of themselves, for self-respect, or self-esteem, and the esteem of others.” (Maslow, 1943)

The top tier is self-actualization, which is a person's accomplishment of happiness. “According to Maslow, an individual is ready to act upon the growth needs if and only if the deficiency needs are met. Maslow’s initial conceptualization included only one growth need - self-actualization.” (Huitt, 2007, p. 7) This is on the top as this allows a person to expand on the development of their skills and does not allow the intended selfishness to come in the way of their life—another way for an individual to keep growing. Maslow (1943) says,

“Even if all these needs are satisfied, we may often (if not always) expect that a new discontent and restlessness will soon develop unless the individual does what he is suited for. What a man can be, he must be, and this need we may call self-actualization.”

### ***Maslow’s Hierarchy Of Needs Applied To Non-Traditional Advertising***

Maslow’s Hierarchy of Needs can relate to non-traditional advertising because companies need to understand their customers’ needs and acknowledge them when creating their social media/marketing campaigns. Businesses should always keep in mind the end goal for their consumers.

“Maslow's Hierarchy of Needs theory has continued to hold sway with many marketers even though motivation theory has continued to evolve in the psychological literature. The intuitive appropriateness of Maslow's Hierarchy of Needs as a pattern model of understanding has touched the heartstrings of many in marketing.” (Soper et al., 1995)

From Soper et al. (1995)'s statement about Maslow's hierarchy and how it connects to marketing campaigns, researchers can understand that some companies manipulate their consumer's emotional needs to fit what they are advertising. Hence, the consumer is more inclined to purchase their product/service if it means filling a void for them. “The advertising schema helps us interpret an ad as a persuasive attempt; hence, we are automatically rather skeptical toward advertising and wary of its influence.” (Dahlén et al., 2007, p. 33)

Social media has been a relatively new area for humans regarding socializing and emotional connections. “Establishing the extent to which social networking sites (SNS) facilitate basic and advanced human needs, offering further validation and credence for Maslow's needs theory.” (Houghton et al., 2019, p. 3) Consumers' behaviors rely solely on the notion of adapting to a new environment to support their psychological needs, and individuals strive to accomplish that desire or need through digital communications.

RQ 1: What social platforms are the most effective in influencing consumer behavior?

RQ 2: What are the most effective social media strategies for increasing sales conversions for small businesses?

RQ 3: What online content can be the most influential in increasing sales conversions for small businesses?

RQ 4: How does a business owner get started with social media marketing, and what content should they post to engage their consumers?

### **Research Method**

Many marketing professionals consider SMN a new tool for human socialization and emotional bonds with other individuals. When businesses want their consumers committed to purchasing their products and supporting their company, they will use techniques that allow them to adapt to new concepts that help them with their mental health. A business can now connect with individuals through these digital communication channels. With the development of these new socialization tools, some aspects regarding how this can affect companies and consumers are unanswered.

“Given the massive potential audience available who are spending many hours a day using social media across the various platforms, it is not surprising that marketers have embraced social media as a marketing channel.” (Appel et al., 2020, p. 79)

Researchers must look into these unknown areas of social media marketing because not all business owners can spend thousands of dollars each month on advertising. “Firms are taking advantage of social media platforms to expand geographic reach to buyers, bolster brand evaluations, and build closer connections with customers.” (Li et al., 2021, p. 51) Promoting content can be time-consuming, especially if they do not know what content to post. Other challenges include but are not limited to SMNs' lack of connection and interactions with their followers.

When it comes to the first research question: What social platforms are the most effective in influencing consumer behavior? Researchers might look into this more as not every business will thrive on popular SMNs as others. Owners might think, “if it works for them, it will work

for me,” based on the company type - other platforms might be better suited. It is all determined based on the company’s goals and what message they want to deliver to their consumers, making them pick them over their competitors. To determine what platform works best, business owners must decide their target audience. For example, a food company would not be most successful on LinkedIn as it is a professional networking site, but it would be more successful on TikTok or Instagram.

For the second research question: What are the most effective forms of social media strategies for increasing sales conversions for small businesses? Marketers need to know more about how to efficiently help companies with their social media goals. What are they looking to get out of using social media, and what accomplishments do they want to gain from using this new tool? Once a company has decided on its ideal buyer, it can assess what type of content they like. With the success of apps like TikTok, many other apps like Instagram and Facebook have followed suit in promoting video content more than just images. However, if the goals are to increase sales and gain new customers, business owners should look into Facebook Ads more but with this comes more spending than other apps, which could become very expensive and out of budget. “There is growing evidence of how social media can be used to build and manage brands, improve and sustain brand loyalty, and improve customer relationship management, thereby providing benefits to companies worldwide.” (Arora et al., 2019, p. 477)

For the third research question: What online content can be the most influential in increasing sales conversions for small businesses? As this aspect of digital marketing is often the most time-consuming, SMNs have seen an influx of video content. With video content, individuals can use that for different purposes. Say they post a 5-minute video on youtube. They can then break the video into various snippets and post them onto different SMNs. They can use

static images with research for that video as an infographic. There is no definite answer to what type works explicitly for business owners' social media growth, but researchers can look more into this aspect. Additionally, business owners will see change when they dedicate the time and effort to making content for consumers to enjoy and look more into their business profile.

For the fourth research question: How does a business owner get started with social media marketing, and what content should they post to engage their consumers? The answer is that individuals should devise a strategic plan to get more involved with social media marketing. They must ensure that all of their branding and social media pages are up to date. This will allow future followers to see the aesthetic they have and determine if they will follow or not. Brand awareness also includes calls to action, such as "Visit our website" with a link that is accurate and works. The next important step is creating content with hashtags and promotional captions! Businesses must have social media strategies to be successful, including knowing the appropriate app to be on, ideal target audiences, and even looking at a competitor's page and seeing what followers are looking for and what to avoid. "The nature of relationships between brands and consumers in social media marketing (SMM) is direct and interactive. Such relationships enable generating of new products or services with different models and values." (Ibrahim et al., 2020, p. 545) If businesses also have the budget, they can turn to external resources such as marketing agencies and in-house marketers.

When analyzing social media for this particular topic, content analysis is the best method to conduct research. This research method must expand on the research questions mentioned earlier to deliver more thorough, in-depth answers. Content analysis is a tool to determine what themes or messages are given from specific text or photos. "Content analysis was chosen as a qualitative method to distill large amounts of information into predetermined, mutually

exclusive, theory- and data-driven categories, known as deductive coding, to describe the body of data.” (Weidner et al., 2021, p. 2563) For instance, professionals in the marketing industry use this method when analyzing content on their client’s pages to look for trends or themes that work best with their followers. Small business owners might use this when identifying what content to use more of.

Using this method to identify how social media invented new non-traditional advertising will allow a deeper look into how business owners can improve their social media strategies to build a loyal following that will transfer over to customers. “Research on brand loyalty has shown that customer loyalty positively correlates with companies’ profitability and customers’ insensitivity to product prices.” (Shen et al., 2013, p. 630) When using the content analysis technique, researchers will be able to find out that they can widely use this method to analyze the content of businesses to see what business owners who want to improve their SMN profiles should look for in enhancing their accounts. “Start-ups with limited capital, labor, and time constraints prefer social media platforms as a means of digital marketing where they can introduce themselves to consumers with a low budget rather than traditional marketing methods requiring large budgets.” (Sandalci, 2020, p. 252)

The population for this research will be both small and big corporations on social media, and the content will include photos, videos, and captions they use for both. By analyzing the images and videos, researchers can determine how they edit and how companies strategically use design placement to draw in their current and potential followers. The sample content will be coming from public social media posts along with public comments left under those posts to navigate how customers feel overall about content like that and similar to that. “Using social

media sites (SMS) allows them as a tool to connect with users and thus, increase traffic to their websites.” (Pantic et al., 2020, p. 2)

When using this method, individuals should measure the data in Excel. This will allow them to accurately develop a system to identify each piece of evidence collected and build themes and messages that will answer the research questions more in-depth.

### **Results & Discussion**

When looking for the answers to a topic that does not have enough research, professionals need to come up with a valid explanation as to why and how they can contribute to the findings and expand on the area of expertise. As social media marketing continues to expand, SMNs are being used by different industries for different purposes, whether to gain followers, grow sales, or spread their message and build awareness of their mission.

Discussing the results of how social media developed unique non-standard promotion techniques, individuals can learn that the sample population was small business owners mixed with more giant corporations who made the push to primarily go to digital advertising instead of print media.

To grow companies' social media accounts, business owners must have enough information to acknowledge their goals and the steps to accomplish them. For the topic of how social media invented new non-traditional advertising, many platforms had different reasons why certain companies gained much attraction while others did not.

“If every platform has its regulations and requirements, the content should be created in the spirit of authenticity, quality, and passion. In the end, we are reminded that the public is the key and the landmark for the right content.” (Gradinaru, 2021, p. 234)



When marketing professionals use content analysis to see how well their clients are doing with their content posting, they notice a few themes from different companies.

Themes such as loyalty and trust, quality vs. quantity, and cost-effectiveness can help build social platforms. Such evidence that helps support these theories will help small business owners accomplish their goals in the marketing field and explain why they are essential.

SMNs have integrated these themes into their marketing strategy because it allows new ways to help brands gain loyal followers who will buy services/products from them for a long time with a cost-effective technique. “For the purchasing behavior to occur, firstly, brands should create a positive perception of their target audiences, and these perceptions should also cause a positive attitude towards the advertisement.” (Kocaömer et al., 2020, p. 2)

### ***The Theme of Loyalty and Trust***

This theme is the end goal for most brand profiles since they want to create a long-lasting fanbase. To achieve this goal, they must build a direct customer relationship. Individuals are expanding the connection from the brand to the consumer, allowing the customers to feel understood in case there was ever a concern or critiquing a product or service produced by the company itself. To build loyalty, business owners must interact with followers in several ways: messaging them through direct messages (DMs), offering incentives to get them to purchase from the company, asking for feedback through content postings, and addressing the negativity from unhappy customers publicly.

In order to be successful with having a loyal following, businesses cannot have a broad audience, and they have to have a very niche audience. Niche audiences include specific preferences such as location, interests/values, and any demographic details such as the age range and gender. “Facebook is a lucrative platform for advertisers targeting this consumer segment.

Advertisers increasingly utilize data tracking technologies to deliver promotional messages tailored to individual social media users.” (Youn et al., 2020, p. 224) An example of a niche and loyal fanbase would be an Instagram page called “Almost 30 Podcast.” Despite its title, this page has accumulated a following of 171,000 people and is geared toward people in their late 20s to early 30s. This page has an audience of primarily more females than males. The owners offer courses/programs to help their followers with healing, coaching on specific areas, and learning how to be authentic. They connect with their followers through captions, comments, and likes on their public pages. To answer the first and last research questions of what social platforms are the most effective in consumer behavior and how a business owner gets started with social media, there is no honest answer other than whatever platform a business is on. They must have strategic marketing ideas to engage with their consumers.

### ***The Theme of Quality Vs. Quantity***

When posting content on business pages, owners must be aware that they will not receive great engagement or interaction with others if what they are posting looks like no effort or thought was put into it. To avoid this, individuals must learn the theory of quality versus quantity which is the idea (in marketing) that although they might not post every day, as long as they are creating great content to post - followers will not mind. “In this marketing landscape, marketers strive to find ways of conveying their messages effectively. Native advertising can be defined as any paid advertising where the ad matches the form, feel, function, and quality of the content of the media on which it appears. (Kim et al., 2019, p. 464)” The quality part is more enhanced, thought-out content to visually provide fans with what they will anticipate from a business compared to the quantity part, where the content is more disorganized and does not look the greatest due to the idea of the brand owner having to post every day. The algorithms of any

platform do not like this strategy as it will “shadow-ban” a company’s page due to the constant posting. Shadow banning is when an app will hide any content from a brand’s followers and any potential followers due to continuous posts.

Business owners can post content that is quality pieces that directly reflects their brand’s messaging and attitude. Content such as well-done videos, blogs, infographics, and photos should be used to promote a brand’s profile. An example of this can be seen on TikTok, with a small jewelry business named “Symone’s Beauty” showcases quality content by sharing the behind the scene processes of how her online orders are created from start to finish which includes her making the products, her packaging it and sending it to her customer. Many fans of hers like seeing this content as it inspires them to start their businesses, and they appreciate the dedication and time she puts into making these videos. To answer the third research question: What online content can be the most influential in increasing sales conversions for small businesses? By sharing these videos, she will create a demand that can transfer to sales because consumers want to see their orders being made.

### ***The Theme of Cost-Effective Marketing***

Business owners have enough expenses to deal with daily, which can get expensive with this new advertising age of digital ads and content creators. It might not be functional for average businesses that do not have significant amounts of money to spend. With this theme, cost-effective marketing can give business owners the same opportunities to grow their profiles without spending so much.

“To take advantage of the large-scale use of social media, the relatively low costs of

campaigning in this particular virtual space almost every brand is present on at least one of the popular platforms such as Facebook, Instagram, YouTube, etc.” (Balaban et al., 2020, p. 46)

To answer the second research question: What are the most effective forms of social media strategies for increasing sales conversions for small businesses? Companies can now ask family, friends, and their existing/potential followers to share, like, tweet, and leave comments on their posts to boost engagement, allowing their profile to be expanded to their followers’ followers.

“The effectiveness of such digital engagement programs is usually assessed with social media monitoring tools providing quantitative metrics, such as the number of likes, shares, comments, opens, views, followers, or clicks, as indicators of the level of engagement or valence of engagement (positive or negative comments). Growth among these engagement metrics is often thought to stem from creative execution of ads.” (Voorveld et al., 2018, p. 38)

If business owners have extra money in their budget, they can use that for a slight boost to their posts on Facebook or Instagram. So instead of 20 people seeing their post, now 120 will see it. This can increase the brand’s visibility to other potential consumers interested in checking out their brand. Another method for cost-effective marketing is improving general SEO keywords on a business’s website to increase traffic and sales conversions from that traffic.

An example of this theme would be from an Instagram profile with the username “angelamfnrockstar.” Angela is a spiritual tarot card reader who does spiritual readings through digital platforms for others. She shared a photo with a receipt that says “How to Support Your Small Business Friends,” along with various options for supporting business owners.

### **The Implications**

When researchers or marketing professionals analyze how social media invented new ways of non-traditional advertising, it is best to keep in mind that social media is relatively new to many people. The advertising idea is only a couple of years old, so the kinks and issues are still being worked out. The difficulty of not knowing enough about how social media can benefit businesses is challenging because researchers do not know if it actually helps or if followers simply overlook it.

### **Conclusion**

With the unique methods social media created to increase brand awareness and advertising for companies, researchers and marketing professionals have discovered new techniques for business owners to successfully promote themselves through digital means compared to traditional methods such as printed media. Throughout this research topic, there have been discussions on how digital advertising has expanded the connection between brands and consumers, along with the benefits and disadvantages of digital advertising: more trust and loyalty, more feedback, but also limited time and money and the security and privacy use of consumers' data.

Researchers can also consider that Maslow's Hierarchy of Needs applies to digital marketing and how this affects the content that the brand posts. This hierarchy of needs connects to the consumers' needs and allows businesses to use non-traditional advertising to recognize those needs when promoting their products or services. Social media is a new tool for organizations because it opens new means of communication to their consumers for any feedback and worries/concerns. Their customers' actions and behaviors depend on the new

adaptions that can fill their psychological needs and strive to become better through digital advertising.

This research has contributed to the study of social media use, focusing on business marketing. It has allowed business owners to learn about cost-effective methods on how to improve their marketing efforts and allowed them to learn about what consumers look for when following the brand's social media pages. Researchers and marketing professionals must explore this marketing area more because it will allow individuals to promote their companies without spending thousands on printed media with a broad audience. With a general audience, other people will not pay too much attention to it, which results in the brand losing money on the investment. Researchers can use other opportunities to contribute more to this area of expertise by doing test runs of businesses and how advertising affects their businesses, such as using different analytic settings or focusing more on the customer service aspect and continuing to build their relationship with their following. Overall, there is much room for new ideas and improvement - in five years, digital marketing will be more advanced than it is now as it is in the early stages.

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