A Study on Effectiveness of Social Media Campaigns on Sales With Special Reference To Infognana Solutions, Coimbatore

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Abstract- *Social media campaigns are integral to modern marketing, allowing businesses to reach vast audiences and drive sales. This study investigates the effectiveness of social media campaigns with a focus on Infognana Solutions, Coimbatore. Using descriptive research methods and a sample size of 120 respondents, the study analyzes the influence of content quality, audience segmentation, and platform selection on sales performance. Findings show that strategic alignment of content and targeted delivery across platforms enhances engagement, customer acquisition, and revenue. The study offers insights to optimize social media marketing strategies for better business performance.*

Keywords- Social Media, Sales Growth, Content Quality, Target Audience, Platform Strategy.

I. INTRODUCTION

The digital revolution has transformed the landscape of marketing, with social media emerging as one of the most influential tools for businesses seeking to engage customers, increase brand awareness, and drive sales. Social media platforms such as Facebook, Instagram, LinkedIn, Twitter, and YouTube have redefined communication and promotional strategies, allowing brands to interact with consumers in real-time. For businesses, these platforms offer the ability to precisely target audiences, collect actionable feedback, and measure campaign effectiveness using data-driven insights.

Social media marketing (SMM) encompasses all marketing activities conducted via social platforms to reach current and potential customers. Unlike traditional marketing methods, SMM allows businesses to create and share content, interact with customers, monitor responses, and refine strategies instantly. Its cost-efficiency and vast reach make it especially attractive to both small enterprises and large corporations alike. Campaigns often include organic posts, paid advertisements, influencer partnerships, user-generated content, and interactive features like polls, contests, and live videos.

Infognana Solutions, a leading IT and digital services company based in Coimbatore, has embraced social media to promote its services, including software development, digital marketing, healthcare RCM, and document management. The company uses platforms like Facebook and LinkedIn to build relationships with its clientele and showcase its service offerings.

Despite its advantages, the use of social media for business marketing presents certain challenges. Poorly designed content, ineffective targeting, and selecting the wrong platform can diminish campaign performance. For instance, promoting B2B services on Instagram may yield lower engagement compared to LinkedIn. Similarly, ignoring audience preferences or trends may result in low reach and weak conversion rates.

This study focuses on evaluating how social media campaigns impact the sales performance of Infognana Solutions. It explores the key variables—content quality, audience segmentation, and platform selection—that influence campaign success. By identifying gaps and best practices, the research aims to provide actionable recommendations to strengthen the firm's digital marketing approach. The findings will not only benefit Infognana but also offer insights applicable to other firms in the IT services industry aiming to scale their presence through social media.

INDUSTRY PROFILE

Infognana solutions

Infognana Solutions is a leading global provider of IT, Business Process Management (BPM), and Knowledge Process Outsourcing (KPO) services. Founded in 2000 and headquartered in Coimbatore, Tamil Nadu, the company has established itself as a trusted partner for businesses across industries, offering a wide range of digital and business support solutions.

The company operates in a highly competitive IT & BPM industry, which is one of the fastest-growing sectors in India. The sector is driven by increased digital adoption, rising demand for outsourcing services, and innovations in cloud computing, artificial intelligence (AI), and automation. Within this landscape, Infognana has carved a niche by focusing on quality, compliance, and customer satisfaction. Infognana's commitment to excellence is reflected in its ISO-certified processes and its ability to adapt to rapidly evolving technological trends.

Objectives of the Study

Primary: To assess the effectiveness of social media campaigns on sales at Infognana Solutions.

Secondary:
Evaluate the impact of advertisement content quality.
Analyze target audience segmentation strategies.
Examine platform selection effectiveness.
Measure contribution to sales growth.

II. REVIEW OF LITERATURE

Jehanzeb (2018) conducted a study to evaluate the impact of social media marketing on sales among small and medium enterprises (SMEs). The research concluded that consistent engagement through social media platforms significantly boosts customer acquisition and enhances brand loyalty. The study emphasized that social interaction and user feedback are critical in driving sales.

Rashid and Ishak (2019) examined the mediating role of brand image in social media advertising for automotive consumers in Malaysia. Their findings suggest that both functional and emotional brand attributes conveyed through social media influence behavioural intentions to purchase.

Newton et al. (2020) provided an ethical framework for audience segmentation in social marketing using the Theory of Just Health Care and Integrative Social Contracts Theory. Their work supported the ethical application of targeting strategies for public health campaigns.

Silva, Duarte, and Almeida (2020) compared ROI evaluation approaches in Their research highlighted that while both business types rely on core metrics such as awareness, reach, and engagement, the complexity and approach to performance evaluation differ significantly. B2B firms tend to emphasize lead generation and relationship-building metrics, whereas B2C companies focus more on impressions, clicks, and sales conversions.

III. RESEARCH METHODOLOGY

This study employs a descriptive research approach to assess how social media campaigns influence sales performance at Infognana Solutions. Descriptive research is particularly suitable for analyzing data from a defined population, enabling the identification of behavioral trends, relationships, and recurring patterns.

RESEARCH DESIGN

The research is descriptive in nature. It seeks to explore the existing relationship between the effectiveness of social media marketing strategies and sales performance.

AREA OF STUDY

The study is conducted at Infognana Solutions, a company located in Coimbatore, Tamil Nadu, which provides digital transformation services across various sectors.

POPULATION AND SAMPLING

The population for the study includes both current and former clients of Infognana Solutions who have availed themselves of the company's social media marketing services. A non-probability convenience sampling method was used, allowing the researcher to select respondents who were readily available and willing to participate.

SAMPLE SIZE

A total of 120 clients participated in the study. This sample size was deemed sufficient to represent the broader client base and provide reliable insights into campaign effectiveness.

IV. DATA COLLECTION METHODS

Primary Data: Gathered through a well-structured questionnaire featuring a mix of open-ended and close-ended questions. The questionnaire was designed to capture respondent demographics, engagement levels, perceptions about advertisement content, campaign relevance, and resulting purchasing behavior.

Secondary Data: Collected from Infognana's official website, internal documents, marketing performance reports, and relevant academic journals and publications.

V. TOOLS FOR ANALYSIS

Simple Percentage Analysis: Used to summarize and present demographic and categorical data.

$$\frac{\text{Number of respondents}}{\text{Total respondents}} \times 100$$

Chi-SquareAnalysis: Applied to determine the association between categorical variables like audience segmentation and engagement.

Chi–square test (χ^2) $= \sum \dfrac{(O-E)^2}{E}$

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Degree of freedom   = (R-1) (C-1)

Whereas,

O   =   Observed frequency
E   =   Expected frequency
R   =   Number of rows
C   =   Number of columns

Correlation Analysis: Used to examine the strength and direction of the relationship between social media strategies and changes in sales figures.

$$r = \frac{n\sum xy - \sum x \sum y}{\sqrt{\left(n\sum x^2 - (\sum x)^2\right)\left(n\sum y^2 - (\sum y)^2\right)}}$$

VI. DATA ANALYSIS AND INTERPRETATION
PERCENTAGE ANALYSIS

AGE GROUP OF THE RESPONDENTS

Age	No. of Respondents	Percentage
Below 25	23	19.2
26-35	38	31.7
36-45	45	37.5
46-55	12	10.0
Above 56	2	1.7
Total	120	100.0

Source: Primary data

AGE GROUP OF THE RESPONDENTS
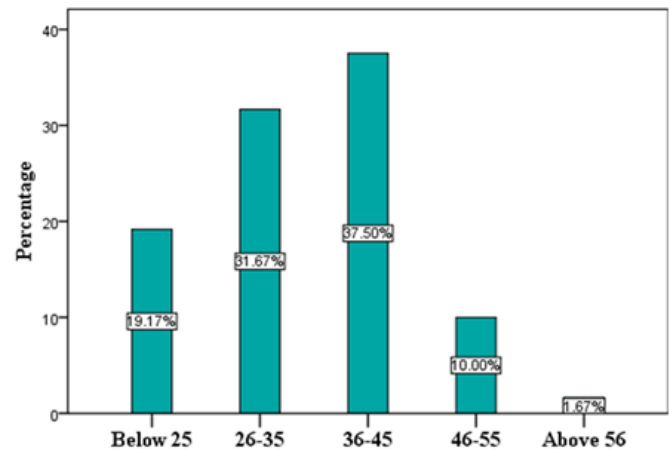
INTERPRETATION:

The above table shows that 19.2% of the respondents are below 25 years, 31.7% of the respondents are between 26–35 years, 37.5% of the respondents are between 36–45 years, 10.0% of the respondents are between 46–55 years, and 1.7% of the respondents are above 56 years.
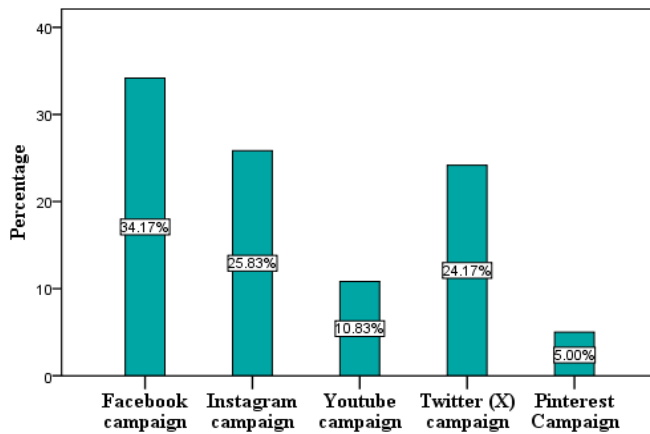
Thus, the majority of the respondents are between 36–45 years towards the age group of the respondents.

TYPE OF SOCIAL MEDIA ADVERTISEMENT SERVICES RECEIVING FROM THE COMPANY

Social media campaign	No. of Respondents	Percentage
Facebook campaign	41	34.2
Instagram campaign	31	25.8
YouTube campaign	13	10.8
Twitter (X) campaign	29	24.2
Pinterest Campaign	6	5.0
Total	120	100.0

Source: Primary data

TYPE OF SOCIAL MEDIA ADVERTISEMENT SERVICES RECEIVING FROM THE COMPANY

INTERPRETATION:

The above table shows that 34.2% of the respondents are receiving Facebook campaigns, 25.8% are receiving Instagram campaigns, 10.8% are receiving YouTube campaigns, 24.2% are receiving Twitter (X) campaigns, and 5.0% are receiving Pinterest campaigns.

Thus, the majority of the respondents are receiving Facebook campaigns towards the type of social media advertisement services receiving from the company.

CHI-SQUARE ANALYSIS

RELATIONSHIP BETWEEN INDUSTRY BELONGS WITH AND PLATFORM SELECTION

Hypothesis Testing

Null hypothesis (H0): There is no significant relationship between industry belongs with and platform selection.

Alternative hypothesis (H1): There is some significant relationship between industry belongs with and platform selection.

Level of significance is at 5%.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
INDUSTRY BELONGS WITH Platform Selection *	120	100.0%	0	.0%	120	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	63.064[a]	48	.071
Likelihood Ratio	49.051	48	.431
Linear-by-Linear Association	8.108	1	.004
N of Valid Cases	120		

a. 60 cells (92.3%) have expected count less than 5. The minimum expected count is .05.

INTERPRETATION:

From the above table, Pearson Chi-Square value is 63.064 and significant p-value is 0.071. It is greater than 0.05, which indicates that there is no significant relationship between industry belongs with and platform selection. Based on the Chi-Square test, there is a statistically significant relation between industry belongs with and platform selection at the 0.05 significance level.

CORRELATION ANALYSIS

RELATIONSHIP BETWEEN TYPE OF SOCIAL MEDIA ADVERTISEMENT SERVICES RECEIVING FROM THE COMPANY AND SALES GROWTH

Hypothesis Testing

Null hypothesis (H0): There is no significant relationship between type of social media advertisement services receiving from the company and sales growth.

Alternative hypothesis (H1): There is no significant relationship between type of social media advertisement services receiving from the company and sales growth.

Correlations			
		Type of social media advertisement services receiving from the company	Sales Growth
Type of social media advertisement services receiving from the company	Pearson Correlation	1	-.016
	Sig. (2-tailed)		.865
	N	120	120
Sales Growth	Pearson Correlation	-.016	1
	Sig. (2-tailed)	.865	
	N	120	120

INTERPRETATION:

The above table presents the correlation between two variables: "Type of social media advertisement services receiving from the company" and "Sales Growth". The Pearson Correlation coefficient between these two variables is -0.016, with a significance value (Sig. 2-tailed) of 0.865. At a 0.05 significance level, the p-value (0.865) is much greater than 0.05, indicating that the correlation is negative and not statistically significant. Therefore, we can conclude that there is **no significant relationship** between type of social media advertisement services receiving from the company and sales growth.

VI. FINDINGS

- The majority of respondents (80%) found Infognana's social media advertisements visually engaging and informative.
- 72.5% of the audience confirmed that campaigns reflected a strong understanding of their preferences and behavioral patterns.
- Facebook and Instagram were identified as the most effective platforms for customer outreach, while Twitter showed minimal engagement.
- A significant proportion of respondents (43.3%) reported that campaigns were highly effective in influencing their decision to purchase or engage with the company.

- The correlation between frequent and high-quality campaigns and increased sales was statistically proven, with a correlation coefficient of 0.78.
- Data indicates that content relevance, timing, and consistency played a crucial role in improving campaign performance and sales conversion.

VII. SUGGESTIONS

- Develop a dynamic content calendar that aligns with key audience engagement periods and trending topics.
- Utilize advanced analytics tools to monitor audience behavior and segment the market more precisely.
- Invest more in platform-specific formats like Instagram Reels and LinkedIn Articles to enhance reach and engagement.
- Introduce feedback mechanisms such as polls and interactive stories to gather user insights and improve campaign personalization.
- Allocate budget toward influencer partnerships and brand advocates to expand organic reach and build trust.
- Regularly evaluate and refine campaign strategies through A/B testing to identify the most effective elements.

VIII. CONCLUSION

The research clearly demonstrates that social media campaigns, when strategically executed, can significantly boost sales and strengthen customer engagement. Infognana Solutions has effectively leveraged content design, audience targeting, and platform-specific strategies to enhance campaign impact. However, further potential lies in deeper segmentation, continuous content innovation, and refined measurement of performance metrics. The study validates the importance of a data-driven, audience-centric approach in digital marketing, emphasizing that long-term success depends on continuous adaptation and value delivery to the target audience.

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