



# HOW TO INCREASE A COMPANY'S SOCIAL MEDIA PRESENCE

## EMOTIONAL MARKETING

- 1 hope
- 2 awareness
- 3 serenity
- 4 clarity
- 5 empathy

how frequently a company posts and is active, the levels of engagement on posts, and types of content uploaded

## RESEARCH METHODOLOGIES

- 1 INTERNET
- 2 INTERVIEWS
- 3 EXPERIMENTATION
- 4 COMPETITOR ANALYSIS

## THREE ROUNDS OF RESEARCH

- 1 THE ROAD WELL TRAVELLED
- 2 THE EMOTIONAL APPEAL
- 3 THE COMPLETE REBRANDING

## KEY TAKEAWAYS AND RECOMMENDATIONS

1 MARKET THE EXPERIENCE

4 FORM STRONG, GENUINE RELATIONSHIPS

2 APPEAL TO EMOTIONS

5 THOUGHTFULLY CONSIDER BRAND IDENTITY

3 SHOW THE HUMAN SIDE

6 STAY ON TOP OF TRENDS

BUSINESS  
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