



Subject: [Social Media Marketing Operation Process Efficiency Analysis based on Search Engine Optimization and Business Analytics]

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Abstract- Analysis of performance monitoring process of Social Media Marketing Operations.

I. Introduction

Social Media operation process study, analysis, observation of performance criteria, investigation of performance factors, root cause analysis of process failures, resolution, and evaluation based on Search Engine Optimization Analysis.

Context-As social media and network application virtualisation adds new layers of technical and operational complexity to the network and the number of physical and virtual network elements grows significantly more operational automation capability is needed to sustainably deliver the promised levels of efficiency, agility, and new service support to the customers.

The Research focuses on:

- *The optimisation and automation of operational tasks, aimed at increased consistency, efficiency, and accuracy, leading to improved social media marketing operation performance.*
- *Identifying opportunities / use cases to reduce TCO of the network for the benefit of Marketing Organization (e.g., Overhead savings)*
- *The automation of E2E service practice provisioning, leading to improved network agility, shorter service deployment times and optimized resource usage.*

The Research first scope forms of Use Case initiatives:

- *UC01 – KPI Monitoring based on SLA.*
- *UC02 – KPI monitoring feedback and resolution based on SLA.*

The research related to Social Media performance monitoring and incident id creation, process flow of incident tracking, performance degradation and resolution with feedback.

III. Research Objectives

Research problem to address.

- i) Analysis on event monitoring process (Impression, Views.)
- ii) Analysis on performance monitoring Process (Engagement Rate, CTR, PPC, Response Rate)
- iii) Analysis on event monitoring resolution with feedback. (Customer Satisfaction, VOC)
- iv) Analysis on Performance monitoring process and improvement (Customer satisfaction, VOB, NPS, CSAT)

IV. Research Questions or Hypotheses

- >The Engagement rate of Social Media platform Benchmark consists of -1.5%
- >The Click Through Rate Benchmarks-3% in across Industries search engine.
- > The Response Rate-70-80% are benchmarks in across Industries.
- > The Pay per click rate is 10% benchmarks in across Industries.

Questions: -

- a) How the Engagement rate in Social Media marketing platform is performing compared to Benchmarks and verified the hypothesis?
- b) How the Response rate in Social Media Marketing platform is performing compared to Benchmarks and verify the hypothesis?
- c) How the CTR are performing compared to Benchmarks and verify the hypothesis?
- d) How the PPC are performing compared to Benchmarks and verify the hypothesis?

V. Methodology

A. Research Approach:

Qualitative-Descriptive, Inquiry mode, Structured, Unstructured, Idea, Conceptual
Quantitative-Explanatory, Exploratory, Applied, Deductive, Empirical

B. Data Collection:

Interviews- Stake Holder needs to be approached for deductive research.

Experiments-Structured and Unstructured data needs to be found through Records, Archives.

C. Data Analysis:

Spreadsheet, MS-XL, Power BI, Ms power point, Descriptive and Predictive Analytics.

D. Ethical Considerations:

All are confidential and sensitive to Organizational performance and perspective.

VI. Expected Outcomes

The current operating environment has an SLA criterion. The level of Benchmark n after the analysis on domain, technology will be verified and adjusted within +_1%.

I look forward to the opportunity to contribute to the academic community through your Journal Publications.

Sincerely,

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