

Marketing Using Social Media

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1. Introduction

This study aims to examine the impact of information dissemination through social media (SNS) on the promotion of product sales. In recent years, with the widespread use of smartphones, the use of SNS has increased, especially Instagram, which is widely used among young people. SNS marketing, which utilizes such platforms, is a method for companies to communicate with consumers through SNS to encourage purchases. It offers many advantages, such as making it easy to measure the effectiveness of information dissemination, attracting potential customers other than the target audience, and enabling PR through two-way communication.

2. Research Methods

Our school holds the “Nanja Festival” in June and the “Event Sales Practicum” in October every year as annual events. At these two events, we used Instagram and Facebook to disseminate information about our products.

For the Nanja Festival, we made 21 posts between January 31 and June 9, 2024, and for the Event Sales Practicum, 12 posts between September 2 and October 27, to analyze insight data such as reach, impressions, actions, and profile activity.

3. Results and Discussion

The analysis of the insights revealed that on Instagram, lively photos and reel videos featuring multiple students tended to receive higher reach and action counts.

It was also confirmed that using hashtags related to popular accounts like “Gifu World Rose Garden” or high-interest events increased the number of reaches.

On Facebook, posts featuring novel products contributed to an increase in the number of reach and action.

We also conducted a follower up campaign to gain followers, such as distributing flower seedlings to customers who followed the school's SNS during each event, resulted in 26 new followers at the “Nanja Festival” and 46 new followers the “Event Sales Practicum”.

This shows that SNS-based information dissemination is effective in attracting new followers. In the future, it is important to continue to post information taking advantage of the characteristics of each SNS platform to attract more followers and to further boost sales.

To verify whether the school's SNS-based information dissemination has contributed to the product sales, we examined the sales figures for each event.

For the Nanja Festival, the sales figures were 163,500 yen in 2023 and 156,070 yen in 2024 or 95.5% of the previous year's total.

For the Event Sales Practicum, the results were 278,340 yen in 2023 and 219,400 yen in 2024, or 78.8% of the previous year's total.

Sales at the Nanja Festival in 2024 were lower than in 2023, but not by much.

On the other hand, in the 2024 Event Sales Practicum, the number of shipments of garden cyclamen with high unit prices was only 48 pots.

The sales were 11,000 yen, due to the delay in blooming caused by the extremely hot summer, whereas last year the number was 480 pots and sales were 90,700 yen.

This likely contributed to the significant drop in total sales.

We believe that it is difficult to judge the effectiveness of SNS-based sales promotion based on this data alone.

However, this study found that on Instagram, lively photos featuring people and the use of hashtags related to popular accounts or high-interest events can increase reach.

On Facebook, posting novel products such as “masu” (wooden box) arrangements and encouraging shares helped attract attention from many people.

By continuing to utilize such effective SNS strategies, information can be effectively disseminated. And increasing our reach will become more important for future posts on SNS. As reach increases, more people will become interested in our school, leading to more followers.

Additionally, it is also important to continue to increase the number of followers by conducting follow-up campaigns during future events.

As the number of followers grows, awareness of our sales activities will expand, bringing more visitors to the Nanja Festival and Event Sales Practicum, which results in a sales boost.

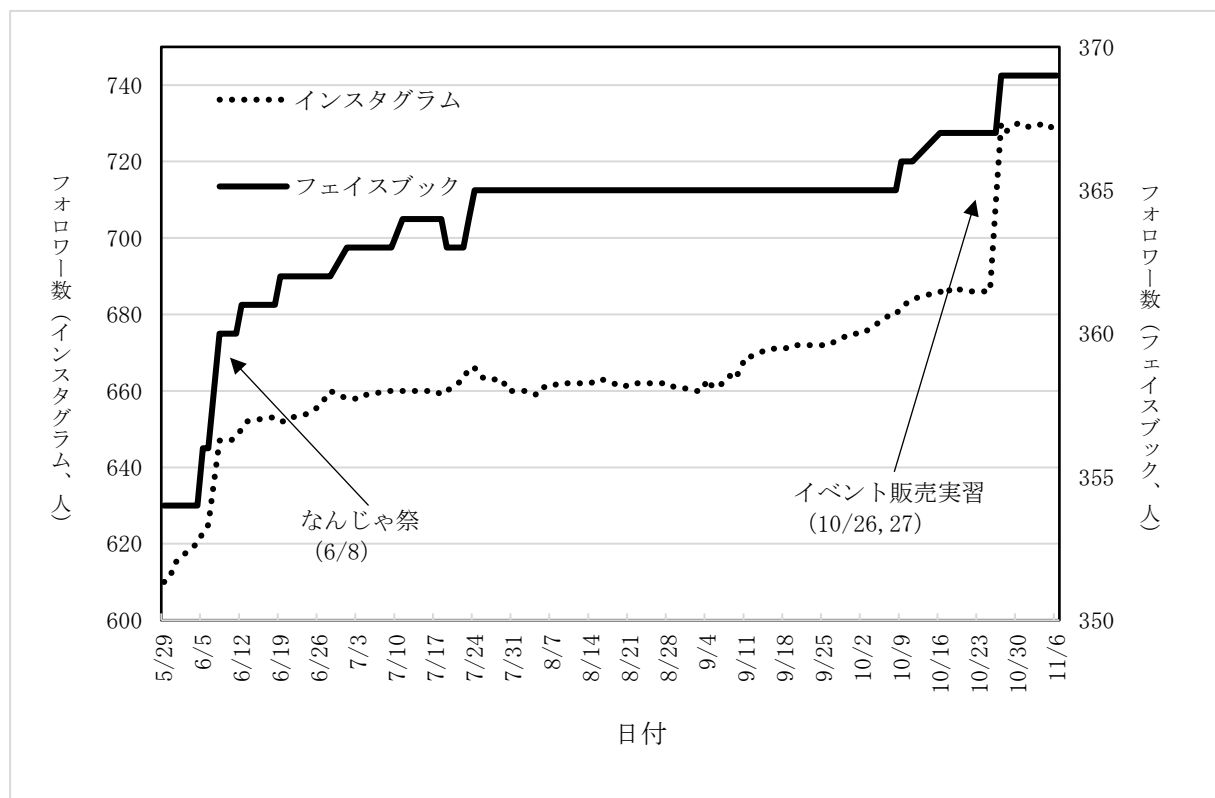


Figure 1 – Trends in Instagram and Facebook Follower Counts During Each Event

Instagram Instagram

Facebook Facebook

the Nanja Festival the Nanja Festival

Event Sales Practicum Event Sales Practicum

Number of followers (Instagram /person) Number of followers (Instagram /person)

Number of followers (Facebook /person) Number of followers (Facebook /person)

date date