

## **Social media marketing – a case study on Instagram as a tool to increase brand awareness.**

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Not using social media is almost impossible to imagine these days. Approximately 30% of the world's population use social media platforms such as Facebook, YouTube and Instagram. Being part of these networks got important to more and more people everywhere in the world. Due to the fact that such an amount of people keeps using their social media on a daily basis, these platforms have become one of the most important marketing channels for companies, brands, advertising agencies and the likes.

The intentions of the thesis presented is to illustrate how new-founded and already established companies can use social media platforms as a tool to increase brand awareness. It is also shown how essential it is to raise brand awareness.

An increase of brand awareness was proven, by founding a fictitious company and starting an Instagram feed using different approaches. As many strategies as possible were applied to achieve the aim of showing how effective companies can use social media platforms to reach out for their potential customers.

The main goals of this thesis have been accomplished. Results of the project are explicit and can be read in the paper presented.