

WHAT ROLE SOCIAL MEDIA PLAYS AS A MARKETING  
STRATEGY TOOL FOR SMALL BUSINESSES

# A case study of Spa Miami

Course Code: 55E

Bachelor Thesis for Obtaining the Degree:

Bachelor in Information Technology with specialization in Information Management

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# Summary

- The aim of this paper is to provide comprehensive data to justify the use of Social Media as a marketing strategy for small businesses.
- During the development of this paper, a small company called Spa Miami located in Oslo city, will be used to illustrate the impact and the role Social Media plays as a marketing strategy to improve its online presence as well as its customers relations.

# Motivations

- I chose to write about Social Media because it has transformed marketing in general, giving innumerous possibilities to small companies to be more creative and reachable to their customers.
- It will help me be more proficient in the Social Media Marketing area, thus enabling me to pursue a career in this field.
- This paper will complete my course Bachelor in Information Technology with specialization in Information Management.

# Process

- I've had several meetings with the counselor where we've discussed the paper structure and the methods that could have been used for this study. He also provided various useful tips on how to build the paper and where I should focus more.
- I sent a draft of the paper for an evaluation and the counselor provided a detailed feedback of my research and writing.
- The company Spa Miami has been very helpful and has given me all the data I needed to complete this study.

# Future work

- Spa Miami intends to invest more in Social Media.
- I intend to pursue a career in this field and have Spa Miami as my first client.