

ABSTRACT

The goal of the study was to evaluate how social media may help SMEs function better, using Temeke Municipal Council as a case study. The three goals of this study were to: identify the social networking sites that SMEs use most frequently for advertising; identify the variables that affect SMEs' use of social media networks for product promotion; and assess how social media marketing has benefited SMEs. For qualitative data, the study used a descriptive research approach. The sample size for this study was 10 respondents from the study area's sampled wards. Data collection techniques and tools included interviews, reviews of documentaries, and social media.

According to this report, Instagram and WhatsApp are the social media platforms that are most frequently utilized for online product and brand promotion. Since it is user-friendly and quickly reaches more people than other networks, Instagram is mostly used. Additionally, it has been discovered that there is a statistically substantial and positive correlation between SME success and social media use. Therefore, any rise in social media marketing will result in an improvement in the performance of SMEs. Additionally, it has been discovered that compatibility, information accessibility, interaction, and cost-effectiveness are important elements that affect how well SMEs use social media to sell their brands and products to potential clients online.

The report suggests improving business efficiency using social media, attracting more followers on social media, improving consumer involvement, and embracing the long-term, unrewarding road of growth through continuous marketing, conversations, and analysis. The study suggests more research be done on the effects of social media ads on small companies, particularly around the locations of such firms.

Keywords: Social media, SMEs, Social media Marketing, and Performance