

ABSTRACT

The XYZ Business Fair is an event organized by X organization to bridge between the Netherlands and Ghana in the Business, Agriculture, Healthcare, Real Estate and Renewable Energy sectors. Since 2018 the XYZ Business Fair has used social media to market and promote their event. The purpose of this research is to undertake a thorough analysis of potential strategies that may be employed by the XYZ business fair to optimize the efficacy of social media in enhancing brand recognition, as well as expanding the reach and engagement of prospective or past participants. This study provides an overview of the backdrop, theoretical framework, participant characteristics, and the utilization of social media for event marketing. The research findings are given in the form of recommendations, providing valuable insights for future events. The research findings indicate that social media platforms have established protocols for optimizing their usage, hence maximizing their effectiveness and efficiency. The organizers of the XYZ Business Fair should give careful consideration to the strategic approach they wish to use for utilizing social media. Additionally, there exist numerous methods for effectively managing and sustaining a social media presence.

Keywords: Social media marketing, Event marketing, Brand awareness