

# THE AIM OF THIS RESEARCH IS TO DEVELOP A STRATEGY TO GAIN MORE FOLLOWERS ON SOCIAL MEDIA.

## Business Overview

**Brand Name:** Double Delight

**Business Type:** Handmade spa products (home-based, Stoke-on-Trent)

**USP:** Natural · Sustainable · Giftable

**Market Growth:** Beauty sector projected at £17.52B by 2025 (Statista 2024)

**Target Market:** Millennials & Gen Z (Robichaud and Yu, 2021).

**COMPETITORS:** LUSH THE BODY SHOP

**Objective 1:** To examine the demographics, interests, and engagement patterns of social media users to understand what attracts and retains followers.

**Objective 2:** To identify and assess the effectiveness of different content types (e.g., videos, reels, stories, posts) and posting schedules in increasing follower growth and engagement.

**Objective 3:** To recommend a data-driven strategy that incorporates best practices, current trends, and effective engagement techniques to optimise follower growth, and to assess its effectiveness through real-time implementation and analysis.

## Recommendations

**Rec 1 (Objective 1):** Use Polls & Q&As

**Timeframe:** Short-Term (1 week)

**Why:** Engagement lacks audience alignment (5 Whys Appendix E)

**What to Do:** Run Instagram polls & TikTok Q&As ? Ask targeted questions like: "Which scent do you prefer?"

**Impact:** Emotional relevance = deeper connection

**Backed by:** Gu & Duan (2024);

**Rec 2 (Objective 1):** Social Listening Tools

**Timeframe:** Medium-Term (1 month)

**Why:** Need real-time insight on what users care about

**What to Do:** Use Hootsuite/Sprout Social to track mentions & hashtags

Learn from trending topics & competitor strategies

**Impact:** Adjust messaging based on live audience sentiment

**Backed by:** 5 Whys Analysis (Appendix E)

## Methodology

### Secondary Research: Audience Analysis

- Demographics matter, but on their own they're not enough. (Malhotra & Nunan, 2020; Rishi & Bandyopadhyay, 2025)
- Psychological factors like motivation, trust, and interaction style play a bigger role in engagement. (Gu & Duan, 2024).
- Content format and platform choice impact reach and engagement. (Kim, 2024)

### Primary Research

#### Philosophy: Pragmatism

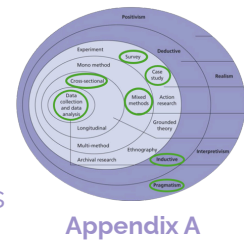
Focuses on real-world solutions using both qualitative & quantitative methods.

#### Approach: Inductive

Collected data first, then found patterns — ideal for discovering insights in a dynamic context.

#### Methods: Mixed-Methods

Combined quantitative (Google Forms survey) + qualitative (3 interviews) for well-rounded insights.



Appendix A

### Secondary Research: Content Types

- Content Format Affects Interaction
- Short-form = fast engagement. Long-form = deeper retention (Sha et al., 2020; Méndez-Carbajo & Wolla, 2019)
- Measure What Matters
- Track KPIs but interpret with care, conflicting data can mislead without context (Moon & Iacobucci, 2022)
- Timing & Preferences Matter
- Video is powerful — but only if posted when the audience is ready to watch. (Manic, 2024)

#### Time Horizon: Cross-Sectional

Snapshot study over three months — fast, efficient, and ideal for Double Delight's goals

#### Data Collection & Analysis

Shared survey via Instagram, TikTok, Facebook

Used thematic, correlation & regression analysis

#### Sampling: Convenience + Purposive

Targeted relevant followers

Met goals: 41 survey responses, 3 interviews

Pilot study improved question clarity

## Key Findings

How frequently should a social media page post content for you to stay engaged?

41 responses

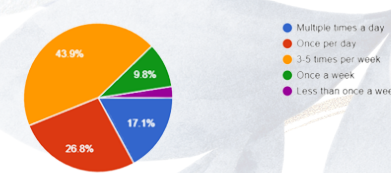


Figure 9: Social media content frequency

How often do you engage with content (like, comment, share, etc.)?

41 responses

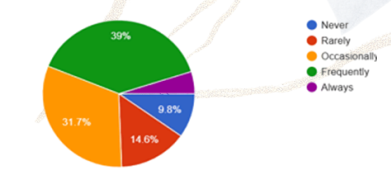


Figure 2: How often do you engage with content

Which content format do you engage with the most? (Select all that apply)

41 responses

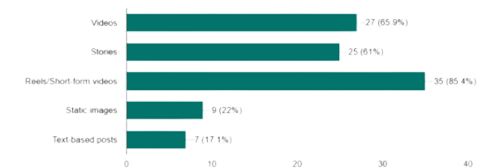


Figure 6: Content Format

How do you describe yourself?

41 responses

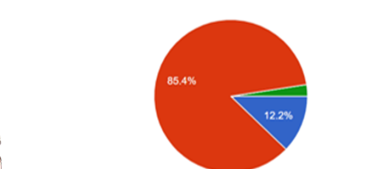


Figure 1: Gender Distribution of Survey Respondents

**Insight:** Most users prefer 3–5 posts/week (44%) or daily (27%) — but 83% say quality matters most, and 54% value authenticity (Figures 9 & 10).

**Analysis:** Consistency is good — but authentic, relevant content drives real engagement (Sha et al., 2020). Users are more loyal to genuine brands than noisy ones.

**Quote:** "Quality first, always. I don't care if they post every day or once a week if the posts aren't boring or fake." — Respondent 1 (Appendix D)

**Insight:** Users spend time online (51% = 3–5 hrs/day), but time + interaction. Only 39% engage frequently (Figure 2–3).

**Analysis:** Being active doesn't mean being engaged. Content must earn attention — users scroll unless it's "worth it" (Gu & Duan, 2024; Kim, 2024). Motivation & content quality drive real engagement, not just screen time.

**Quote:** "I don't engage that much anymore unless the content is worth it" — Respondent 1 (Appendix b)

**Insight:** 85% prefer reels/short videos, 67% engage with videos, and 61% with stories (Figure 6). Top platforms: Instagram & TikTok (Figure 7).

**Analysis:** Short, authentic content = higher engagement. Users want quick, real experiences over polished posts (Sha et al., 2020; Jha et al., 2023). Reels & stories dominate because they match fast-scroll behaviour.

**Quote:** "I engage more with short videos, especially if they're authentic and not overly scripted." — Respondent 1 (Figure 8) (Appendix C)

**Insight:** 85% of users were female (Figure 1) — a key cue for tone/style. Demographics still matter for targeting (Malhotra & Nunan, 2020; Rishi & Bandyopadhyay, 2025).

**Analysis:** High female engagement suggests content should align with their interests and values. Still, true engagement happens when users feel the content speaks directly to them.



Scan for Full Report

What would make you more likely to stay engaged with a brand or influencer? (Select all that apply)

41 responses

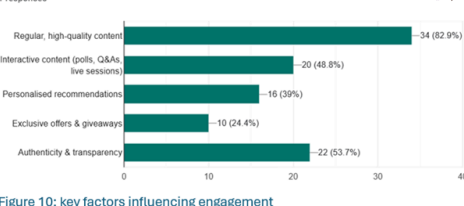


Figure 10: key factors influencing engagement

How much time do you spend on social media daily?

41 responses

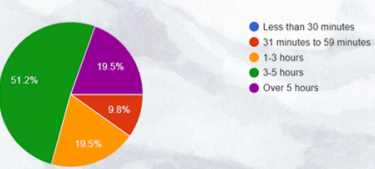


Figure 3: Time Spent on social media daily

Which social media platforms do you use most frequently? (Select all that apply)

41 responses

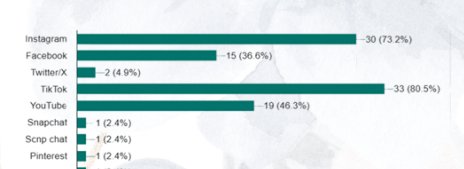


Figure 7: Social Media platforms



### Rec 4 (Objective 2): Analyse Best Posting Times

**Timeframe:** Medium-Term (1 month)

**Why:** Inconsistent timing = low reach (Fishbone Appendix F)

**What to Do:**

Use Instagram Insights to find peak activity hours

Adjust posting calendar accordingly

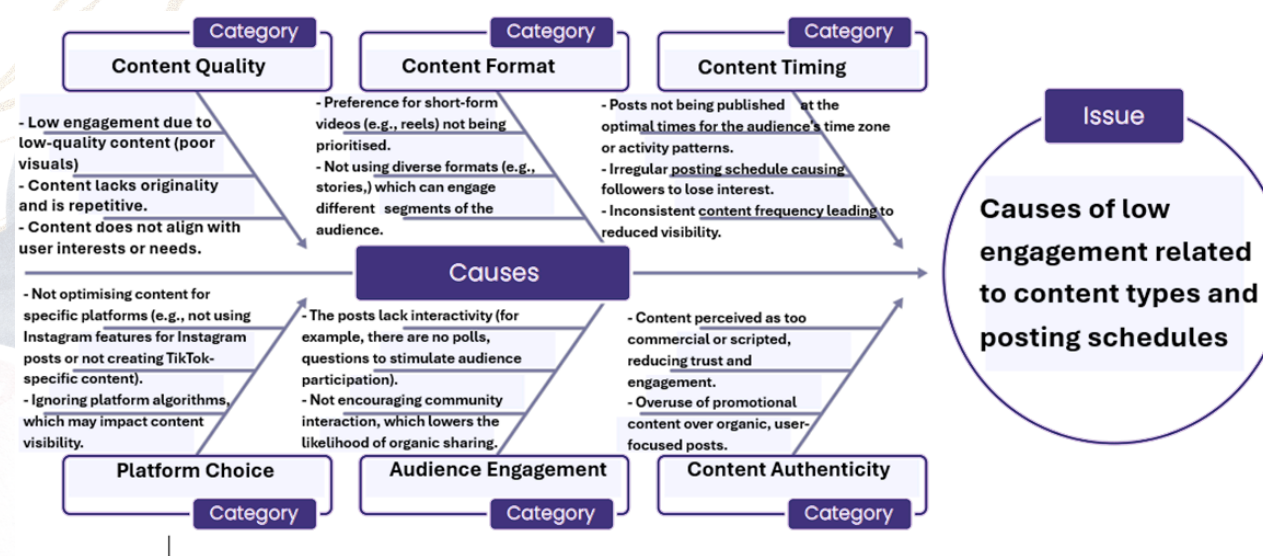
**Impact:** Boosts visibility & post performance

**Backed by:** 68% check social throughout the day (Survey Data)

### Conclusion

By combining audience insights, real-time feedback, and data-driven content planning, Double Delight can boost engagement and build authentic relationships.

These tactics align with best practices from Glossier & Fenty Beauty (Bhargava, 2023; The Brand Hopper, 2023).



## Appendix F

## Reflection

### Frameworks Used:

- Gibbs' Reflective Cycle (Ahmadpour et al., 2025)
- Kolb's Experiential Model (Sow, Rasiah & Er, 2024)
- Personalised versions: Appendix G (Reflection), Appendix H (Action Plan), Appendix I (Kolb Cycle)

### Employability Skills Gained

- Throughout the project, several key career-ready skills were developed:
- Communication → Survey creation & report writing
  - Problem-Solving → Applied 5 Whys & Fishbone tools
  - Data Analysis → Survey insights & visual data interpretation
  - Time Management → Adjusting to delays using Gantt Chart
  - Adaptability → Rescheduling tasks, working under pressure
- "Top UK employers seek data literacy & soft skills like communication" — Brodnitz (2024); Totaljobs (2025); Indeed (2021)
- "Skills match marketing & project management roles" — Bright Network (2024)

### What I'd Change Next Time

- Better Time Management
- Original Gantt chart (Appendix Bb) not followed strictly
- Would add buffer time & review progress more regularly
- Combine Interviews with Surveys
- Surveys were useful but lacked depth
- Interviews would offer richer insights into motivations & behaviours
- Request More Peer Feedback
- Feedback came too late in the process
- Will seek ongoing input to ensure clarity & accuracy

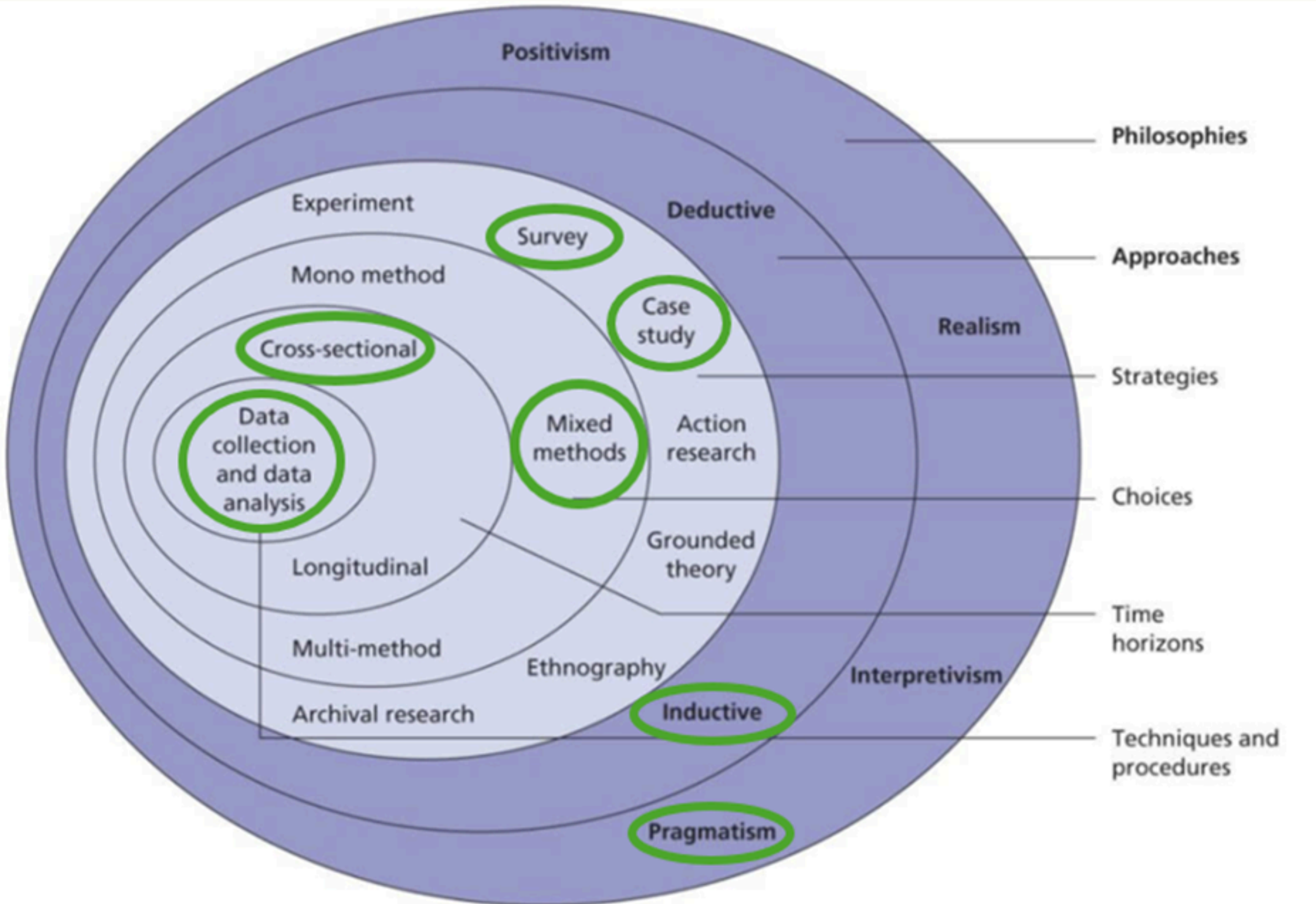


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# APPENDICES

## Appendix A



## Appendix B

Interviewee (Respondent 1):  
Honestly, I don't engage that much anymore unless the content is worth it. Most of the time, brands just post the same recycled stuff, and it feels really forced. I'll like something if it's genuinely funny or if it teaches me something new, but otherwise, I'm mostly just scrolling past everything.

Figure 4: respondent 1

## Appendix C

Interviewee (Respondent 1):  
Honestly, giveaways feel fake half the time like they're just trying to boost followers without caring about real engagement. Short videos are better, especially if they're authentic and not overly scripted. Live streams? Meh. Unless it's something interesting and not just a brand rambling about how great they are, I'm not wasting my time.

Figure 8: respondent 1

## Appendix D

Interviewee (Respondent 1):  
Quality first, always. I don't care if they post every day or once a week as long as the posts aren't boring or fake. Also, brands that actually reply to people and have real conversations stand out. But most brands just post and disappear, like they're too good to interact unless you're a verified account or an influencer. It's frustrating and honestly pretty lazy.

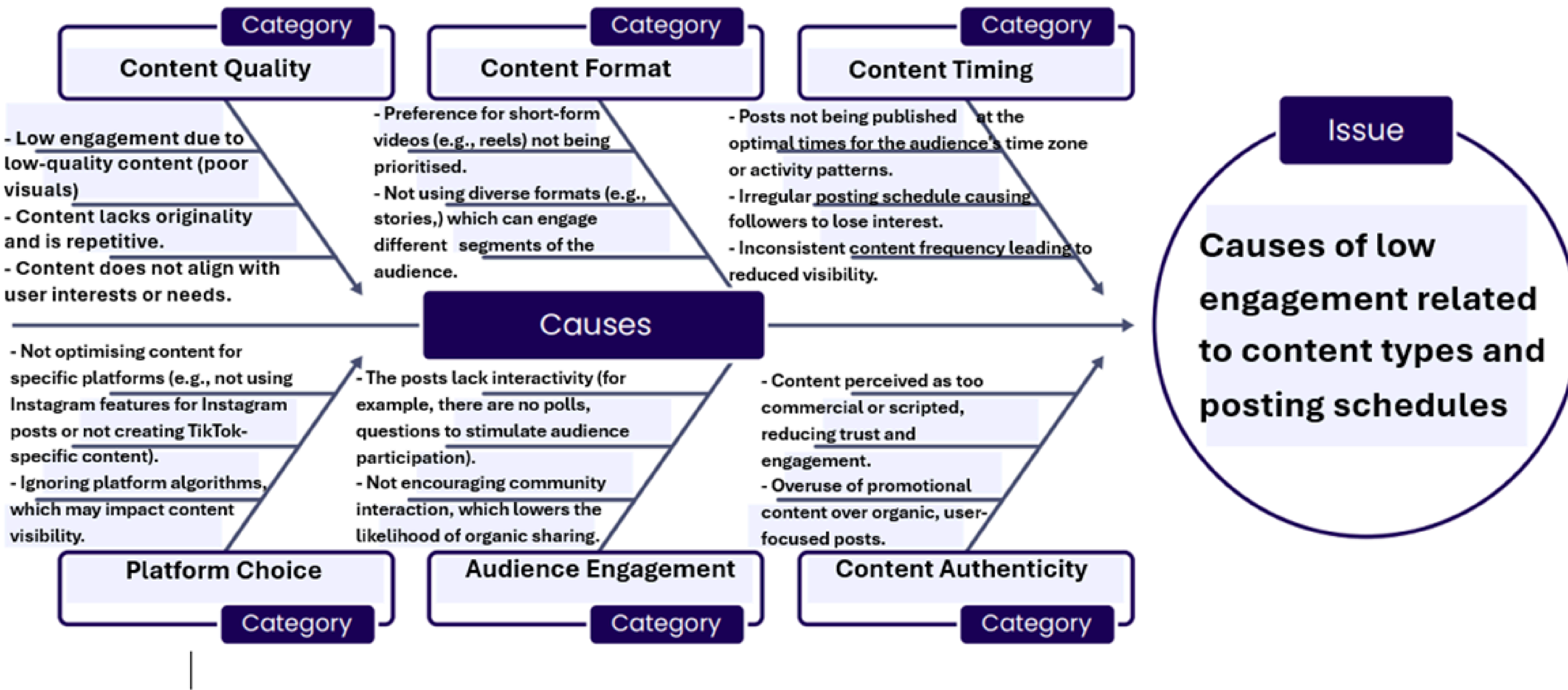
Figure 11: Respondent 1

## Appendix E

Why	Problem / Issues	Reasons
1 <sup>st</sup> Why	Engagement on social media is low.	The content isn't resonating with the audience.
2 <sup>nd</sup> Why	The content isn't resonating with the audience.	Double Delight doesn't fully understand the preferences and interests of its audience
3 <sup>rd</sup> Why	The company does not fully understand the preferences and interests of its audience	Audience insights have not been gathered in a structured, ongoing manner.
4 <sup>th</sup> Why	Audience insights have not been gathered in a structured, ongoing manner.	There is no regular feedback loop, such as polls or surveys, to capture audience preferences.
5 <sup>th</sup> Why	There is no regular feedback loop, such as polls or surveys, to capture audience preferences.	Lack of use of tools like audience surveys, polls, and feedback mechanisms on social media platforms.

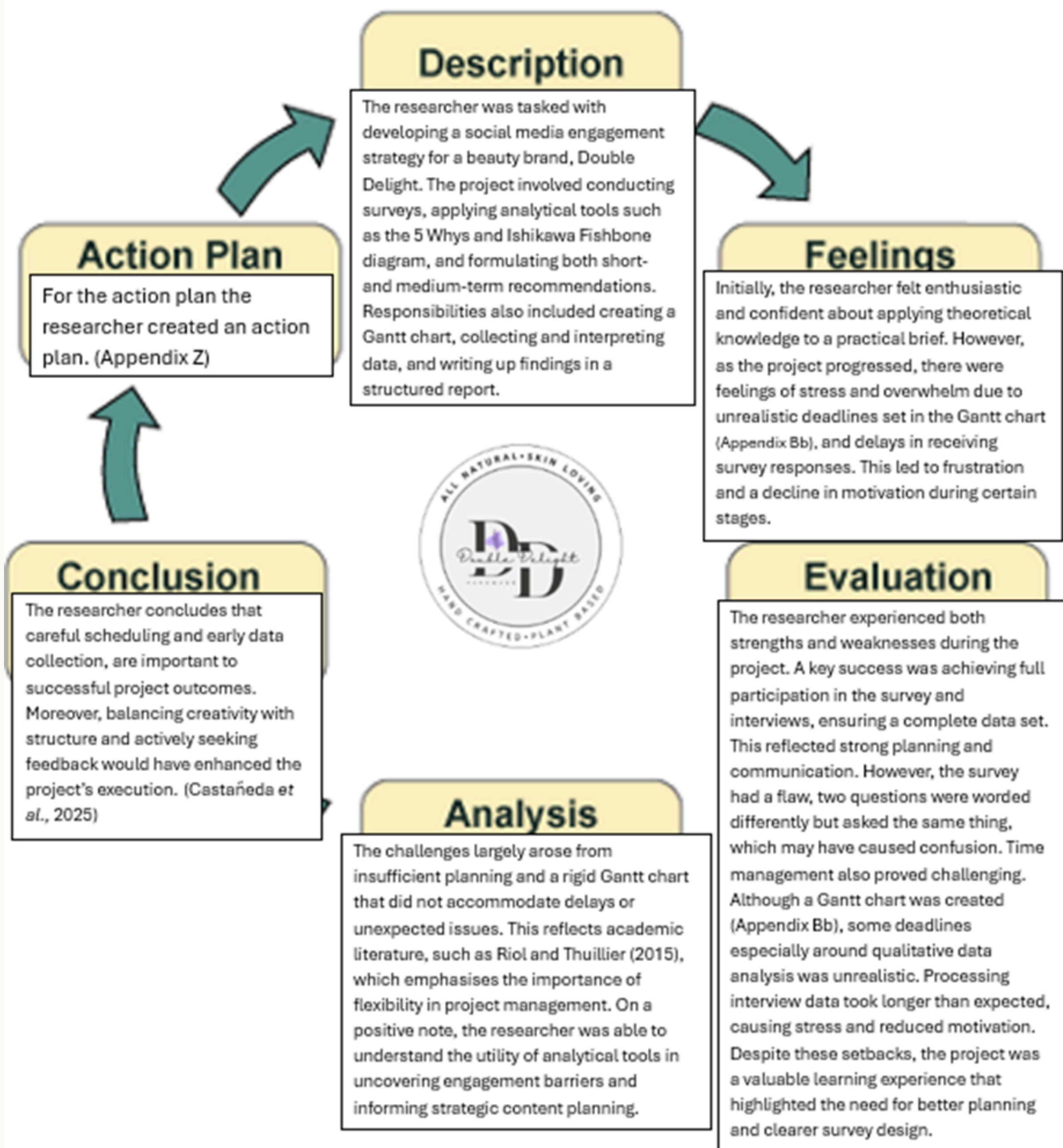


Appendix F





# Gibbs Reflective Cycle





Appendix H

Component	Details
Situation	During the social media strategy project for Double Delight, the researcher faced difficulties sticking to the original Gantt chart. Delays in survey responses, limited motivation, and a lack of time management negatively impacted progress and led to missed milestones.
Task	The researcher needed to identify clear steps to improve time management, planning accuracy, and accountability for future projects. Additionally, building stronger communication and employability skills became a priority to support future academic and professional work.
Action	The researcher plans to break future projects into smaller, manageable tasks with weekly milestones and built-in buffer periods for unexpected delays. Surveys and interviews will be conducted at least three weeks before deadlines to allow time for analysis. Feedback from peers or tutors will be sought every two weeks, and the researcher will book a session with a career's advisor within the next month to practise communication and presentation skills.
Result	These changes are expected to lead to better time management, improved project execution, and stronger engagement with stakeholders. The researcher aims to complete future projects more efficiently, with reduced stress, higher quality outputs, and better preparedness for professional marketing roles.



