



# NADIA MARTINEZ SALES AND MARKETING

## A Proposal to Identify the Importance of Social Media Engagement



**HOST ORGANISATION:**  
AREA Events is a conferences and events venue based in Wellington. They currently attract mostly corporate clients. They are wanting to not only attract new corporate clients but also reach new leisure clients.

### PROJECT OBJECTIVES:

The project wants to find ways to increase social media engagement and brand awareness for AREA Events.

### METHODOLOGY:

The project used a short survey and short interviews to gather data. The survey was conducted on 25 people and interviewed 10 clients.

### Key Findings

- 72% of the surveyed clients have used AREA Events as their chosen venue in the last 6 months.
- Out of the surveyed clients 48% of corporate clients, 44% are government clients and 8% are leisure clients.
- 68% of surveyed clients said they would follow brands/companies they like on social media.
- 56% of surveyed clients had neutral opinions on whether all brands/companies should have and use social media.
- 100% of interviewed clients don't follow AREA Events on any social media platforms due to not engaging posts
- It can be easily distributed and reach a wider audience.
- It is best to research and learn about your target market and create specific social media strategies for each market and platform

### RECOMMENDATIONS:

It is recommended for AREA Events in the short term to focus on building their Facebook and LinkedIn platforms and create individual social media strategies for each platform. AREA Events is recommended to research their ideal target market and cater to the social media strategy for the market. AREA Events should ensure that all posts made on social are purposeful and are relevant.