

AMERICAN UNIVERSITY OF ARMENIA
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INSTAGRAM, TELEGRAM, FACEBOOK & TWITTER: A COMPARATIVE ANALYSIS OF MARKETING STRATEGIES AND CONTENT CREATION FOR DIFFERENT NICHEs

Presented to the
Department of English & Communications
in Partial Fulfillment of the
Requirements for the Degree of Bachelor of Arts



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This project focuses on the task of comparatively analyzing the response from **4 different social media platforms** (Twitter, Instagram, Facebook & Telegram) to similar marketing strategies, as well as takes into consideration **the variation of the niche** and the properties of a social media platform that shape its optimal content.

Key takeaways:

No direct correlation between the success of a social media platform and the niche.

There are some differences in which the different social media platforms operate regardless of the niche.

Research Questions

Which marketing strategies are most efficient when trying to promote a social media page?

Which marketing strategies work best when it comes to a specific social media platform but are less efficient when it comes to others?

Are some theme pages revolving around particular niches more suitable to be sustained within the boundaries of specific social media platforms, or do the same strategies bring equivalent results regardless of the social media platform?



Methodology - Three Stages:

Initial Research

During the first stage, I conducted initial research, that allowed me to pick which social media platforms were the most popular and practical ones. I also looked at the most popular niches, which were easier to maintain from the perspective of content creation.

Creation of Theme Pages & Implementation of Marketing Strategies

At the beginning of this stage, I focused on implementing the social media marketing strategies previously researched in the first stage. This step allowed me to gain some initial audience, which later on allowed me to gather data in regards to each individual theme page, as to further increase the size of my audience and help me collect more in-depth data.

Data Analysis

At this stage, I had the advantage of possessing data accumulated from different social media platforms and a variety in the output related to the kind of niches each of these pages were occupying. I formed a documented data of the effects both social media platforms and niches had on the efficiency of a given social media marketing strategy.

Theme Pages:

Tech Ideas (Phone accessories and household devices)

Facebook - "Tech Revolution"

Was later replaced by "Gaming Culture" (Niche - Gaming)

Healthy Lifestyle (Food, workout routines and motivation)

Twitter - Virtue Living

Fashion (T-shirt designs)

Instagram - "Fitting Pick."

Historical facts

Telegram (In Russian) - "Факты Истории"

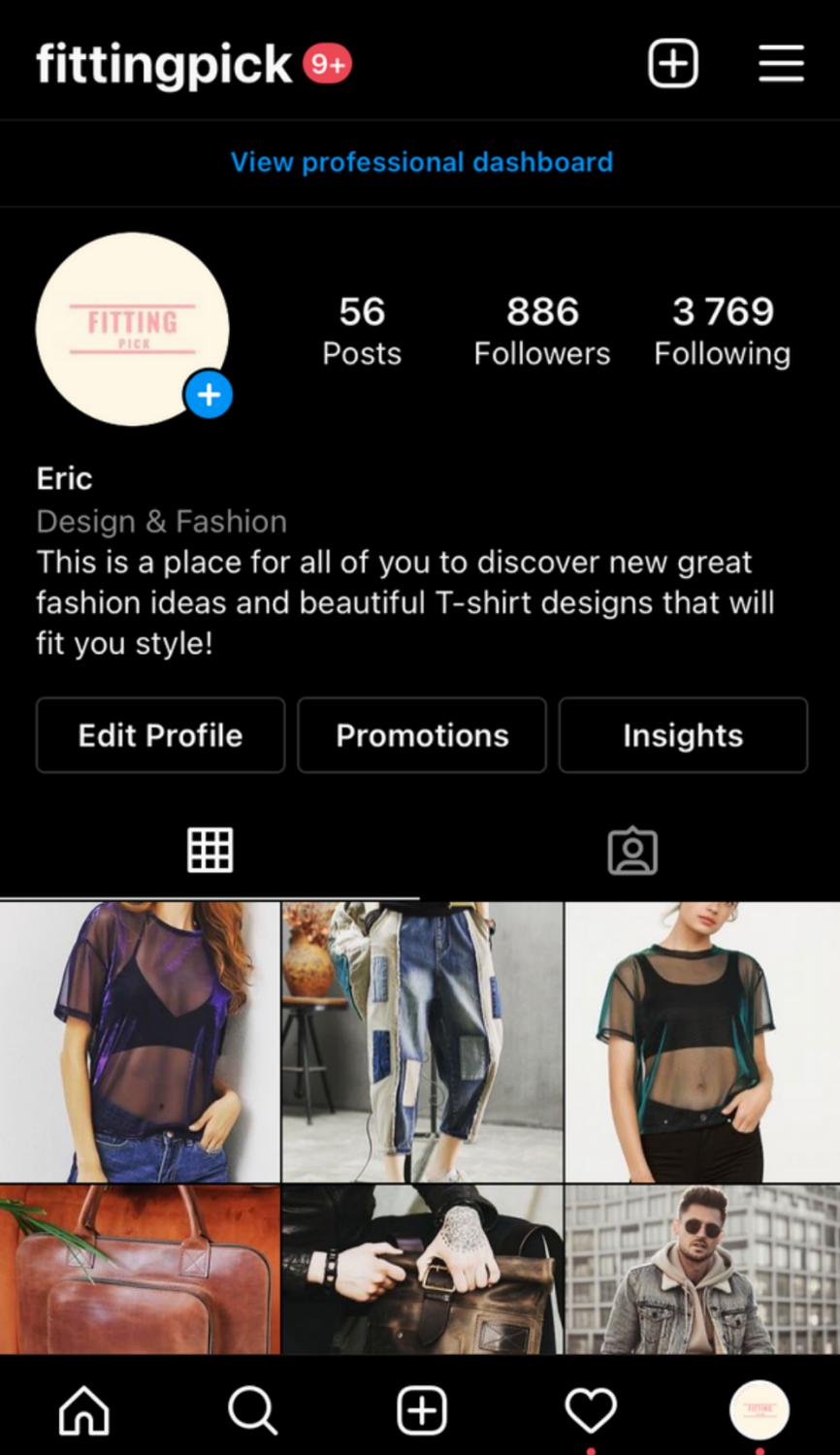
Main Promotional Activities

Organic

- Hashtag optimization
- SEO
- Experimentation with the posting time (as taking into consideration the demographics, this will most likely play the most significant role for discoverability)

Paid

- In-House paid advertising tools (for all except Telegram, which doesn't have one)
- Influencer Marketing



Fitting Pick - Instagram

(Created Jan 26, 2021)

Status: 886 Followers (801 organic, 45 paid ads, 40 Inf. M)

Influencer Marketing:

Budget 70\$

Followers 40 (19 from first, 21 from the second)

Paid Ad:

Budget: 13\$

Impressions: 19, 181

Followers: 45



Gaming Culture- Facebook

(Created Feb 24, 2021)

Status: 92 followers (4 organic likes, 88 paid)

Paid Ad:

Budget - 25\$

Overall 88 page likes

Impressions: 2205

Cost per Page like - 0.28\$



Virtue Living - Twitter

(Created Jan 16)

Status: 370 followers (363 organic, 7 paid)

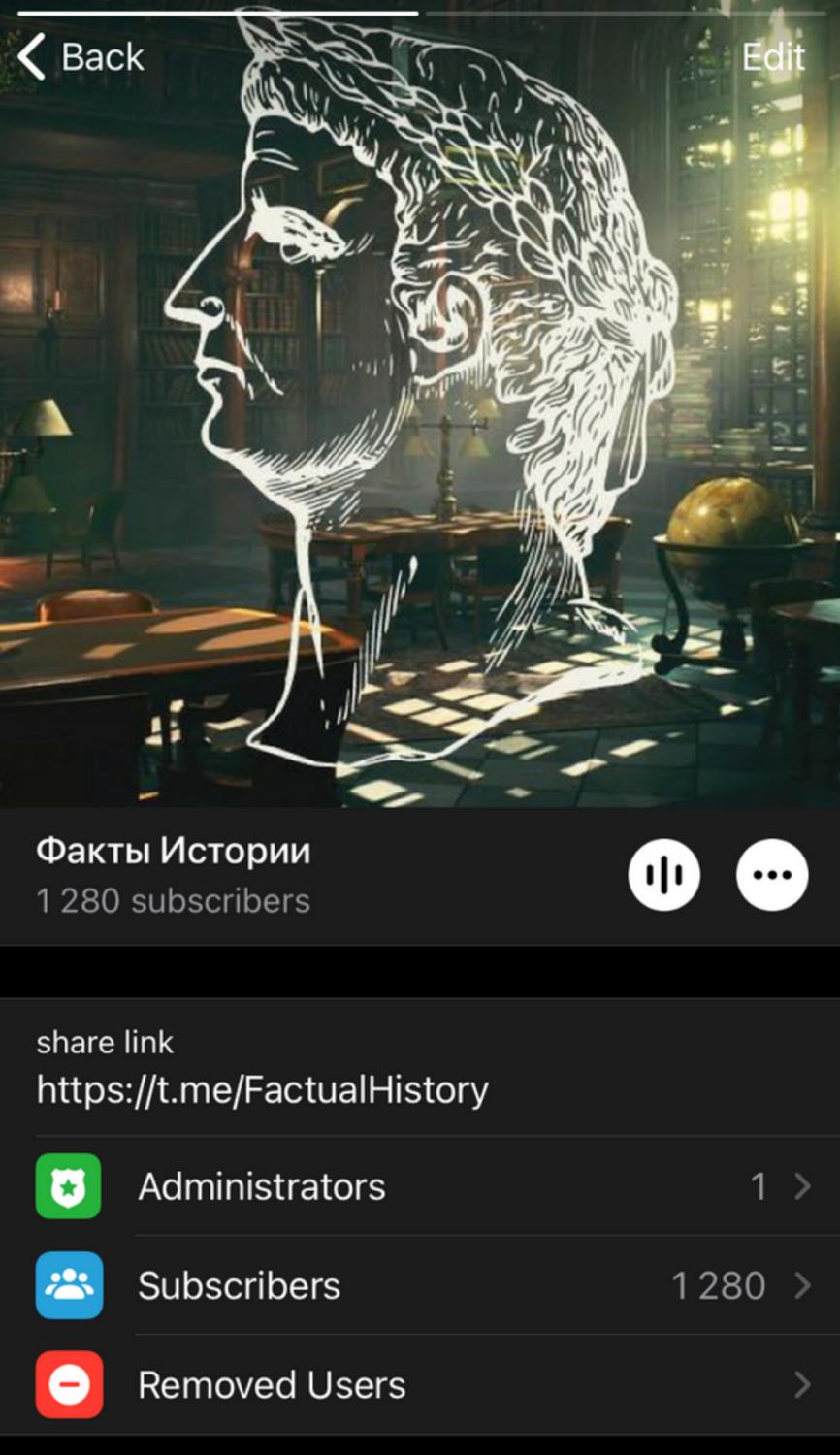
Paid Ad:

Budget: 20\$

Impressions: 8195

Engagements: 7

Cost per Engagement: 2.78\$



Факты Истории - Telegram

Status: 1136 Followers (all paid, no organic growth)

Influencer Marketing:

Budget: 13\$

2295 Followers (1159 gradually unsubscribed)

As I tried all of the planned marketing strategies with my **original theme pages**, I was now fully equipped with everything necessary to **duplicate my theme pages across all of the social media platforms**. However, it's worth noting that there is **one exception to this duplication, the Telegram theme page**, as it was the only one that I used to target the Russian-speaking segment of the users, given the extreme popularity of this social media popular amongst those masses.

Data
Analysis →

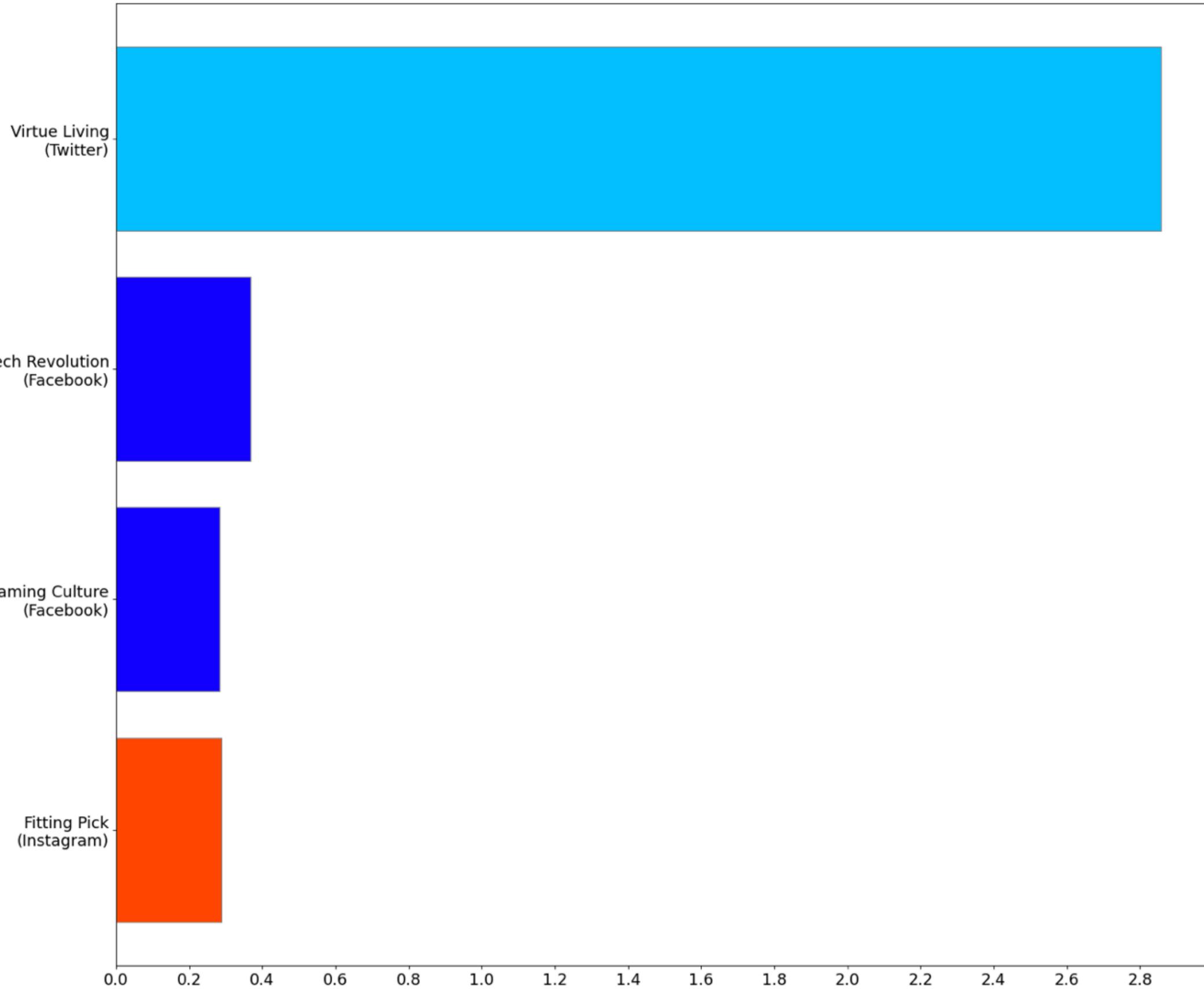
Duplication Phase

Page 11

Purpose?

To find out how different niches performed on each of these social media platforms through comparative analysis

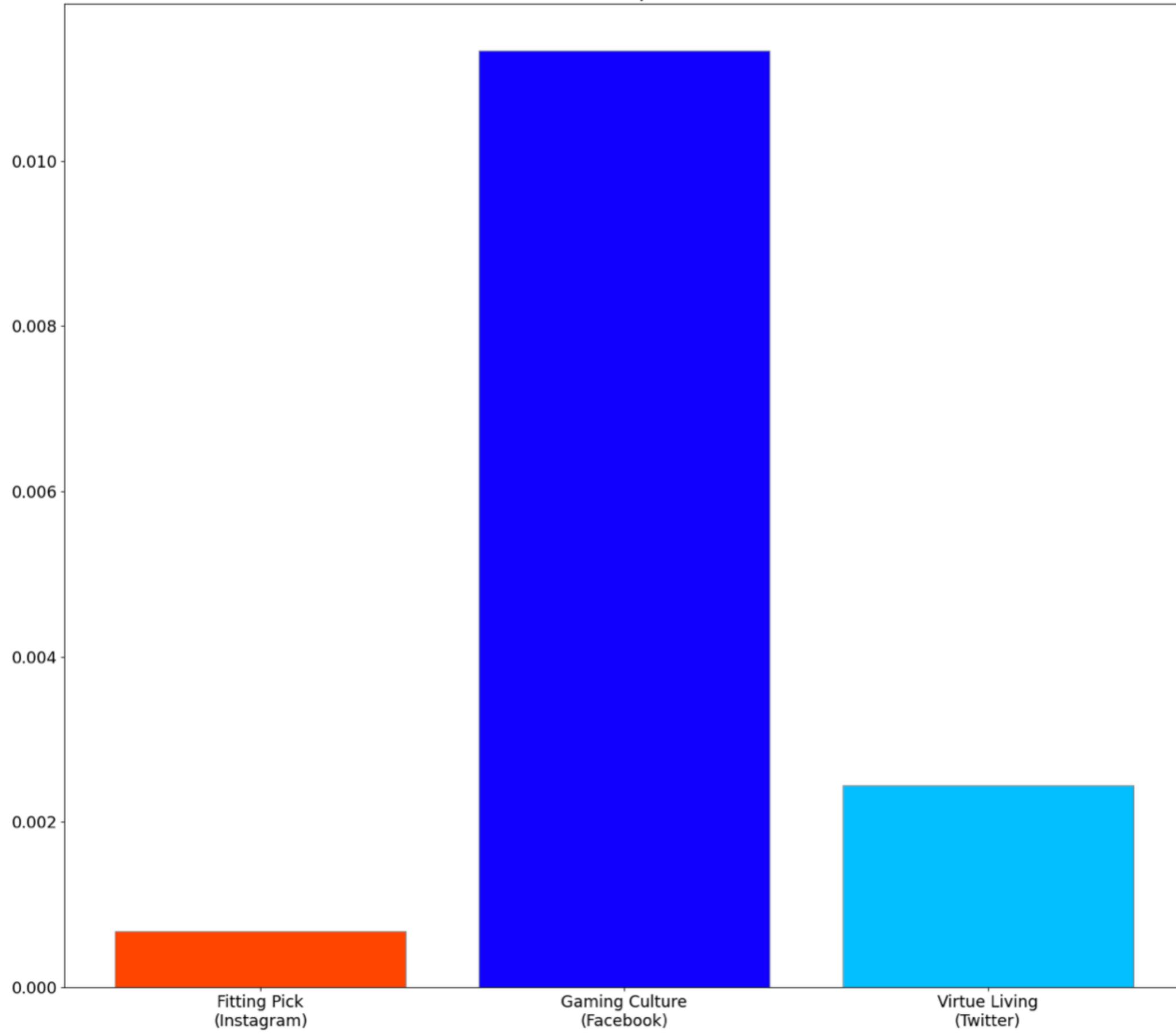
Cost Per Follow



Main Pages

Cost Per Follow

Cost Per Impression



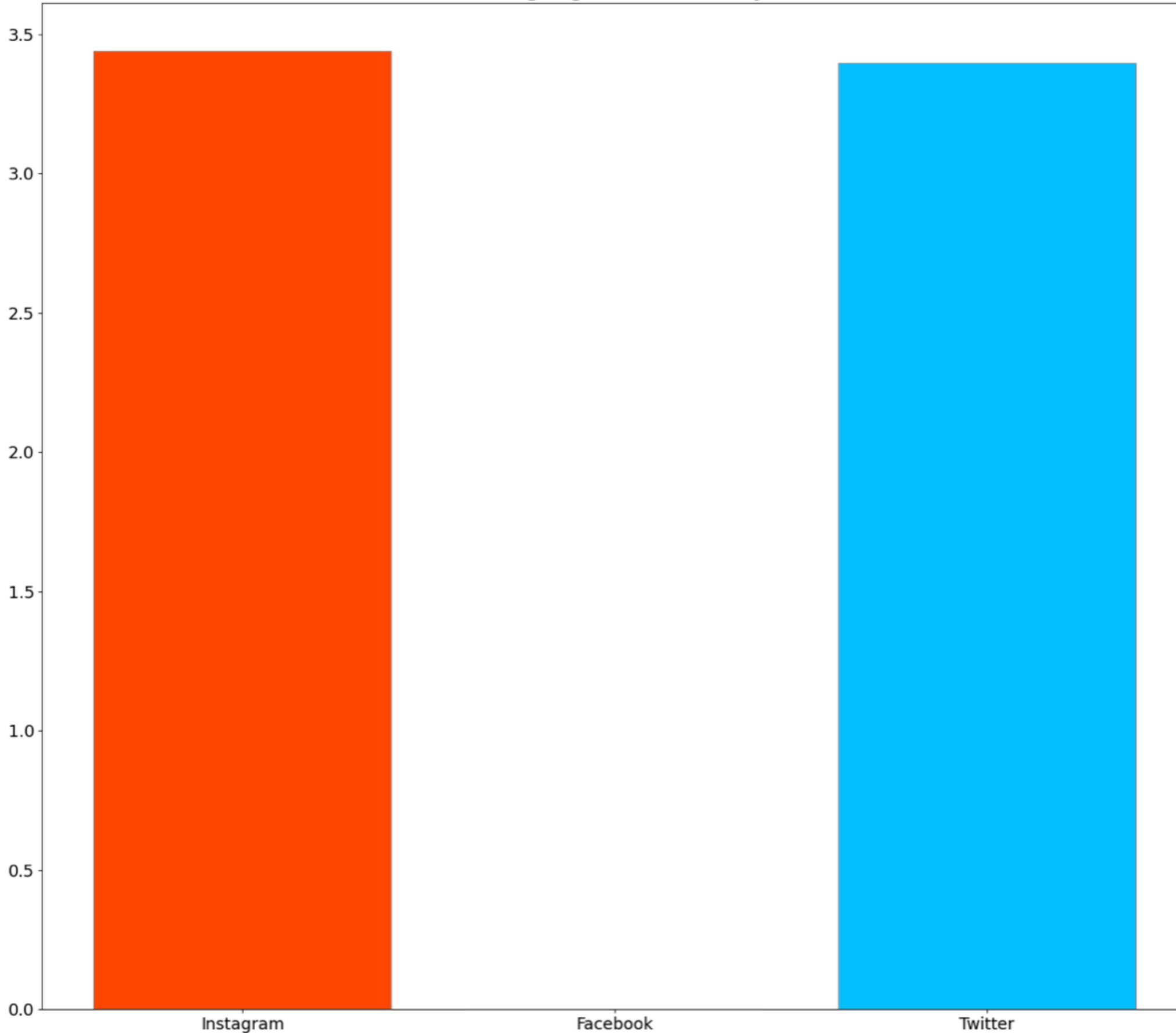
Main Pages

**Cost Per
Impression**

Gaming Culture, Fitting Pick, Virtue Living - Cost per follow and cost per impression comparative analysis:

The first piece of data we have analyzed is the cost per impression/likes from the in-house advertising tools provided by Instagram, Telegram, and Twitter. The analysis of this data suggests that for paid advertising, Instagram proves to be the most rewarding platform in this aspect. We can see that Instagram has the cheapest cost per impression out of all the three; however, the cost per follow is almost the same for Instagram and Facebook. Twitter, on the other hand, proves to be the most expensive social media platform out of the three, as far as in-house advertising tools go.

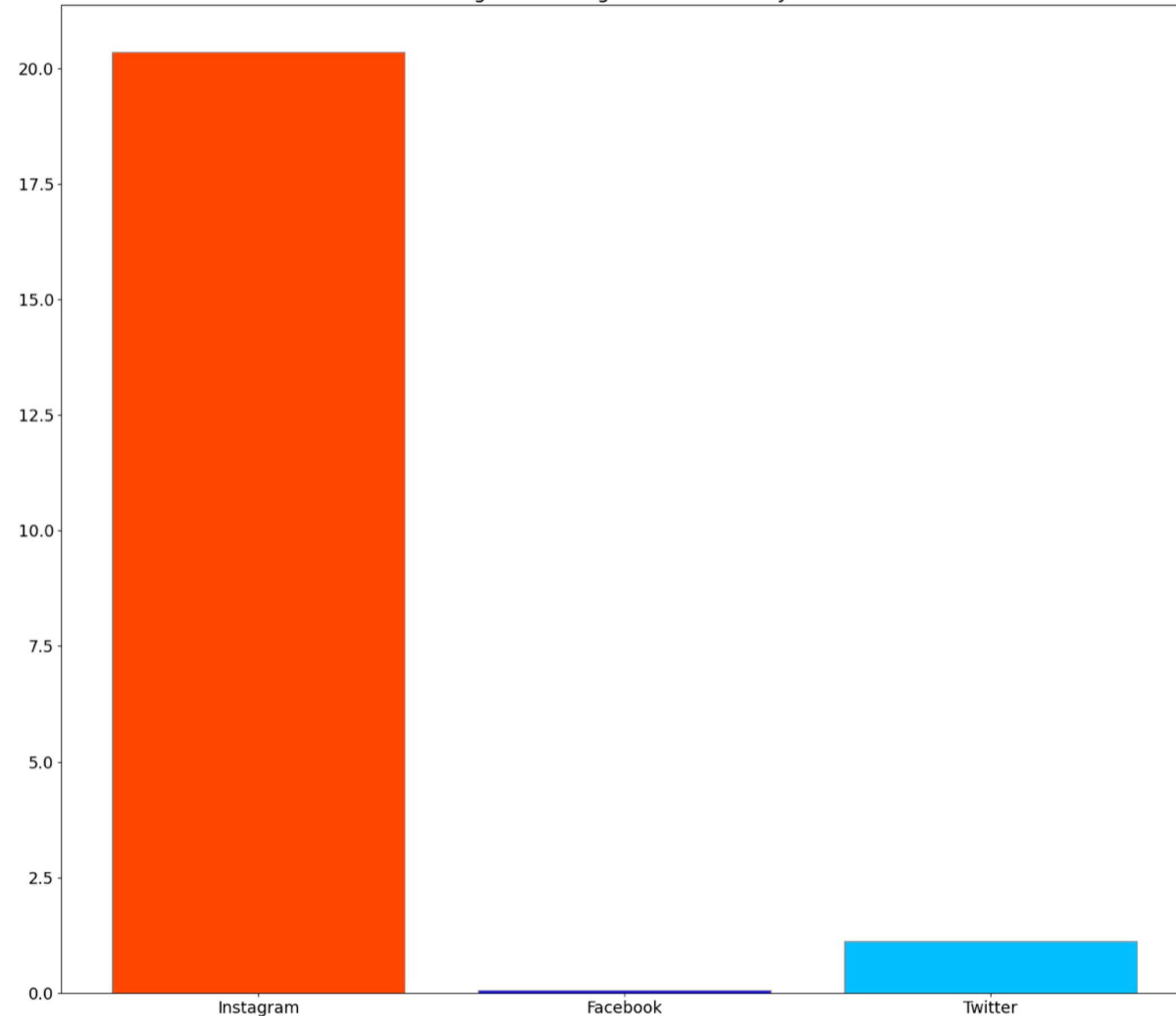
Virtue Living Organic Growth Daily Rate



Virtue Living Organic Growth

We can see that for Virtue Living theme page, which was based on the motivation and health niche, that wasn't as easy to convert into Instagram from the content creation position, have basically the same rate of organic growth.

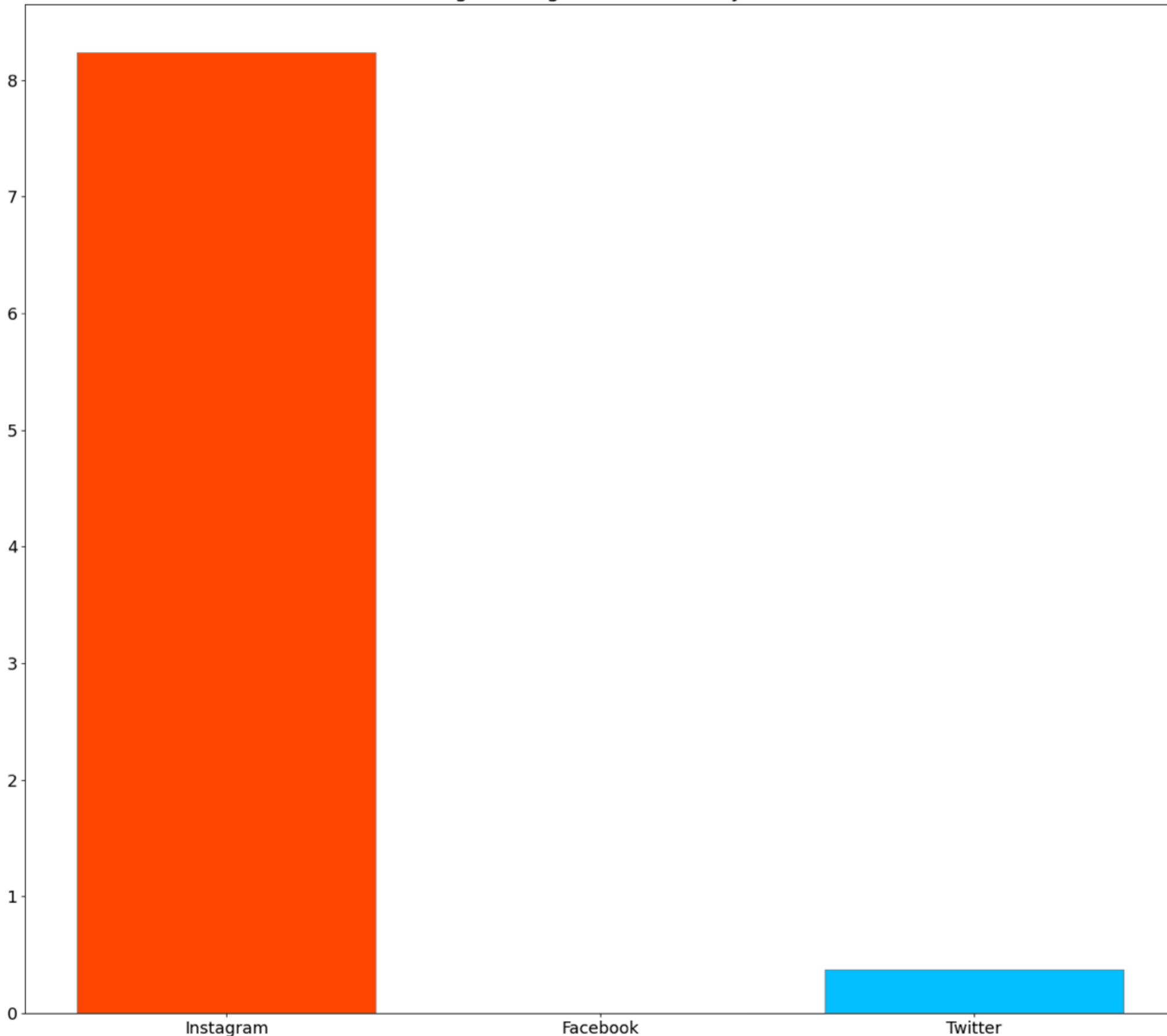
Gaming Culture Organic Growth Daily Rate



Gaming Culture Organic Growth

Gaming Culture had a niche that was more easily convertible into the prerequisite conditions of Instagram, again, from the standpoint of content creation. Hence, it's not surprising that the Instagram page drastically outperforms Twitter. As for the Facebook page, I have already concluded that Facebook algorithms don't drive organic traffic to you; hence no activity was observed.

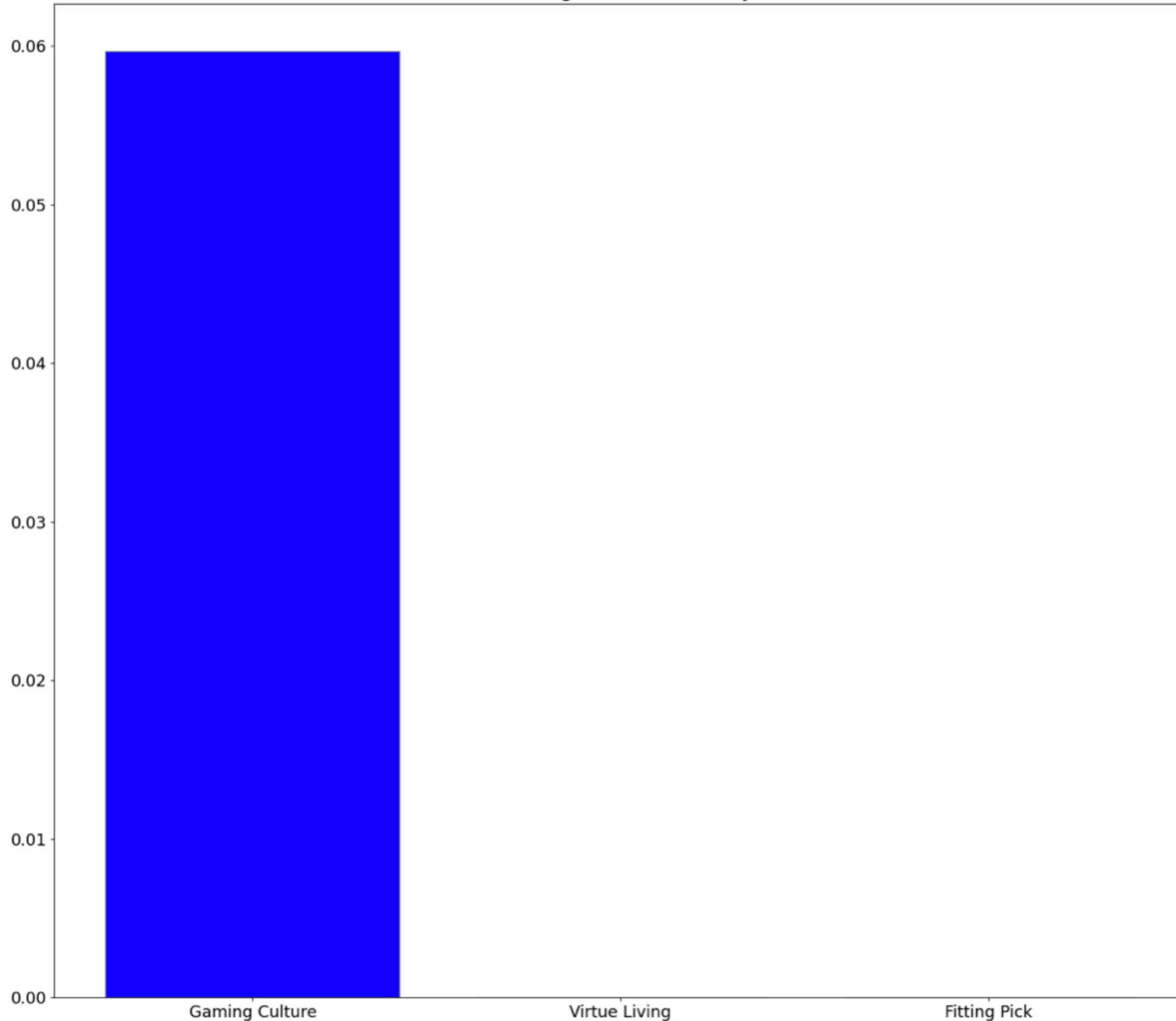
Fitting Pick Organic Growth Daily Rate



Fitting Pick Organic Growth

The same goes for Fitting Pick. The results from this comparison match perfectly with each other, of course, with the exception of Virtue Living, for the above-mentioned reasons. This doesn't mean, though, that Instagram couldn't sustain another theme page in the motivation niche, as there are numerous theme pages that successfully do this; however, the content that they create (Videos of cooking and working out) would have been tough to duplicate within the context of this experiment.

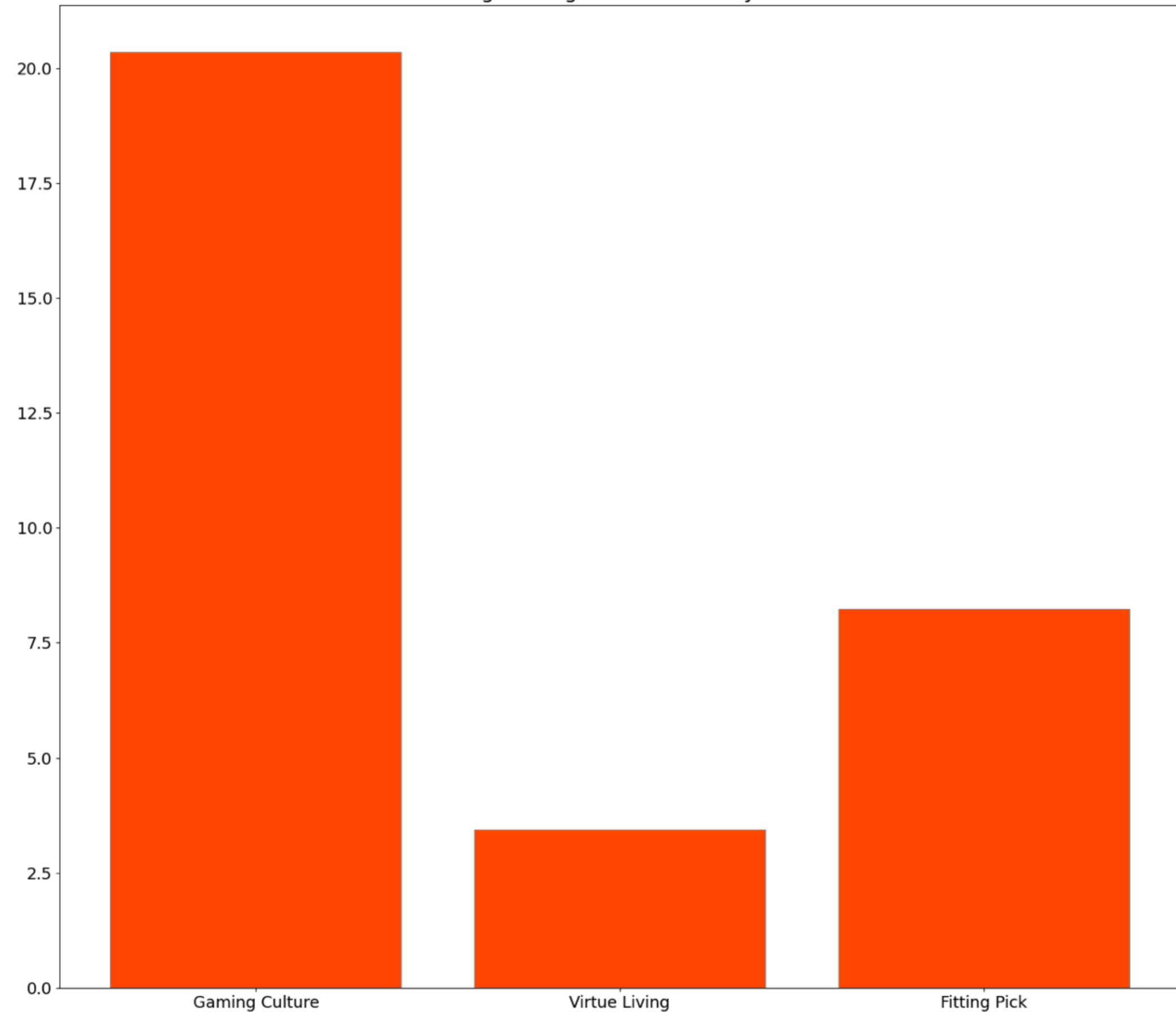
Facebook Organic Growth Daily Rate



Facebook Organic Growth

For Facebook, this aspect of growth lacks completely for pages that were not promoted using any monetary means. And even for the Gaming Culture page, which has been promoted, it's so low that one shouldn't count it as a growth factor.

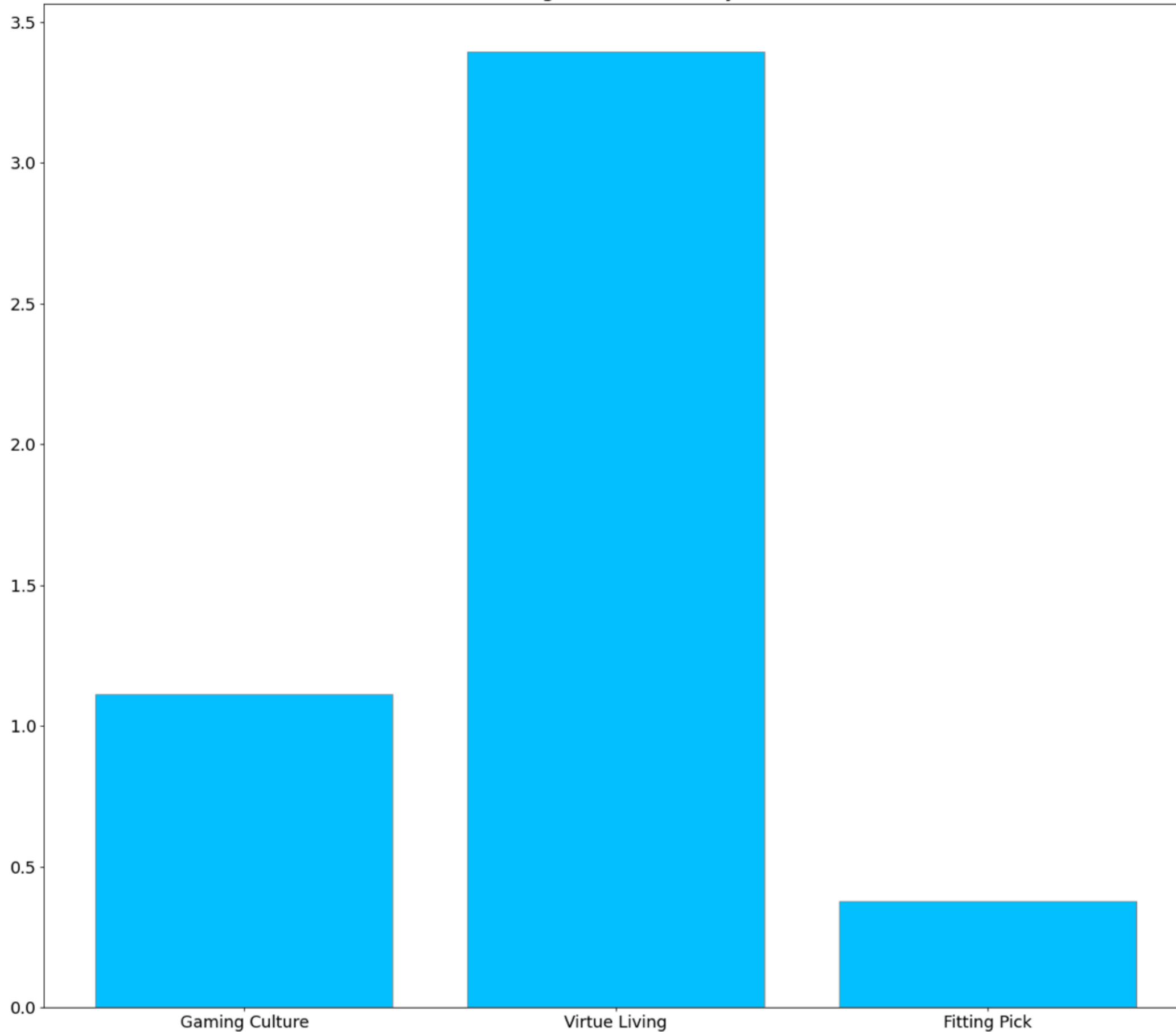
Instagram Organic Growth Daily Rate



Instagram Organic Growth

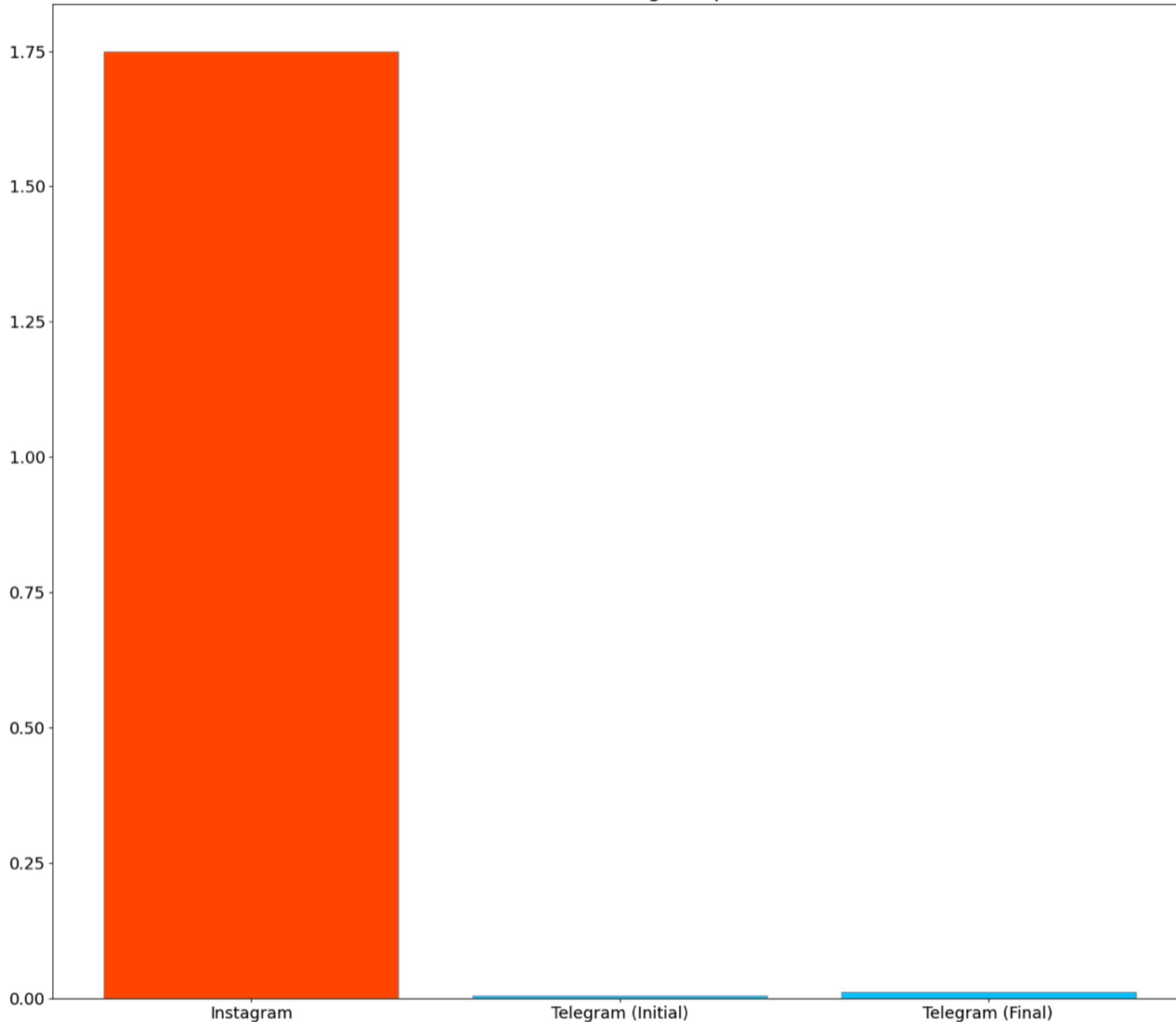
Instagram, on the other hand, shows more variable data, which finally allows us to draw some conclusions related to the differences that different niches bring to the table. However, these insights are only accurately representative of Instagram, only when observing pages that base their content creation process on similar logic to mine.

Twitter Organic Growth Daily Rate



Twitter Organic Growth

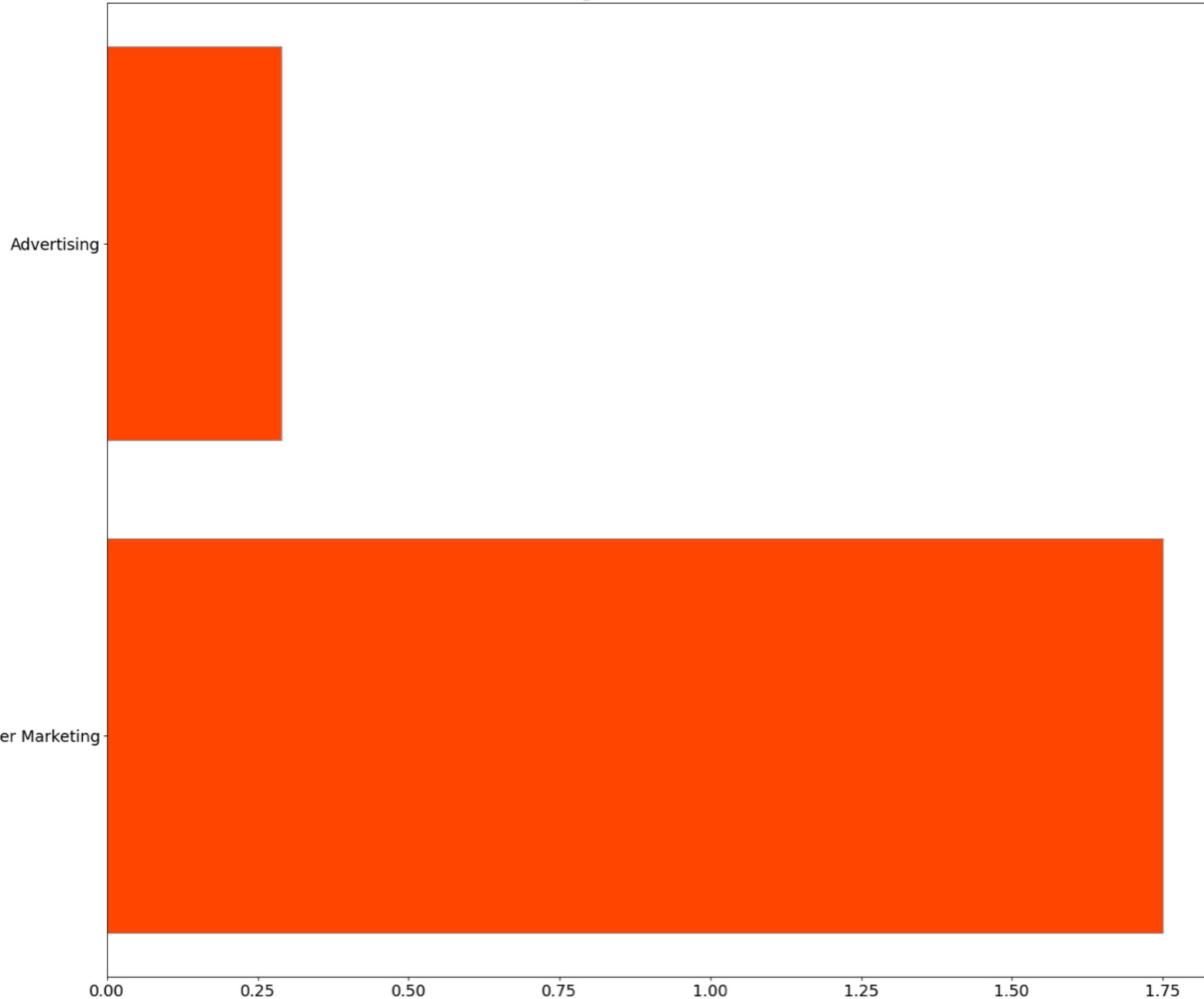
Another observation that directly correlated with my observation was the fact that the theme page, which was the most visual one out of the three "Fitting Pick," received the least amount of followers (organic), hence, further strengthening the conclusion that Twitter doesn't work as well with Visual content as with text-based.



Influencer Marketing Telegram / Instagram

For Telegram, this promotional strategy was immensely more efficient compared to Instagram. I believe that there are two explanations for this result. The first one is that for Instagram, I was promoting a theme page rather than a product. The second, and the more impactful factor, is that Influencer Marketing is the only means for advertising Telegram channels, which is done in a very subtle and organic manner, hence, higher conversion rates.

Instagram Cost Per Follow



Influencer: Influencer Marketing vs Instagram ads

From my experience, it looks like the effectiveness of Influencer Marketing might be a little bit exaggerated, at least when we talk about Instagram. Of course, Influencer Marketing isn't renowned for its uses affiliated with theme page marketing, but instead for product promotion, which might be one reason why it provided me with so little benefit for the amount of money I spent.

Limitations and Avenues for Future Research



Insufficient Initial Research and Lack of Experience



Lack of workforce when it comes to content creation.



Less accurate insights due to the lack of data (More time is required)



Tiny budget, hence fewer opportunities to test different strategies

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