

Social Media Marketing for Armenian Women Homepreneurs

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Capstone

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Abstract

The aim of this capstone project is to empower Armenian women homepreneurs by providing them with the essential social media marketing (SMM) skills through a free Telegram channel. Diagnosing the needs of Armenian home-based business owners, such as financial issues, low digital literacy, and societal pressures, the project plans to create a supportive online community where women can learn practical SMM skills. The project involved the development of an SMM guide, conducting expert interviews, and developing content according to the specific demands of Armenian homepreneurs. Learning through the Telegram channel was conducted via interactive discussions, one-on-one consultancy, and real-case studies. Despite challenges in the participation of the attendees, through this project, 11 women from different regions were provided with tools for improving their digital visibility and business growth. This project focuses on the potential to utilize social media for entrepreneurial resilience and economic empowerment in Armenia.

Social Media Marketing for Armenian Women Homepreneurs

Imagine a talented Armenian village baker. She wakes up before sunrise to prepare freshly baked items for her family while doing childcare and household chores. While talented and passionate, her business is a closely kept secret, only shared with neighbors and close friends. She has dreams of expanding, of reaching consumers in villages outside of her own, yet without the resources and the expertise, she is thwarted by the virtual walls that close her off from a broader market. Hers is the story of countless women throughout Armenia who, despite having an entrepreneurial spirit, are unable to make their businesses something viable in a social-media-driven world.

Entrepreneurship is one of the most empowering tools for economic and social change. In Armenia, many women face limited opportunities due to regional constraints, social expectations, and financial limitations (Shahnazaryan, 2022). With a home-based business or 'homepreneurship,' women can take care of the housework and make money simultaneously (Rahim et al., 2022). Still, one of the hardest things for a home-based business owner is marketing their goods well and getting more customers.

Despite these issues, social media marketing provides an affordable and accessible solution, allowing businesses with relatively small budgets to expand their reach (Ghazwani & Alzahrani, 2024). Lestari *et al.* (2024) argue that many small businesses worldwide use social media marketing (SMM), particularly Facebook, Instagram, and Telegram, as integral tools for running daily businesses. However, many Armenian women homepreneurs cannot use social media for

their benefit (Hayrapetyan & Isayan, 2022). Thus, they need guidance on how to establish a strong online presence and market their products effectively.

This capstone project proposes the creation of support for Armenian women homepreneurs using a Telegram channel. The channel should enable women to learn practical social media marketing skills because I will create a special SMM guide for them, share experiences, and be connected. It will seek to create an interactive, supportive environment to help women grow their businesses and gain confidence in using digital tools. In addition, the project seeks to enhance the socioeconomic empowerment of women to instill a sense of community by mobilizing resources.

Despite the existence of SMM training courses, they are costly and deter many Armenian women from starting home businesses. Armenian women grapple with financial challenges (Hayrapetyan & Isayan, 2022) and competing responsibilities, including household tasks, aggravating their inability to invest in professional development. Consequently, many aspiring Armenian homepreneurs lack the knowledge and tools to market their products online effectively.

This capstone project seeks to tackle this crucial gap through a free Telegram channel, an accessible and practical option. Eliminating financial barriers will enhance access to SMM tools and knowledge (Kachachat, 2022), ensuring empowered women develop robust online presence (Harutyunyan *et al.*, 2024), expand their businesses, and attract more customers. For Armenian women entrepreneurs, Harutyunyan *et al.* (2024) contend that having better access will provide economic opportunities and enhance shared learning, collaboration, and connection.

Literature Review

This capstone project mainly focuses on a Telegram channel, which targets Armenian women seeking knowledge on SMM. The Telegram channel will guide women on how to market their enterprises while doing performing their domestic roles. In addition, the platform will facilitate open discussions, enabling the women participants to share experiences, ask questions, and advise each other (Beglaryan et al., 2024). Women will also garner practical skills and leverage business opportunities. Concomitantly, it is an opportunity for shared learning, encouragement, and using social media to help turn their entrepreneurial dreams into reality, as suggested by Karapetyan and Gardner, 2023). Examining the role social media sites play in home-based entrepreneurship, Swami and Naidu (2020) argue that they help reduce marketing costs, which means they confer significant economic benefits. Based on a phenomenological approach examining case studies of various homepreneurs who excelled at scaling their ventures through digital platforms, the study offers critical insights into SMM's practical advantages and actual life experiences (Swami & Naidu, 2020). As a result, the project will help provide women in Armenia with applicable tools and strategies to improve businesses.

To this end, studies denote how embracing social media affects firm performance, particularly customer engagement, brand image, and sales at the levels of home-based businesses (Wahid et al. 2022). The work of the researchers serves as a model of how small enterprises can achieve sustainable growth with active and effective use of social media. This model will help create a detailed and orderly curriculum for the Telegram channel so that the trainees learn the concept of branding and ways of attracting and retaining consumer attention. Additionally, Wahid et al.

(2022) focused on interactive customer-oriented marketing, which coincides with the channel's purpose to involve two-way communication and community support in favor of one another.

Reuschke et al. (2022) discuss coworking among home-based entrepreneurs. The authors claim that coworking productivity in a home setting strengthens community interaction, dispelling feelings of loneliness associated with working remotely. The finding directly applies to the proposed Telegram channel, which serves as a virtual coworking space. This project will attempt to emulate the benefits of physical coworking communities through the stimulation of collaboration, experience-sharing, and mutual support of women entrepreneurs in Armenia. Thus, this will help to develop a vibrant and inclusive platform for enhancing business performance and personal well-being.

Dsouza and Panakaje (2023) have presented several enabling factors that may ensure the success of female entrepreneurs through digital marketing, self-motivation, and knowledge sharing. They highlight the need to exploit human capital and perpetuate a competitive advantage. The researcher will integrate the findings into the content strategy for the Telegram channel. While implementing these crucial successful factors, the project will not only focus on theoretical knowledge but also practical ways of succeeding in competitive markets for Armenian women. The channel's topics and activities will seek to help the women mobilize their strengths and resources in their favor.

Khanom (2023) reviews the use of SMM in today's digital marketplace. The authors compared the effectiveness of social media strategies with traditional methods and demonstrated how

digital platforms have unique advantages in cost-efficiency and real-time feedback. Khanom's study also touches on understanding consumer behavior for derivation to brand loyalty. This becomes imperative in the Telegram channel, where content will be designed to help women understand their target audiences and create compelling, engaging brand narratives. Using knowledge of how to tap into the power of digital marketing, applicants would be in a better position to extend their businesses in a continuously changing digital setting.

Similar research by Olsson and Bernhard (2020) discuss the approaches through which women entrepreneurs acquire social media skills and the challenges presented through digital stress and continuous learning. According to the findings, women entrepreneurs accrued more benefits due to peer-based and experiential learning. It resonates with the project's aim of using the Telegram channel to enhance the co-creation of ideas and the sharing of experiences. This also perfectly resonates with the project objectives: to reduce digital stress and spur professional development through an interactive and supportive environment (Olsson & Bernhard, 2020).

However, one of the main challenges of this project is finding a balance between business growth and individual responsibility. Various studies agree on the importance of an accessible and flexible learning environment in supporting the diverse roles played by women (Olsson & Bernhard, 2020; Reuschke et al., 2022). The Telegram channel will be designed to reflect this through features that encourage Armenian women to deliberate on their specific needs, access on-demand resources, and benefit from peer mentoring. Doing so will ensure they garner better time management skills and confidence to balance between personal lives and entrepreneurship demands.

In a nutshell, SMM is critical for empowering homepreneurs. Community support and experiential learning of practical skills make this even more pertinent. The insights obtained are critical in the Telegram channel instil knowledge, skills, and networks in Armenian women. Because the study considers the opportunities and challenges of digital entrepreneurship, this capstone project will enhance business growth and contribute toward economic empowerment for women countrywide.

Research Questions

The project seeks to answer the following questions:

- How can social media marketing be tailored to support Armenian women homepreneurs effectively?
- What strategies can create an engaging and supportive virtual community for home-based entrepreneurs?
- How can peer-based and experiential learning methods improve the adoption of social media marketing practices?

These questions focused on the project's practical, impact-oriented, and community-driven aspects. The attention to tailoring SMM, creating an engaging community, and effective learning methods helped to provide meaningful support for Armenian women homepreneurs in the long term and enable them to fully engage in their entrepreneurial process.

Methodology

1. Understanding Needs

- In addition to talking to Armenian women with small home-based businesses, I will conduct informal expert interviews with professors from the Business School or experienced entrepreneurs to understand opportunities for homepreneurs in Armenia.

- I will also analyze existing successful Armenian small businesses to identify best practices in SMM.

2. Creating Content

- Expand the content development process by including examples of thriving small Armenian businesses and insights from expert interviews.

- Create a comprehensive curriculum, covering more topics, including analytics tools for not only comprehending consumer behavior but also measuring performance.

3. Establishing the Telegram Channel

- To enhance self-paced learning, the Telegram channel will include resources tailored to different levels of social media expertise.

- Embrace promotional efforts that target women across Armenia using channels like regional networks and local community groups.

4. Feedback Collection

- Conduct structured feedback collection through surveys.

5. Enhancing the Channel

- Expand the improvement process by including follow-up interviews with selected participants to gain deeper insights into their experiences and needs.

Reflecting on the process of my capstone project, I can confidently state that it has been enriching and eye-opening. The goal was to create a Telegram channel that would empower Armenian women, particularly homepreneurs or those who wish to become one, by informing them of the fundamentals of social media marketing (SMM). Now, after weeks of opening and running the platform, I am proud of the progress, even though not everything unfolded exactly as I had planned.

The process of crafting the Social Media Marketing (SMM) handbook for this undertaking was challenging but rewarding. It entailed abstracting theoretical constructs from different SMM courses that I have accomplished during my period of study, as well as hands-on skills acquired through successful implementations. Those courses gave me the foundational learning necessary to build an in-depth handbook tailored uniquely for Armenian homepreneurs - women, by taking into account their unique hurdles and needs. Throughout, I was open to feedback from participants, which shaped the content of the final guide. One significant addition was a result of a participant's suggestion to include a section on how to create Instagram Reels, prompting me to advance my skills further by taking a particular course. This guide is intended to offer women entrepreneurs practical tools and techniques to build a strong online presence and overcome the quirky challenges of home-based businesses. The guideline consisted of these parts.

1. Introduction to SMM

The first section of the guide presents the topic of Social Media Marketing (SMM), emphasizing its applicability to small enterprises. I used my scholarly experience to define SMM as the deliberate use of online platforms to market goods or services, engage with customers, and establish brand recognition. This opening section highlights the usefulness of SMM particularly for homepreneurs, focusing on its affordability, extensive coverage, and potential to create meaningful customer relationships. These discoveries were based on my research, which covered the basics of digital marketing and consumer psychology.

2. Choosing the Right Social Media Platform

Selecting the right platform is a crucial element in any SMM campaign. This section of the guide deconstructs the strengths and ability of major platforms like Instagram, Facebook, and Telegram that address various marketing purposes. I supplemented real-world platform selection guidance informed by homepreneurs' specific requirements, prompting them to consider factors like audience, content, and tone of engagement. My courses taught me a comprehensive understanding of platform algorithms, user behavior, and content strategy, which I applied in this segment to allow women to make a well-informed decision.

3. Creating Photos and Reels

I did not initially plan to have a Reels section because my focus was primarily on photo content. But among the participants early in the project, one of them proposed that it would be extremely useful to learn how to make Reels since they are a very useful tool for gaining popularity in a short time on websites like Instagram. I considered the value of this suggestion and took an extra course dedicated exclusively to making Reels and short-form video. This not only made me realize video-making more deeply but also enabled me to offer more precise guidance in the previous SMM guide. This section now includes guidance on filming with natural lighting, choosing plain backdrops, using the "Rule of Thirds," and editing with apps like InShot, CapCut, and VN Video Editor. It also mentions hands-on video-making advice, such as adding in popular sounds, including visual text, and shooting several shots – all of which are the fundamentals for making successful, professional-grade Reels.

4. Scheduling Posts

Being consistent is the secret to good SMM, so this section is all about creating and sustaining a consistent posting routine. It addresses best practices for the timing of posts to get the best reach and engagement, using platform-specific figures and observations from my digital marketing course. The manual also recommends content calendars to organize and schedule posts to relieve

the burden of hectic homepreneurs. This corresponds to the broader aim of the project, which is to streamline SMM and make it manageable for women with a multiplicity of tasks to do.

5. Social Media Selling

This chapter addresses the direct relationship between social media usage and sales growth. It includes advice on how to set up online stores, include shopping posts, and create loyalty programs that facilitate repeat business. My e-commerce and digital sales strategies coursework helped shape this chapter so that it would be easy to read and include accurate, step-by-step instructions on how to turn social media activity into actual revenue.

6. Measuring Success

Understanding the performance of SMM activities is crucial, and that is why I included a discussion on performance measurements. This section deals with key benchmarks like engagement rates, follower growth, website visits, and sales to conversions and explains why they are crucial in small business growth. My SMM courses provided the analytical tools for homepreneurs to utilize when tracking their success and adjusting strategies based on factual data.

7. Next Steps

Finally, the guide concludes on action steps, compelling women to build their business profiles, engage with customers, and constantly test out their approaches. This forward-thinking chapter is written in such a way as to drive constant development and transformation, reassuring that successful SMM is an evolving process. It is a reflection of my understanding of long-term brand building, as acquired through my graduate school marketing courses.

The Telegram channel was successfully launched and welcomed 11 women from different parts of Armenia—Armavir, Ejmiatsin, Ijevan, and Yerevan. I was thrilled to see such geographical representation because it resonated with one of my core desires: to create a platform that would be capable of uniting women from every part of the country, regardless of their background or geography. The women constituted the heart of the project, and they filled it with real content.

However, one of the unexpected problems that I faced was getting participants in the first place. While I had initially thought that some social media notifications or word-of-mouth would get people participating, the response was more sluggish than expected. It became clear that reaching women—especially those who are not already very involved with digital spheres—requires more focused and individual contacting. Fortunately, my mother, who is in the education field, came to

my rescue. She called up her colleagues in various regions and asked them to spread the word about the project among women in their areas. Thanks to her network, the word began to spread, and women started joining the channel slowly but steadily. Her support was priceless, and it made me reflect on the value of intergenerational collaboration and the importance of drawing on existing networks when building something from scratch.

Among the 11 participants was a diversity of experience and interest. Some of the women already had small home-based businesses—offering services such as baking, homemade products, and beauty treatments—while others were beginning from the beginning and eager to learn a new skill. There were some dipping their toes in, not quite sure how to stand on social media, while others were looking to find new ways of profiting from already established presences. What they all shared was a willingness to grow, to learn from, and to support one another. That mutual encouragement was exactly what I had hoped to create.

During the project term, I attempted to post frequently content that was light, visual, and actionable. This included brief guides, marketing tips, and samples of content, as well as motivational quotes and weekly motivational posts. I made everything clear and understandable without using complex jargon and focus on direct action steps they can take immediately on social media sites like Instagram or Facebook. Some participants responded favorably, sending thanks or asking follow-up questions in private messages. These interactions, although

sometimes temporary, meant so much and reaffirmed for me that the work was reaching real women who were struggling to build something of their own.

That being said, there was one thing I wished was more successful: the discussions. One of the main goals of the Telegram channel was to foster community—a safe place where women could ask questions, share their own stories, and encourage each other. Unfortunately, this part didn't quite pan out as I'd hoped. In spite of having all 11 women in the channel and quietly reading the text, few participated in group discussions. A pause of a moment, whether induced by shyness or unfamiliarity with the process, reminded me just how difficult online discussion is, especially if it involves strangers that could be busy with their own insecurities or fears. If I were to re-open the Telegram channel for homepreneurs Armenian women, I would seek to make it more supportive and interactive. It could be through weekly topics like "Reel Creation Week" or "Photo Tips Week" to focus discussions, alongside frequent live Q&A sessions to assist in handling specific issues. Adding interactive elements like polls, question days, and feedback days would make the participants feel more comfortable sharing their experiences and learning from each other. I would also add small accountability groups to facilitate closer relationships and provide ongoing support, while personalized check-ins could help quieter members feel more comfortable participating. Finally, focusing on individual success stories and holding regular virtual coffee breaks could promote the sense of belongingness and engage the participants as well as motivate them.

There were literally only two instances of group discussion that were significant. One was with a nail master who had joined the channel because she wished to learn how to acquire more clients

through Instagram. She was settled in her profession but lacked an online presence. The engagement was productive—she discussed her content creation issues and I provided her with personalized advice on the utilization of hashtags, location tagging, and engaging stories to highlight her services. It was a passionate and reflective discussion, and I could sense her rekindled enthusiasm afterward.

The second was with a young lady who was starting her cake-baking business. She was a total beginner on Instagram and admitted that she was lost and had no idea where to begin. I advised her to start small—post behind-the-scenes content, use her immediate network to get some early momentum, and then build from there. Her attitude shifted during our call, and by the end, she was already brainstorming her first few post ideas. That excitement was incredibly fulfilling to witness.

These two moments, though few, were deeply impactful. They showed me what the channel could become if the participants felt more comfortable opening up and connecting with one another. I realized that building trust in a virtual setting requires more than excellent content—it requires consistency, familiarity, and a human element too.

Despite these challenges, I consider the project to be a success. I was able to take theoretical information and turn it into real-world applications, create an actual site, and offer usable tools

for the women who needed them. I learned about how to design and deliver learning content online, how to diagnose and adapt based on participant feedback, and most importantly, how to measure success outside of the use of numbers. At times, a silent thank-you message weighs more than a hundred likes.

Going ahead, I intend to leave the Telegram channel open and keep updating it from time to time with new content, new tips, and space for discussion. I hope that, with time, the women will gain confidence, not only in their abilities but also in their voices. My dream is that one day, one of these women will return to the chat, not only to inquire about something, but to mentor another woman who is beginning her own journey. That would be the ultimate measure of success—not only empowerment, but continuity.

This project reaffirmed my belief in community, in the power of learning together, and in making low-barrier access to knowledge available for women worldwide. While there were moments of silence or lull periods throughout, even those were instructive. I'm leaving this experience with a heightened sense of what it is to be in service to others, and with an even stronger urge to continue to do that in my work moving forward.

Conclusion

This capstone was not just a virtual project—it was one in a line of steps toward building a safe and welcoming community for Armenian women in home-based business. By initiating and

operating a Telegram channel focused on social media marketing, I aimed to provide accessible information and guidance to those who might otherwise not have access. Despite the initial problems—particularly in signing participants up and triggering group activity—the project had a tangible impact on the small but heterogeneous group of women involved.

In this process, I gained important lessons in creating content, building online community, and the influence of tailored outreach. I also found that empowerment is a gradual process that is typically triggered by small things, powerful conversations, and the capability to hear. Despite the level of community interaction not being as intensified as I expected, the personal success stories and personal feedback assured that even a silent site could initiate positive change.

Looking ahead, I am committed to continuing to build the channel and expand. I see having live sessions, guest speakers, and more structured learning paths. Most of all, I am still inspired by the women who took this journey with me—and hopeful that, in time, the community we built will grow into a robust, self-sustaining universe of learners, creatives, and leaders.

This project reiterated my dedication to social change through communication, and strengthened my belief that every little effort matters when empowering others.

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