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1.1 INTRODUCTION

In the present digital era, social media has become one of the most influential marketing tools for businesses across various industries. Organisations increasingly rely on social media platforms to connect with customers, promote products and services, build brand awareness, and maintain customer relationships. With the rapid growth of internet usage and smartphone accessibility, social media marketing has transformed the way companies communicate and engage with their target audience. Platforms such as Instagram, Facebook, LinkedIn, YouTube, and Twitter provide businesses with opportunities to reach a wider audience in a cost-effective and interactive manner.

In the event management industry, social media marketing plays a significant role in showcasing creativity, promoting events, engaging audiences, and building a strong brand image. Event management companies use social media platforms not only for promotional purposes but also for creating customer experiences, sharing event highlights, receiving feedback, and maintaining continuous interaction with clients. Effective social media marketing helps organisations improve visibility, attract potential customers, and strengthen customer loyalty.

Event management encompasses planning and executing an event or an entire event program, from the beginning stages of planning to post-event reporting. These events can include personal celebrations like weddings and birthdays. It also includes larger gatherings such as corporate conferences, trade shows, sporting events, and cultural festivals. Event management also involves managing resources, budgets, timelines, and risks, making it a complex and challenging field. In event management, everything is organised and coordinated to ensure that every aspect of the event runs smoothly. The events industry now includes events of all sizes and occasions of all scales. Many industries, celebrities, charitable organizations, and interest groups hold events to market their label, build business relationships, raise money, or celebrate achievement. An event refers to a social gathering or activity, such as a festival (for example a musical festival), a ceremony (for example a marriage) and a party (for example a birthday party).

There are mainly 3 types of event management - Corporate Event Management, Product Launch Event Management and Special Event Management. The process of managing an event consists of several essential stages: brainstorming ideas, assessing feasibility, thorough planning, budgeting, coordinating vendors and resources, marketing,

implementing, and evaluating the event afterward. Event managers make certain that each phase corresponds to the goals of the client or organization while also ensuring efficiency and quality.

1.2 SIGNIFICANCE OF THE STUDY

The study helps to understand the importance of social media marketing in promoting events and increasing customer engagement. It provides knowledge about how social media platforms influence audience awareness, participation, and decision-making regarding events. The study also helps identify factors that contribute to effective event promotion through digital platforms.

Further, the study is useful for students, researchers, marketing professionals, and event management organizations in understanding the role of social media marketing strategies. The findings may help Icecube Event Management Pvt. Ltd., Kochi improve its promotional activities and strengthen customer relationships through effective social media practices.

1.3 SCOPE OF THE STUDY

This study focuses on analysing the effectiveness of social media marketing with reference to Icecube Event Management Pvt.Ltd., It examines the company's use of social media platforms for promoting services, engaging customers, and building brand awareness. The study also analyses factors such as content quality, audience interaction, consistency in posting, customer feedback, and promotional activities through digital platforms. Additionally, it explores how social media marketing influences customer perception and supports business growth within the event management industry. However, the scope of the study is limited to a single organization and mainly concentrates on social media marketing activities without covering other forms of marketing or broader financial aspects. Overall, the study provides practical insights into the role and effectiveness of social media marketing in an event management company.