Impact of Marketing on Small Business
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Research Question: How could a small business market their brand for it to become popular among teenagers alongside the existing competition from numerous popular brands?

Abstract: Business is a very broad field and does include many more sub fields like marketing. There are so many morals and ethics to business. Business is a discipline that I have recently become interested in as it involves marketing, and it is all around us. Furthermore, marketing has such a huge impact on business growth in the field of business and sales output. Marketing is an specificity in Business that is such an adaptive area because there are constantly new marketing strategies being put out which some may work and some may note. Yes, social media has a big impact on marketing but even within for example Tiktok, there are constantly new trends coming up which those trends are being used to create new advertising tiktoks to keep the followers entertained while making it informational. There are so many big successful brands like Nike, Lululemon, Adidas, and many more who have not only become so successful but successful among teenagers with a lot of marketing strategies. A marketing strategy needs so much thought behind it because marketing is what makes a business so successful but among this strong competition with already successful bigger brands, there are so many small businesses not being able to grow even with potential which is why this is an important issue to discuss. This all leads to my current research question, how could a small business market their brand for it to become popular among teenagers alongside the existing competition from numerous popular brands?

Background/Context/Importance: Have you ever wondered why teenagers ask for clothes but not just any clothes, it has to be a specific brand. This is due to marketing. Marketing is what drives businesses and makes each and every brand popular. Without marketing, there are no businesses. The field of marketing has been developing and is still developing till this day. This is due to all the new apps that are evolving and platforms in which teenagers are using the most. Teenagers have always been the target for any form of marketing because teenagers are what the future is and they are at the age to show more interest in non necessary items. Furthermore, as marketing has been developing and is still developing, there are multiple new marketing strategies being developed. For example, in the pass, the main marketing strategy was to promote the product through ads on television. This is because television was the most used technology in the past. Now, the main marketing strategy is posting on a lot of the social media apps as phones and social media on those phones are the most used. This is just one example of how marketing has developed over the years, hence why marketing and business is such an important topic.

Problem statement: It is hard for small businesses, among the business competition to gain recognition.

Hypothesis: If I implement the 4-step marketing strategy consisting of social media, partnership, customer relationship, and community centered marketing then, there will be more recognition to the small business brand that I am working with.

Criteria for Success: The criteria for success of this project is to see at least a small percentage of increase in the survey results which asks the random sample of Innovation Academy if they know the brand in which I worked with, which is called "Acreates". Another criteria for success is, if the small business already has social media, it is for that there should be an increase in followers. These are the two criteria for success considered during this project according to the hypothesis.

Methods/Steps : Firstly, I contacted multiple small businesses to find at least one that would work with me for this research project. Once I have secured the small business, I started to build a great relationship with the small business and further discussed before implementing the marketing strategy. I then sent surveys of how well this specific small business brand is known among the teenagers at Innovation Academy and recorded all the survey answers into data tables. Then I looked at publicly available marketing trends of popular brands across various resources and came up with my own marketing strategy. Once I came up with the marketing strategy and I was sure about it with reasoning for each part of the marketing strategy I implemented in the small business. During the implementation of the marketing strategy, I made multiple social media posts per week, I contacted multiple small businesses with similar purposes to the small business that I am working with to gain a partnership, and I worked on a poster that could be put up to advertise this brand. During this time, I took data of the views and likes on the social media posts and the overall performance of each post and reel and further compared it to the previous posts that were already up on social media. Later, I sent the same survey out to see how many more people know about the brand that I am working with. I then analyzed the survey results to determine the percentage of students at IA that know this small business brand after the marketing strategy has been implemented. This is compared to the percentage of students at IA that knew about this small business These are exactly the steps I took as part of the method for this research project.

McKenna, Regis. "Marketing Is Everything." *Harvard Business Review*, Jan. 1991, hbr.org/1991/01/marketing-is-everything.

Purcarea, Victor. "The Impact of Marketing Strategies in Healthcare Systems." *Journal of Medicine and Life*, vol. 12, no. 2, 2019, pp. 93–96, www.ncbi.nlm.nih.gov/pmc/articles/PMC6685306/. NCBI.

Targeting Teens. www.sfenvironment.org/sites/default/files/fliers/files/sfe_se_targeting_teens_6-12_combined.pdf.

Materials: In conducting this research, I utilized a small business that was started by an IA student to test the marketing strategy with a realistic setting. I also used Canva for multiple social media posts and posters to help implement the social media step of the marketing strategy that I thought. I used paper for printing the bigger marketing posters to put around Innovation Academy for the community centered marketing step of the marketing strategy. All these materials/tools are what I used to further with my research.

4 Step Marketing Strategy (This was used to gain recognition for the small business):

1. (Social media) Must have Instagram and TikTok with a small business brand name and will post 3 times a week and this will be filled with new ideas for each post. This post can be just a post in general or a reel, TikTok. This will highlight new products or services and have as many people as you can possibly repost these on their story for the reach of word.
2. (Partnership) Find at least one partnership with another small business that is doing the same type of business or similar business (like same field) and do a collaboration with them and post about this.
3. (Customer relationship) Engage more with the community – talk to the customer more in depth and understand specifically their wants and needs and start campaigning with why this makes a difference in their lifestyle, showing them, the bigger idea is important.
4. (Community centered marketing) Practice community centered marketing. In this case, the target audience in general are teenagers, but more specifically, IA teenagers, so to practice community centered marketing, create posters that are very colorful and match the aesthetic of your small business with a bigger size to place in IA.

Data collected using the method: Social media data:

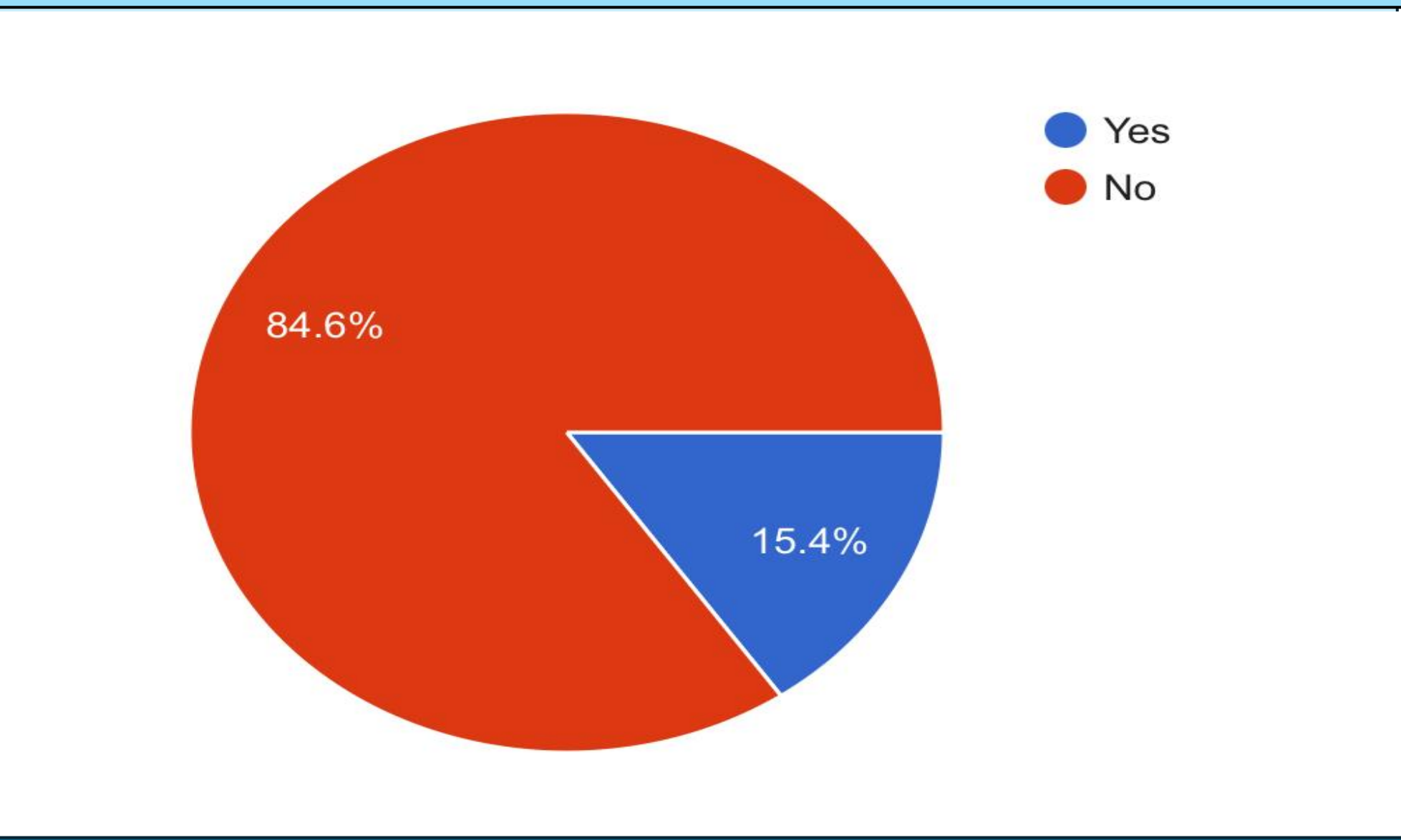|	Post #1	Post #2	Post #3	Post #4	Post#5 (Partnership)
Likes on post	5	4	1	1	4
Likes on story	7	8	N/A	5	4
Views on story	220	158	N/A	140	138
Share on post	2	2	1	2	4
Views on post	379	296	203	342	379

Analysis/Conclusion: So as the initial survey was collected, data shows that 94.3% did not know what the brand Acreates even was or might not have even heard of it. Only 5.7% of those who were surveyed knew what the brand of Acreates was. After this data was collected, there was a marketing strategy that was created and implemented on the brand of Acreates. The marketing strategy was a 4-step process including community centered marketing for which the small business went around and talked about her small business brand to many of those who she knew, furthermore, there was a poster created and was there around the community which was the School of Innovation Academy. In addition, social media steps, partnership, and customer relationship which she has been maintaining a real good relationship with all the customers. Data was collected for all the posts created every week for this marketing strategy being tested which was tested over a period of 5 weeks, so there were 5 posts released. Each bringing up something new and especially that final post which was the partnership product was something new to the community. Data shows fluctuation among the likes of the post, views of the story, and shares on post. There were definitely a lot of views on stories that reposted these Acreates brand post ranging from 100 – 200. Furthermore, the partnership post happened between Acreates, and another brand called Alaas creation which this partnership post included a design coming out with the collaboration of both. Furthermore, there were many views on the story which reposted the posts made which means all though only some filled out the form, overall, a lot of people now heard of Acreates brand atleast once. So, after all of this was implemented, the surveys were sent out again discussing if people know of the brand of Acreates which this time was 84.6% said no, they did not know of the Acreates brand, while this time 15.4% said, yes, they do know of the Acreates brand which was a increase over 5 weeks proving this marketing strategy is efficient for small business to make recognition to their brand.

Overall Survey data:

Survey data Initial	Survey data Final
94.3% - no	84.6% - no
5.7% - yes	15.4% - yes