

# Quantitative Research for Business

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## Title

The Impact of Social Media Marketing on Sales Growth

## Abstract

This study analyzes how social media marketing affects business sales. Data from 200 small businesses were collected, comparing their social media activity with revenue growth over six months. Statistical analysis was used to determine whether increased engagement leads to higher sales.

## Introduction

With the rise of digital marketing, businesses invest heavily in social media. This research aims to quantify the impact of social media marketing on business sales and identify key trends that drive growth.

## Literature Review

Previous studies suggest that businesses with strong social media presence experience increased brand awareness and customer engagement. However, there is limited quantitative data linking social media activity to actual sales growth.

## Methodology

Data was collected from 200 small businesses, tracking their social media posts, engagement (likes, shares, comments), and monthly sales figures. Regression analysis was performed to measure the correlation between social media activity and revenue changes.

## **Results**

Businesses that posted daily and engaged with customers saw a 25% increase in sales, while those with minimal social media activity showed little to no growth. The strongest correlation was found in businesses using paid advertisements and interactive content.

## **Discussion**

The findings suggest that consistent and interactive social media marketing contributes to increased sales. Businesses that actively responded to customer inquiries and used targeted ads saw the highest return on investment. However, the effectiveness varied based on industry and audience engagement.

## **Conclusion**

Social media marketing plays a significant role in business growth, but success depends on strategy and engagement. Future research could explore how different platforms and content types influence customer buying behavior.

## **References**

All sources used in the research, formatted according to academic citation standards.