

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**  
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**SOCIAL MEDIA: A MARKETING STRATEGY FOR NEWSPAPER PUBLISHERS IN  
BULAWAYO**

**BY**

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**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT OF THE  
REQUIREMENTS OF THE BACHELOR OF SCIENCE DEGREE**

**IN**

**PUBLISHING STUDIES**

**BULAWAYO, ZIMBABWE**

**YEAR: 2013**

## **ABSTRACT**

Social media marketing involves the use of online social media tools like Facebook, Twitter, and LinkedIn to reach consumers in innovative ways. This research sought to establish whether the usage of social media as a marketing strategy brings any changes in the profitability and product awareness for newspaper publishers. The researcher reviewed literature from various authors in order to give full detail on the subject at hand and discover what others have researched and discovered about social media marketing. The researcher used mixed approach, incorporating both the qualitative and quantitative research, made use of a survey design and data was analysed and presented in graphs and tables showing the marketing strategies used by newspaper publishers, benefits of social media, relationship marketing. Questionnaires and interviews were the chosen data collection instruments because they are easier to administer and they save time. A total of thirty questionnaires were sent out and a total of 23 were answered which resulted in a 66,7% response rate. A total of two interviews were carried out with marketing managers which resulted in a 100% response rate. The researcher finally concluded that social media is a good marketing strategy and publishers can save on marketing costs and recommended that newspaper publishers use social media to market their publications so as to interact with customers and know their needs so that they know how best to meet those needs. Hence, newspaper publishers cannot be left behind in this social networking era to take advantage of its benefits through relationship marketing and employing it as one of the marketing strategies alongside other strategies used by newspaper publishers.