

## TABLE OF CONTENTS

APPROVAL OF THESIS.....	I
APPROVAL OF EXAMINATION PASSAGE .....	II
STATEMENT OF THESIS ORIGINALITY .....	III
ABSTRACT.....	IV
ABSTRAK.....	V
PREFACE .....	VI
TABLE OF CONTENTS.....	VIII
LIST OF TABLES .....	IX
CHAPTER 1 INTRODUCTION .....	1
1.1 INTRODUCTION.....	1
1.2 PROBLEM DESCRIPTION.....	2
1.3 RESEARCH OBJECTIVE .....	3
1.4 MAIN RESEARCH QUESTION AND SUB QUESTIONS .....	3
CHAPTER II LITERATURE REVIEW .....	5
2.1 SOCIAL MEDIA MARKETING .....	5
2.2 LEAD GENERATION MARKETING.....	6
2.3 BRAND AWARENESS .....	6
CHAPTER III RESEARCH METHODOLOGY.....	8
CHAPTER IV ANALYSIS & DISCUSSION.....	9
4.1 ORGANIZATIONAL SCHEME FOR SOCIAL MEDIA.....	9
4.2 SOCIAL MEDIA PLATFORM AND USAGE.....	11
4.3 SOCIAL MEDIA KPIS .....	13
4.3.1 <i>General Overview</i> .....	13
4.3.2 <i>Facebook</i> .....	14
4.3.3 <i>Instagram</i> .....	15
4.3.4 <i>Twitter</i> .....	15
4.3.5 <i>LinkedIn</i> .....	16
4.4 Factors of Social Media Marketing .....	16
CHAPTER V CONCLUSION & RECOMMENDATIONS .....	18
5.1 Conclusion .....	18
5.2 Recommendations .....	19
REFERENCES.....	21