



## INTRODUCTION

THE CONTRIBUTION OF SOCIAL MEDIA TOWARDS EVENT SUCCESS AS A MARKETING TOOLS IN MARKETING EVENT ARE THE MAIN IDEA OF PROJECT IN THIS RESEARCH. THE OBJECTIVES FOR THIS STUDY ARE TO MEASURE THE EFFECTIVENESS OF SOCIAL MEDIA AS PROMOTING AND MARKETING TOOLS FOR AN EVENT. THE STUDY SHOW A SIGNIFICANCE RELATIONSHIP BETWEEN THE USE OF SOCIAL MEDIA IN MARKETING AND THE EVENT SUCCESS.

## METHODOLOGY

SCOPE : MILO BREAKFAST DAY 2017  
PADANG MPK, KUANTAN  
POPULATION : 5000  
SAMPLE SIZE : 400  
QUESTIONNAIRE DEVELOPMENT  
PART B  
EFFECTIVENESS OF SOCIAL MEDIA AS  
A MARKETING TOOL:  
AN EMPIRICAL STUDY  
BY : (BASHAR, AHMAD, & WASIQ, 2012)  
PART C  
EVALUATING PARTICIPATION : A GUIDE AND TOOLKIT  
FOR HEALTH AND SOCIAL CARE PRACTITIONERS  
BY GARY MCGROW

## OBJECTIVES

1. TO IDENTIFY THE EFFECTIVENESS OF SOCIAL MEDIA AS PROMOTING AND MARKETING TOOLS.
2. TO STUDY THE IMPACT OF MARKETING SOCIAL MEDIA TOWARDS EVENT SUCCESS
3. TO EXPLORE WHICH SOCIAL MEDIA (TWITTER, INSTAGRAM AND FACEBOOK) IS THE MOST EFFECTIVE

## PROBLEM STATEMENT

1. A CUSTOMER ATTENTION USUALLY DIFFERS BY THEIR NEEDS AND WANTS ALSO MAY CHANGING BY TIME.
2. DEVELOPING AN ATTRACTIVE ADS TO GRAB CUSTOMER ATTENTION AND ALSO TO LEAVE CUSTOMER WITH A GOOD FIRST IMPRESSION.
3. CUSTOMER EXPECTATION

## FRAMEWORK

Social Media use and effectiveness in marketing

Event Success

## FINDINGS

MEDIUM

	Frequency	Percent
FRIENDS	28	7.2
PRINTED MATERIALS	12	3.1
Valid SOCIAL MEDIA	268	69.3
WEBSITES	79	20.4
Total	387	100.0

SOCIAL MEDIA

	Frequency	Percent
FACEBOOK	212	54.8
Valid TWITTER	108	27.9
INSTAGRAM	67	17.3
Total	387	100.0

EVENT RATING

	Frequency	Percent
VERY POOR	4	1.0
POOR	4	1.0
Valid AVERAGE	4	1.0
GOOD	27	7.0
VERY GOOD	348	89.9
Total	387	100.0

AUDIENCE EXPECTATION

	Frequency	Percent
YES	356	92.0
Valid NO	31	8.0
Total	387	100.0

## CONCLUSION & RECOMMENDATION

From the result, this research discovered that social media is an effective marketing tools which also user friendly, mostly free and on demand right now.

Some recommendations are as below:-

1. The ending and result from this research are based on one event it can be more information rich if the future researcher can conduct the survey on a multiple event .
2. Use other variable of social media such as Youtube, LinkedIn, Myspace and many other social media that are not use in this research

## REFERENCES

- Hancock , B., Ockleford , E., & Windridge, K. (2009). An Introduction to Qualitative Research . 1. Akar, & Topcu. (2011). An examination of the factors influencing consumers attitudes toward social media marketing.
- Boone, L., & Kurtz, D. (1995). Contemporary Marketing Plus.
- Buono, S. (2013).The Effect of Social Media on Attendees Expectations and Perceptions