

Spring 5-6-2023

How to Grow My Business on Social Media

Thomas Vehige
Coastal Carolina University, tjvehige@coastal.edu

Follow this and additional works at: <https://digitalcommons.coastal.edu/honors-theses>



Part of the [Advertising and Promotion Management Commons](#), [Business and Corporate Communications Commons](#), [Entrepreneurial and Small Business Operations Commons](#), [Marketing Commons](#), and the [Technology and Innovation Commons](#)

Recommended Citation

Vehige, Thomas, "How to Grow My Business on Social Media" (2023). *Honors Theses*. 475.
<https://digitalcommons.coastal.edu/honors-theses/475>

This Thesis is brought to you for free and open access by the HTC Honors College at CCU Digital Commons. It has been accepted for inclusion in Honors Theses by an authorized administrator of CCU Digital Commons. For more information, please contact commons@coastal.edu.

How to Grow My Business on Social Media

By

Thomas Vehige

Sports Communication; Minor in Film and Production

**Submitted in Partial Fulfillment of the
Requirements for the Degree of Bachelor of Arts**

In the HTC Honors College at

Coastal Carolina University

Spring 23

Louis E. Keiner

Director of Honors

HTC Honors College

Jeffrey A. Ranta

Assistant Professor

**Communication, Media, and
Culture**

**Thomas W. and Robin W.
Edwards College of Humanities
and Fine Arts**

Introduction

I first picked up a camera as a junior in high school, which I had to use as part of my concentration. While I picked that particular concentration because I thought it would be fun, little did I know that it would change my life. I fell in love with videography, and it has been six years since picking up a camera. Since arriving at Coastal Carolina, I have worked for Coastal Football for four years, shot the College Football national championship, worked with various bowl games multiple times, freelanced around the Grand Strand, and started to make money off this passion of mine. I love what I do, and this experience has motivated me to take a bet on myself and go full-time freelance upon graduation. I want to use my talents and passion to make a living and provide for my future family. While I have been making good money as a college student, that money versus the money I need to constitute a living is a big difference. To do that, I need to reach brands and businesses to get more services in front of them. There is a looming issue as college graduation approaches: how to grow my business to make a living off what I love doing?

Social Media Importance

Why do businesses and brands need someone like me to create content for them? 4.27 billion people are actively using social media (Statista, 2023). Not just accounts are made; these people actively use social media daily. The average use of social media is 2 hours and 27 minutes daily (Statistics, 2023). This many people spending time on social media is a massive opportunity for businesses to advertise to people, especially with traditional forms of advertising becoming less relevant. TV commercials are less effective than they were, as most streaming services provide an option to pay more, not to get advertisements. Even more traditional ways, such as billboards usually translate to sales only if it is a local business (Back40Design 2020.) In

order to stay relevant in advertising today, a business needs to put content out through different social media channels to achieve awareness online. It is more prevalent than ever if we narrow this down to the Horry County area. With the primary source of money being tourists, gaining their attention is critical while they are here for a short time. According to Visit Myrtle Beach, in 2018, non-local visitors spent \$4.5 billion here in the area. Social media is also essential for reaching and interacting with locals once all the tourists die down. With Horry County being the fastest growing in the state, reaching new people is crucial.

Networking Importance

There is another critical part of growing my business: networking. In talking with Kyle Massie, founder and owner of 963 Film Group, he said networking gave him the jump he needed to get ahead and never look back. "I do not know where I would be without networking, probably not here," he said. "Everything from marketing to people I know, to paying for networking seminars, to connecting with people on the job has got me to this point." After talking to Kyle and based on my experience, networking events are a must going forward. Generating leads and such are essential as discussing how this will play into my strategy later.

Importance of Brand Content

With how many businesses are opening, getting their own name out to the public's radar is very important. While traditional ads might work with seniors, all younger families are more influenced by social media content marketing. However, the content needs to represent the business correctly and professionally. Subciously, one will take a professional Nike commercial more seriously than a Payless commercial shot on an iPhone. However, who makes this professional content for brands to push people? That would be where I come in, providing my services to make content for them because they need it, do not want to do it themselves or prefer

a professional to provide more appealing content. Then the next question is how do these businesses find my services? That is what my project dives into--reaching these brands' businesses and potential clients.

My Plan

I will reach more clients by targeting specific demographics on social media. My target demographic is business owners needing my services. The average business owner is aged 30-50 (Ascent 2022.) When we inspect Horry County, the biggest age group outside seniors is the 30-50 (World Population Review, 2023.) We will look at what social media platform(s) most people in that demographic use. While I will be on every social media platform, knowing which one to spend the most money and time on is still important. With how specific formatting content has to be nowadays, this will help me figure out how to format my advertising appeals better. According to Pew Research Center, the top social media for ages 30-49 is YouTube at 91 percent, Facebook at 77 percent, and Instagram at a big dropoff at 48 percent. It then becomes apparent that I must pour more time into Facebook and YouTube than any other social media. From there, it becomes clear I should run ads on those specific platforms.

Facebook has a feature called "location targeting." When the proper input is plugged in, it will run a campaign of ads in the location inputted. This ad targeting feature is huge for people like me because I am not trying to do business on the West Coast like Hollywood or Seattle. I am staying in the Grand Strand, so targeting this area and other areas around South Carolina will be beneficial. I will also target big media markets close by, like Columbia, Charlotte, Greenville, and Atlanta.

Paid Social Media Advertising

Now that there is a general understanding of how the rationale of how social media is working for me, the next thing is creating a strategy to get content in front of potential clients. Facebook and most other social media ads are very flexible with ad costs; you can plug any number and then run ads. The success of putting \$5 into an ad campaign versus \$500 will vary. With looking at my personal finances and what I can afford, I have come up with \$750 for advertising on social media. \$500 will go to Facebook, while the other \$250 will go to YouTube. While YouTube is viewed more, ads run less on YouTube than on Facebook. Various things will come into play when building my freelance business: purchasing business cards, building a website, creating my brand, registering as an LLC, etc. I need to do those general business principles on my end to be ready for when launching.

Plan Goal

I aim to obtain around 3-5 retainer clients with the marketing content plan help, which I will dive into . This strategy ensures consistency and sustainability in income while allowing for exploration and growth.

There are different tactics of how I can go about posting to social media, but I will be focusing on these three kinds. First piece of content in this tactic is what is called "a reel." It is a montage of all my best work in one video. It is a distinctive way to show clients what I can create for them in less than a minute. Thankfully, with my experience in the industry, I can showcase many things with my wide variety.

Second, I will run client work. This may be a commercial, a short social media reel, or something I have done for another client to demonstrate what I can do for clients. By posting client work, this can show

Third, I will run ads with behind-the-scenes content for social media strategies.

Behind-the-scenes content While this might seem odd, it makes me seem personable and more than just a videographer. It allows me to create personal relationships over social media.

Another key factor in this strategy will be that I will also attend many in-person networking events in the area. These networking events are critical; I can talk to and create relationships with people. Social media is critical but can only take me so far. I have been freelancing in this area for three years and have many connections, making it easy to get into events like these and sell to get clients.

The last tactic to help me grow and allow me to sustain my income is the type of clients I will go after and the contract I will try to get them to sign. I will focus on gaining retainer clients more than one-and-done clients. The retainer client contracts are clients who sign contracts to have work done once a month for a year. They can then choose to renew or not. The one-and-done clients are ones that just want one video and I only work with them once. The one-and-done clients can be fun, the reality is focusing on those is not a sustainable strategy. One week I could make a plethora of money; the next week, one barely made anything. By using the tactic of prioritizing retainer clients, it ensures I will have a sustainable income. This tactic also gives me the flexibility to take one-and-done clients and not have to stress about finding more. I do not have to stress about finding more as those retainer clients will be consistent, and the one-and-dones can be extra income as they come on in.

Evaluation of Plan

How will this plan be evaluated as a success or failure? The evaluation will be judged on how many clients I can bring in. If I bring in clients from it, it is a success. If I do not, it is a failure. It will not a complete failure, however, because it can be modified each month based on

successes and failures. This goal will be important in the first year, as gaining a solid client base is more critical than ever starting from scratch. I have a couple of clients right now, so that base is there. I have wiggle room regarding success and failure. So while this approach is made for scaling up the business from scratch, I want to expand the business and make it larger. The timeline for this is whenever I would like to start. It is straightforward to implement right now, which is what will happen upon graduation.

Timeline

Preparing this strategy all started back in January when I made the decision that I was going to go into full-time freelance videography. While I had made a name for myself in the area with Coastal Football, I realized it was essential to get my name even more out here to get more clients. That was when I started to research the steps I needed to take. In February, I started to build the basis: of whom to target in my demographic, what would be most profitable, what platform to use, etc. In March, I met with Kyle Massie and discussed networking with him. Throughout this whole time, I was still freelancing and preparing to upscale come May after graduation. In April, I started to composite everything I had learned into a strategy on paper.

Overall Goal

This whole plan aims to live out my passions and make money from what I love to do. I have had a lot of experience and opportunities over my six years in the industry, and very much expanding to places I would never have thought I would go in these past four years at Coastal. Much of this project has been developed based on what I have seen work with various companies and organizations I worked with personally. This is how I will build my brand, and I recommend this strategy. After May, my first month of freelancing, I will have some results which will be successful. If not, this plan is easy to pivot and rework to fit my needs to achieve my goal.

Acknowledgments

Thank you to Dr. Ranta for guiding me throughout the semester on this project his feedback and guidance. Thank you to Kyle Massie of 963 Film Group for taking the time to talk to me and answer my questions. Special thanks to Coastal Carolina Football for helping me launch my career, specifically Connor Wagner, Zack Khordaji, Tiffany Henry, and Jamie Chadwell. Also, thank you to all my clients and organizations for bringing me on and allowing me to work with and learn from you. Moreover, lastly, thank you to my family for supporting this crazy dream of mine since high school; while they might not have always understood it, they supported me nonetheless, and I could not be more thankful for that.

References

Back40Design. (2020). Billboard advertising statistics.

<https://www.back40design.com/blog/billboard-advertising-statistics/>

Hilde A. M. Voorveld, Guda van Noort, Daniël G. Muntinga & Fred Bronner (2018)

Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type, *Journal of Advertising*, 47:1, 38-54, DOI:

[10.1080/00913367.2017.1405754](https://doi.org/10.1080/00913367.2017.1405754)

Pew Research Center. (2020, March 10). How to choose the right social media platform to reach your target audience. Web Solutions, Inc. Retrieved February 14, 2023, from

<https://www.exposure.com/blog/most-popular-social-media-platforms-by-total-users-age-and-gender/>

Horry County, South Carolina population 2023. *World Population Review*. (n.d.). Retrieved February 14, 2023, from

<https://worldpopulationreview.com/us-counties/sc/horry-county-population>

Statista. (2023). Number of worldwide social network users from 2017 to 2025.

<https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>

Statista. (2023). Daily social media usage worldwide.

<https://www.statista.com/statistics/433871/daily-social-media-usage-worldwide/>

Taylor, D. P. (2022, August 5). *Small business ownership statistics for 2023*. The Motley Fool. Retrieved April 24, 2023, from

<https://www.fool.com/the-ascent/small-business/articles/small-business-statistics/>

Tourism Works for the Grand Strand. (2021). 2019 Visit Myrtle Beach economic impact.

<https://www.tourismworksfortheGrandStrand.com/wp-content/uploads/2021/05/2019VisitMyrtleBeachEconomicImpact.pdf>

Vehige, T. (2023). Adam Breneman Show Intro, <https://youtu.be/JCMwpA-axEs>

Vehige, T. (2023). Alabama vs Kansas State Hype Video, <https://youtu.be/QF-nFHQBGBc>

Vehige, T. (2023). Grayson McCall Teal Collective Commercial, https://youtu.be/0mRdYa4rU_s

Vehige, T. (2023). Sigma Core Commercial, https://youtu.be/0mRdYa4rU_s

Vehige, T. (2023). My Reel, <https://youtu.be/vbZWvtB-gZk>