Chapter 10
Social Media Strategies for Start-Ups to Attract Middle-Aged Customers

V. K. Kavi Raaj

Hindustan Institute of Technology and Science, India

B. Senthil Kumar

Hindustan Institute of Technology and Science, India

Sandhya Tumma

Vignan's Foundation for Science, Technology, and Research, India

ABSTRACT

Social media platforms are essential for organisations to reach their audiences and succeed online. This study describes and critiques social media methods for attracting middle-aged clients for start-ups. New entrepreneurs face social media obstacles when building brand awareness in a saturated market. This study analyses survey data and an online focus group to understand middle-aged customers' expectations, interests, and behaviour across SNS. The current study surveys and interviews middle-aged consumers to determine how they react to marketing messages and methods. It also analyses successful start-ups. The goals include assessing the relevance of certain social media, establishing how content affects customer response, and determining customer community involvement to develop trust and loyalty among middle-aged customers. This research offers practical advice for start-ups using social media marketing to improve customer interactions with middle-aged customers and grow their business.

INTRODUCTION

In the current dynamic environment of digital marketing communication, it is found that challenges arise for start-ups when applying social media tools to acquire middle-aged clients (Sabarirajan et al., 2023). Today, social media platforms are one of the essential tools by which companies can actively establish a brand image and effectively engage customers; for start-ups, it provides cheaper customer base access (Geethanjali et al., 2023; Vashishtha & Dhawan, 2023). Nonetheless, because of the scarcity of funds, competition pressure in the virtual realm, and ambitious goals, start-ups need to implement tightly rationed social media activities that are compatible with the behaviors and needs of middle-aged people, usually aged 35 to 54 (Singh et al., 2023; Velmonte, 2023). This demographic is a large group that exhibits high purchasing power but is often not targeted adequately or engages in a way that is not suitable for the given context (Tripath & Al -Zubaidi, 2023). Despite using technology comfortably most of the middle-aged clients demonstrate different usage patterns that can be characterized as traditional, preferring clear and reliable information and demonstrating higher brand loyalty than youth audiences (Tripathi & Al-Shahri, 2023). Social media targeting is thus crucial for the acquisition of this segment, and by engaging the segment, start-ups have an opportunity to achieve greater growth and start dwelling on brand recognition and loyalty (Lishmah Dominic et al., 2023; Vashishtha & Kapoor, 2023).

This research task is to determine which social media platforms, types of content, and types of engagement in the community are more suitable for targeting middle-aged consumers through such platforms as Facebook, LinkedIn, Instagram, Pinterest, Twitter, and YouTube (Kolachina et al., 2023; Venkateswaran & Thammareddi, 2023). Considering that middle-aged consumers make rational and pragmatic consumption decisions and expect credible product encounters, content strategies for start-ups need to address educationally, value-oriented, and user-generated content (Lavanya et al., 2023; Venkateswaran & Viktor, 2023).

Reviews of literature

In the article Mahoney & Tang (2024) strategic social media is discussed as a marketing tool and also as a tool for change. They point out the following; it is difficult to determine the effectiveness of social media campaigns in driving its given objectives, such revenue generation or influential behavior change. However, they have painted an innovative picture of how they support changing the role of social media from focusing on profits and as a tool for promoting commercialism as well as a way of promoting social causes and effecting social change as supported by Mahoney and Tang, (2024). This dual focus highlights the shift from seeing social

16 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/social-media-strategies-for-start-ups-to-attract-middle-aged-customers/366512

Related Content

The Effect of Inter-Organization Trust and Dependency on E-Procurement Adoption: A Case of Malaysian Manufacturers
Latif Al-Hakim, Nik Ab Halim Nik Abdullahand Eric Ng (2012). *Journal of Electronic Commerce in Organizations (pp. 40-60).*
www.irma-international.org/article/effect-inter-organization-trust-dependency/70213

Understanding Country Level Adoption of E-Commerce: A Theoretical Model Including Technological, Institutional, and Cultural Factors
Punit Ahluwaliaand Mohammad I. Merhi (2021). *Research Anthology on E-Commerce Adoption, Models, and Applications for Modern Business (pp. 275-299).*
www.irma-international.org/chapter/understanding-country-level-adoption-of-e-commerce/281508

Benefits and Limitations of Technology in MFIs: Come to Save (CTS) Experience from Rural Bangladesh
Abu Saleh Mohammad Musaand Mostafa Saidur Rahim Khan (2010). *Journal of Electronic Commerce in Organizations (pp. 54-65).*
www.irma-international.org/article/benefits-limitations-technology-mfis/42982

Advertising Techniques in the Digital World: The New Era of Social Communications
Eva Lahuerta-Oteroand Rebeca Cordero-Gutiérrez (2016). *Encyclopedia of E-Commerce Development, Implementation, and Management (pp. 1160-1176).*
www.irma-international.org/chapter/advertising-techniques-in-the-digital-world/149033

Personalized Recommendation Based on Contextual Awareness and Tensor Decomposition
Zhenjiao Liu, Xinhua Wang, Tianlai Liand Lei Guo (2018). *Journal of Electronic Commerce in Organizations (pp. 39-51).*
www.irma-international.org/article/personalized-recommendation-based-on-contextual-awareness-and-tensor-decomposition/207298