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Social Media Campaign Strategies and Business Performance in South-South Nigeria

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Abstract
Social media campaign strategies are a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration, which entrepreneurs can use to promote their businesses. This study evaluated social media campaign strategies and business performance in South-South Nigeria. The purpose of the study was to examine content marketing campaigns, sponsored post, celebrity endorsement and business performance in South-South Nigeria. The study adopted a descriptive survey design with a population of 565 and a sample size of 234. The method for data collection was a structured questionnaire of modified Likert 5-point scale. The study employed descriptive and inferential statistics for data analysis. Descriptive statistic: means and simple percentage were used to answer the research questions while the hypotheses were tested using multiple regressions via Statistical Package for the Social Sciences (SPSS) 25 at a significant level of 0.05. The findings of the study showed that there is a significant relationship between content marketing and business performance, there is a significant relationship between sponsored post and business performance and there is a significant relationship between celebrity endorsement and business performance in South-South Nigeria. It was concluded that social media campaign strategies are interactive technologies that facilitate the creation, sharing, aggregation of content, ideas, interests, and other forms of expression through virtual communities, internet and networks. This social media campaign strategies build brand reputation and inspire stakeholders to adopt a healthy behavior, helps managers and marketers in promoting their brand name, enable firms to increase brand awareness and strengthen loyalty. It was recommended among others that managers and stakeholder should be disciplined and careful not to share confidential information on social media but to adopt a healthy behaviour in promoting brand name and loyalty.

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Keywords: Social Media, Content Marketing, Sponsore post, celebrity endorsement

Introduction

Background to the Study

Information and communication technology has changed rapidly over the years, with the emergence of social media. Social media is a means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks *(*Fuchs, 2017; Gbandi & Iyamu, 2022) [15, 16]. There are varieties of social media and their services, but with common feature (Aichner *et al*., 2021) [4]. Users access social media services through web-based apps that offer social media functionality to their mobile devices. engaging with these electronic services, users create highly interactive platforms in which individuals, communities, and organizations can share, co-create, discuss, participate, and modify user-generated or self-curated content posted online (Ahmed *et al*.,2018; Oyewole *et al*., 2020) [3, 41]. Aichner *et al*. (2021) [4] argue, Social media are used to document memories, learn, explore, advertise, and form friendships along with the growth of ideas from the creation of blogs, podcasts, videos, and gaming sites. Some popular social media websites include Twitter, Facebook, WeChat, Instagram, Baidu Tieba, and LinkedIn, YouTube, WhatsApp, and Tik Tok.

Business performance according to Appel *et al*. (2020) [5], is a venture that involves persuading customers to buy products to increase sales. Enterprises do this by using flyers, social media and direct person-to-person selling. Lutkevich (2023) [31] assented

that, business performance involves methods of various tactics and strategies that businesses use to raise awareness of their products or services and to persuade customers to buy from them. Businesses often use combination of effective promotion strategies such as advertising, personal selling, sales promotions, public relations, direct marketing and word of mouth to achieve a specific needs and goals of the business and its target audience (Nikolinakou & Phua, 2020) [35].

Social media allows new ways of communication, selling and buying of goods and services. According to Mwangi and Wagoki (2018) [34], this provides marketing managers with different channels and marketing tactics. Some of these channels include: affiliate marketing, Display Advertising, Email Marketing, Content Marketing, SEM Campaigns and Search Engine Optimisation (Lashgarara *et al*., 2018) [30]. Businesses inform consumers about product or service through social media platforms. Vassiliadou *et al*. (2019) [46], argue that businesses use social applications to market and promote their products and track customer purchase intention Sales personnel use social media for promotion strategies to create demand for a product or service. Marketers, uses the four main promotions mix such as: advertising, digital selling, sales promotion and public relations via social media to increase sales and revenue. Each of these promotion methods has their own role in generating revenue for a company (Olasanmi, 2019) [38]. Gerhards (2019) [19] supports this by reveling that the main methods of promotion are, advertising, personal selling, sales promotions, public relations, direct marketing, and word-of-mouth marketing. Each method has its own strengths and weaknesses, and businesses need to choose the right mix of tactics to reach their target audience and achieve their marketing goals (Vassiliadou *et al*., 2019) [46].

Business performance is one of the most important aspects of marketing for businesses to achieve its objectives, sustainability and survive. Traditionally, there have been several tools used to achieve business performance. Some of these include; pricing, distribution, relationship, and other promotional tools. However, the emergence of social media marked the introduction of new marketing environment and tool for business performance. Enterprises use social media for different purposes relating to organizational management and improvement of their performances. These ranges from sourcing and recruitment of employees, personnel and team management, organizational coordination, information accessibility, competition, public relations and business performance that enhance the relationship of organization with its external stakeholders. Additionally, the social media is being used not only by marketers but customers, to serve themselves with enterprise relationship and offerings.

The rise of social media makes it easy for business to reach out to their customers through one social media platform or another. Businesses use social media to connect with customers and build revenue. Appel *et al*. (2020) [5] argues that the implementation of social networks in business can strengthen sales and business performance. Oyewole *et al* (2020) [41] opine that social media is a critical resource for engaging with customers, getting customer feedback and expanding company visibility. Vassiliadou *et al*. (2019) [46] submits that an effective social strategy can enhance organization's reputation, build trust and create awareness among consumers. Businesses also use social media for sourcing and recruitment of employees, personnel and team management, organizational coordination, information accessibility, competition and public relations that enhance the relationship of organization with its external stakeholders. Dodokh and Al-Maaitah, (2019) is of the view that social media are used to promote product and service, publicity, advertisings, send frequent messages to customers for their loyalty, ensure effective marketing networks, enable businesses to forecast future purchasing behaviour of their customers, enhances brand image, attract new customers, build awareness, increase sales and build loyalty. Thus, this study examined social media campaign strategies and business performance in South-South Nigeria.

Objectives of the Study

1. assess the relationship between content marketing campaigns and business performance in South-South Nigeria;
2. evaluate the relationship between sponsored post and business performance in South-South Nigeria;
3. analyze the relationship between celebrity endorsement and business performance in South-South Nigeria.

Research Questions

1. Determine the relationship between social media campaign and business performance in South-South Nigeria?
2. What is the relationship between sponsored post and business performance in South-South Nigeria?
3. What is the relationship between between celebrity endorsement and business performance in South-South Nigeria?

Hypotheses of the Study

Ho_1: There is no significant relationship between content marketing campaigns and business performance in South-South Nigeria.

Ho_2: There is no significant relationship between sponsored post and business performance in South- South Nigeria.

Ho_3: There is no significant relationship between celebrity endorsement and business performance in South-South Nigeria.

Literature Review

Content Marketing Campaign

Content marketing is about releasing content steadily over a long period of time. It is about creating a community of engaged audience members to believe in brands, services and products. Dawin (2024) [9] reported that content marketing is a marketing technique which involves creating and spreading contents valuable from the point of view of recipients of the content, aimed at drawing attention and thus engaging a community gathered around a particular target group. Content is what user wants to read, learn about, watch or experience. From the perspective of business, content is important information presented on a website, in an application or by means of other available channels of digital presentation, which have the mission of communicating. Jafarova and Tolon (2022) [24] definition content marketing campaign as articles, images, online tools, e-books, photos, and videos created and transmitted to the consumer through websites, product pages, and blogs More so, social media pages, messages, and group pages created on social media sites are also content formats. Content is created by businesses and consumers.

The content prepared by businesses plays an active role in the purchasing phase of product and the brand. The consumer's content depends on the consumer's satisfaction and ensures that the potential customers are reached by advertising the product and brand through social media platforms, blogs, websites and other channels. According to Gedik (2020) [18], content marketing campaign is a collection of thoughts, thematic information and messages shared in written, visual or audio form, designed for consumption and further distribution over the internet. Businesses tell good stories to reach their consumers, grab their attention and turn them into listeners. With compelling content, it will be easier and faster to reach not only the target audience, but also potential customers. The combination of the internet and content provides a more cost-effective reach to potential customers. Kotler *et al*. (2017) [28] argued that content marketing is an approach that aims to generate content-related conversations, including creating, distributing, and promoting compelling, relevant, and helpful content for a clearly defined and understood target audience.

The internet is the basic medium to which content marketing messages can be delivered in an effective, fast and friendly way. Experts have researched the most viral contents the internet has seen, or in other words, given birth to. These contents have gone from a domestic scale of one website then spread to the whole World Wide Web through social networks and other means of communications. Some of the viral cases have made their own appearance on traditional media such as television. The purpose of content marketing is to educate consumers by providing valuable information. Then the content creates brand loyalty and purchases are made in the future. This relatively new form of marketing normally does not involve direct selling. Instead, the audience is encouraged to make the purchase from said company whenever they are ready (Vila-Boix *et al*., 2023) [47].

The type of content published can vary, from blog posts, white papers, case studies, videos, photos or articles. However, content marketing is not considered just a text or commentary that the company makes for consumers to see. Content must be interesting and interactive, and an important facet of developed content is to allow customers to interact and offer feedback through various channels in the content marketing funnel. In this regard, Järvinen & Taiminen (2016) [26] concluded that generating high-quality content is an ongoing learning process that involves constant evaluation of content that creates engagement with the target audience. First, content design should meet the needs of the customer. A core element related to high-quality content is that it creates value for customers rather than merely promoting the company's products and services. Good content never focuses on products, but rather focuses on helping customers solving their problems and offering advice on issues that customers may feel unsure about. In other words, the content produced by the company may not even mention the company or its products, focusing purely on a given topic in which the company is an expert. In this sense, a valuable and relevant content requires a company to be aware of its customers' informational needs, and this is accomplished through active listening, which in practice is done by collecting customer feedback and through social media monitoring. In short, a content marketing strategy is characterized by 6 elements (Lapes & Porto, 2022) [29].

With the advancement of the digital age, content has become an essential part of marketing strategy. Content marketing is one of the most effective ways to attract target audience attention, build trust, increase sales and improve customer relationships. It is a critical growth technique for most businesses. Content marketing is a strategic marketing technique that involves creating and distributing relevant, valuable content through digital channels to attract and win the attention of a clearly defined target audience. Content marketing is one of the most reliable methods to grow the customer base and increase the value of the brand and product. Content marketing strategy is of great importance for a business as it influences the purchasing behavior of consumers. As a result of technological evolution, the development of social media, and its spread to all areas of our lives, purchasing and consumption behaviors have also changed (Ünal, 2020) [45].

It is widely known that content marketing helps businesses build relationships with their consumers. Content marketing is a great way to promote products and also an excellent way to connect with consumers (Jacob & Johnson, 2021) [23]. This marketing method allows businesses to communicate with their target audiences and identify their problems. Businesses can always easily produce content that addresses these issues, and they use content marketing to influence their target audience and create an experience for them. In a highly competitive marketplace, content producers should prioritize quality over quantity in creating and distributing content (Brenner, 2022) [6]. Continually sharing new and relevant content with customers is one of the ideal ways to engage them and keep them engaged with the business. Content marketing plays a crucial role in helping businesses build and effectively connect a loyal customer base. Designing and implementing effective content marketing strategies will help encourage customer engagement, thus leading to customer retention and loyalty (Lutkevich, 2023; Oana & Irina, 2021) [31, 37].

Sponsored Post

The sharing and exposure to content have made social media a tool that marketers can leverage to build brand awareness and brand loyalty. Hasam (2024) [20] posit that sponsored post is a form of social media, blog, video, or traditional media piece of posted content that a brand pays for to reach its key target audience online. Like native ads, they are meant to feel more like content and be less intrusive than a traditional ad unit. However, sponsored posts can also be evergreen or feature content stories created by a paid journalist, blogger, or influencer, which must be clearly marked as a "promoted" or "paid" advertisement. Forsey (2024) [13] is of the view that a sponsored post is any type of post that helps reach a wider audience. Sponsored post ads on social media platforms help business connect with their target market around brand-related issues. For instance, a live chat or messaging app brand may survey customers to uncover their top struggles when trying to connect with new customers. From those insights, they may develop an ebook or research report or host a webinar that they can promote via sponsored social media posts, blogs, articles, and videos to help target audiences learn about text-based messaging solutions.

Sponsored posts can be referred to as promoted/boosted posts or branded content (influencer or partnership/brand-sponsored posts). Promoted posts are the types of sponsored

posts where businesses pay social media platforms, like Facebook, Instagram, or TikTok, to promote their posts to specific target audiences. Branded content is the type of sponsored post where businesses pay an influencer to post on their own account on behalf of the business. These promo the business and show off the products and/or services (Gerhards, 2019) [19] the first step to ensuring creating a successful sponsored post campaign is to set goals and the metrics use to measure success. The goals will affect which influencers to work with and how to collaborate with them, while selected metrics will help you assess the success of campaign at the end of it.

The sponsored content may cover ways that software can reduce the need for phone conversations and increase customer engagement (Gbandi & Iyamu, 2022) [16]. Sponsored content ads, often labeled as "promoted" posts on social media platforms, help business brands target their content to the right customers at the right time. The practices of a successful sponsored post according to Sonnenberg (2021) [44] include identify the target audience, choose platforms suitable to the business, craft a compelling message with a clear call-to-action (CTA), set measurable campaign goals.

Sponsored post is a popular form of native advertising where brands pay to create content that aligns with the medium's editorial standards while subtly promoting their own products or services. This type of content is designed to blend seamlessly with the platform's regular offerings, appearing as if it is part of the editorial flow rather than an overt advertisement (Nur *et al*., 2022) [36]. The goal is to provide valuable information or entertainment that resonates with audience, thereby enhancing the user experience rather than disrupting it. Sponsored post can take various forms, such as articles, videos, and in graphics, often marked with a disclaimer like "sponsored by" to maintain transparency. By integrating commercial messages into the format and voice of the hosting platform, sponsored content aims to engage the audience in a more organic and less intrusive way, potentially leading to higher engagement and trust than traditional advertisements (Dollarhide & Drury, 2023) [11].

According to Hasam (2024) [20], sponsored post start social media conversation and build customer report, amplify brand message across traditional and social media platforms, position brand as a thought leader in an industry, generate contact list of target customer leads, Plume and Slade (2018) [42] argue that the key benefits of sponsored post include the ability to: capture a target user's attention directly in their social media feed, achieve key marketing objectives and gain audience insights and achieve a measurable return on investment.

Sponsored post creates brand awareness – Reach of the campaign, growth in social media following, number of social media to mentions but a few. Increased sales – Growth in sales, number of sales through a designated coupon code for the influencer. Engagement and customer retention – Engagement generated during the campaign, number of repeat customers during the campaign. Increased social media following – Growth in social media following (Hedwika & Nurrani, 2021) [22].

Celebrity Endorsement

To improve brand or demand, many firms select product endorsement according to consumer-based viewpoint. Advertisers seek to engage consumers with organizational products that provide useful, life enriching communications, but selecting the correct media / celebrities to manage their messages is not simple (Muda *et al*., 2017) [33]. In a book entitled "Celebrity Endorsement Strategies and Performance of Nigeria Telecommunication Industry", Oyakhire and Ebhote (2022) [39] posit that celebrities are regarded as reliable ambassadors or subject matter experts for brands they support. Celebrity endorsement give consumers a high level of confidence in the message being promoted, increasing products level of acceptance, and having a favorable effect on attitude and behavioral changes in consumers. Consumers are usually attached to favourite celebrity, and such celebrities are generally well-trusted by their fans. If they use a company's product, it shows their fans that the product worth using and builds trust in a company's brand. Seeing a celebrity attach their name to a product also reassures consumers of the quality of a company's product (Freire *et al*., 2018) [14]. Celebrities would be at risk for damaging their reputation if they endorsed a product that lack quality. Using a celebrity to represent a company helps to differentiate a company's brand from competitors. Also choosing the right celebrity can open up a brand to new markets (Oyakhire & Ebhote, 2022) [39].

Modern product endorsements can come with contracts worth substantial amounts of money. Sikorski, Knoll and Matthes (2018) [43] aver that many calibrates agree to participate in product endorsement campaigns with the understanding that the company will compensate them; some celebrities donate the proceeds to charities they support, using product endorsement as a public relations campaign. Every year, firms spend a lot of money on celebrity endorsement contracts, assuming that celebrities are spokespersons for their brands or products (Oyakhire & Ebhote, 2022) [39]. In modern-day Nigeria, celebrity endorsement is a multi-million naira industry. Companies pay celebrities large sums of money to certify or advocate their products and services in order to improve their brand's image, trustworthiness, acceptance, and attractiveness. Various companies negotiate advertising contracts with celebrities in the hopes of gaining a distinctive and valued place in the minds of their consumers. Regardless of product type, celebrity endorsement strategies are increasingly being used in a variety of businesses (Jain, 2011). It is thought to function as a signaling method. Celebrity endorsement enhances a product's appeal.

In time of intense global competition, According to Addo (2016) [2], it is a mammoth challenge for any marketer or retailer to win the hearts of their customers. So they need to be prepared for the potential effects of celebrity product branding on performance. Marketers should aim to use celebrities that have a close relationship with consumers to promote their products, and the brand should be of excellent quality to enhance sales. A term used to describe celebrities is "Brand Ambassadors." Celebrities are referred to as unique individuals, such as rising movie stars, sports heroes, and popular TV actors, who may serve as a standard for viewers (Oyakhire and Ebhote, 2022; Khalid & Yasmeen 2019) [27, 39]. Celebrity credibility is significant to customers purchasing behaviour. This refers the public's perception of a celebrity's trustworthiness (Freire *et al*., 2018) [14]. Customers will evaluate an advertisement favorably and be more likely to purchase the goods when they feel that it reflects the celebrity ideal self-concept and self-image (Oyakhire and Ebhote, 2022) [39]. Such a recommendation gives customers the

chance to express loyalty to a company's goods in addition to a favorable rating. Attractive celebrities are featured by most company because of their belief that attractive celebrity appearances are more powerful and compelling. A celebrity's popularity, familiarity, and visual perception all affect how well-received a message goes into the mind of consumers. According to a Oyakhire and Ebhote (2022) [39], purchase intent is favourably connected with attractiveness, professionalism, and trustworthiness. The familiarity, appeal, and proximity of a celebrity to a targeted audience affect their attractiveness. According to Khalid and Yasmeen (2019) [27], physical appearance is crucial since both potential and current consumers' purchasing decisions might be impacted by celebrities' endorsements of fashion and appearance.

Celebrities have been employed for product endorsement since the late nineteenth century (Chen *et al*., 2019) [7]. Through celebrity appearances, a product can be made more noticeable among competing businesses in the marketplace through celebrity endorsement. Therefore, there needs to be a synergy between a company's brand and a celebrity endorser. The celebrity actually expedites the process of enhancing a brand's reputation (Jain, 2011). However, it's difficult to ignore the significant liabilities that come along with the costs of celebrity promotion. Therefore, choosing a prominent celebrity to advertise a company's product is an important option for marketers. By implementing a variety of tactics that might boost credibility and elevate a product or service above its rivals, advertising primarily serves to promote awareness of a company's goods or services (Addo, 2016) [2].

Business Performance

Business Performance is defined as a measure of a company that may not only depend on organisation's efficiency but also on market where it operates (Tran & Pham, 2020). One of the important factors to consider when evaluating business performance is, the relative value of financial measures of company in relation to competitors within the same specific industry, because each industry is unique and making comparison across industries may provide bias interpretation about the performance of a company (You, Srinivasan, Pauwels & Joshi, 2020). According to Ekundayo (2018), any effective and successful business understands the importance of productivity in workplace. Vatan, Ardali & Shahin (2022) defined business performance as how well a firm executes her duties and responsibilities. Otoo (2019) ascertained that performance helps to improve organisation's overall productivity, profitability and employee morale. Companies use regular assessment of performance to identify areas that need improvement (Mohamud, Abdullahi & Bashir, 2019; Sushil, 2018).

Business performance encompasses varieties of activities and strategies aimed at enhancing the visibility, reach, and overall success of a business. According to Indeed (2023), business promotion is a venture that involves persuading customers to buy products to increase sales (Walters, 2022; Ward, 2020). Businesses generally promote their brand, products, and services by identifying a target audience and finding ways to bring their message to that audience. Business communication plays a crucial role in attracting customers, increasing sales, and establishing a positive brand image. It involves the systematic application of marketing techniques to create awareness, stimulate interest, and drive consumer action. According to Kotler and Armstrong (2016), advertising as a form of business promotion utilizes various channels, such as television, radio, print media, and digital platforms, to reach potential customers. Smith and Zook (2017) observed that social media platforms offer a cost-effective way to engage with a wide audience, build brand awareness, and generate leads. Businesses can leverage social media to share content, run targeted advertisements, and interact directly with customers, fostering a sense of community around the brand.

Theoretical Framework

This study adopts the Technology Acceptance Model (TAM) and the Resource Based View (RBV) as its framework.

Technology Acceptance Model (TAM)

The Technology Acceptance Model was propounded by Davis (1989), he posits that there are two factors that determine whether a technology will be accepted by its potential users: (a) perceived usefulness, and (b) perceived ease of use. The key feature of this model is its emphasis on the perceptions of the potential user. That is, while the creator of a given technology product may believe the product is useful and user-friendly, it will not be accepted by its potential users unless the users share those beliefs. Thus, the extent to which users believe that technology is useful and the extent to which they feel that they can easily use technology is critical to their willingness to use it. Recent modifications and refinement to TAM have culminated in the extension of its use to enable a better understanding of users` intention to use Internet technology.

Resource Based View (RBV)

The Resource Based View (RBV) has been used (Abubakar *et al*., 2022) [1] by many researchers "as a foundation for the link between organizational resource and performance". The theory supports the assumption that the primary determinant of a firm competitive advantage and performance is the ability of the firm to use its internal resources and compete (Tajvidi & Karami, 2017). According to the RBV, firm resources include all assets, capabilities, organizational processes, firm attributes, management competencies, technological competencies, information and knowledge controlled by a firm that enable the firm to conceive of and implement strategies that improve its efficiency and effectiveness (Ahmed *et al*, 2018) [3]. On the other hand, firm capabilities refer to the skills of a firm in taking advantage of its resources and assets (Tajvidi & Karami, 2017). Firm resources and capabilities that are valuable, rare, inimitable and distinctive are considered as an essential source of competitive advantage and superior performance (Tajvidi & Karami, 2017). In line with the above, this study considers the social media as an organizational resource, capabilities, management and technological competencies that SMEs use for enhancing the organizational competitiveness and performance.

Empirical Review

Wu (2023) carried out a study on analysis of the usage of social media for marketing and promotion in China. The researcher focused on the rapid development period of the Internet economy in the post epidemic era. It analyzes the new way out of brand marketing, such as live streaming and delivery. Consumer groups love social media because of its social and interactive features, which reduce the cost of

acquiring customers for brands. Finally, the article starts from two aspects of the social environment and network environment, summarizes the general environment of China's online shopping, and promotes the healthy development of China's online shopping. Qualitative analysis was employed. The findings revealed that with the development of online information and network communication technology, the Internet is entering people's work and life. It is emerging shopping method; online shopping has attracted more and more consumers for its fashion and convenience. Live streaming and short videos have become the most important carriers of online marketing and communication activities. Among them, the network anchors represented by Internet celebrities and traffic stars either focus on content marketing, create scenes to endorse brands or use live streaming to bring goods. Furthermore, the study revealed that Consumer groups love social media because of its social and interactive features, which reduce the cost of acquiring customers for brands. Finally, the article starts from two aspects of the social environment and network environment, summarizes the general environment of China's online shopping, and promotes the healthy development of China's online shopping.

Jack and Akpan (2024) evaluated social media platform and business performance: the prospect and strategies in California, USA. They assessed social media platforms and business performance: prospects and strategies. The study reviewed the types of social media used in promoting businesses, i.e., Facebook, Twitter, Instagram, LinkedIn, Pinterest, YouTube, Snapchat, and TikTok. The study also reviewed the effects and prospects of social media on business performance. The study adopted literature review and qualitative analysis. The study revealed that the synergy between social media platforms and business performance offers unparalleled opportunities for global outreach and audience engagement. Leveraging effective strategies, such as content marketing and targeted advertising, businesses can establish a direct line of communication, influencing consumer perceptions and driving brand loyalty. One of the recommendations made was to establish a presence on multiple social media platforms to diversify reach and engage with diverse audience segments. Tailor content to suit the unique characteristics and demographics of each platform.

Plume & Slade (2018) [42] examined sharing of sponsored advertisements on social media: a uses and gratifications perspective in Swansea, Uk. The research employs Uses and Gratifications theory to determine salient motivations for users' intentions to share sponsored advertisements, framed in the tourism context. Survey data was collected (n = 487) and analysis revealed that altruism, entertainment, socializing, and information seeking to be significant positive drivers of intention to share tourism-related sponsored advertisements on Facebook. Notably, information sharing was found to have a negative effect, while self-expression had no significant effect. In addition, the motivations were not found to significantly differ between males and females. This study contributes to theoretical understanding of users' intentions to share sponsored advertisements within the social media environment and provides practical recommendations to help tourism marketers maximize reach.

Untung *et al.* (2021) examine "Effects of Image Upload on Social Media as Media Promotion in Journal Publishers" in Pakistan. Qualitative analysis was employed. In the study, "there are 3 (three) problems that will be overcome by 2 (two) methods, and 3 (three) solutions are produced the study revealed that the advantage of digital content in social media is that it can be accessed anytime and anywhere, so it is concluded that the use of digital content in social media is able to overcome problems and is a creative effort found in the promotion system of a journal publisher.

Research Methodology

The study adopted a descriptive survey design. The target population of the study is 565 which comprised of all management and employees of ten selected enterprises in South-South, Nigeria. The sample size of the study is 234m derived from the total population of 565 using Taro Yamane (1967) Formula. The instrument for data collection was a structured questionnaire, constructed based on the modified Likert 5-point scale. The collected data from the administration of questionnaire were analysed using descriptive and inferential statistics. Descriptive statistic: means and simple percentage were used to answer the research questions while the hypotheses were tested using multiple regressions via SPSS version 25 at a significant level of 0.05.

The model of multiple regressions is:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 \ldots\ldots\ldots\ldots + \beta_n Xn$$

$$BP = \beta_0 + \beta_1 CM + \beta_2 SP + \beta_3 CN$$

Where:
BP = Business performance → Dependent Variable
CM = Content Marketing Campaigns
SP = Sponsored Post Independent Variables
CN = Celebrity Endorsement
β_0 = the value of BP when all the independent variables
β_1,β_2,β_3 = the estimated regression coefficients.

Results and Discussion

Two Hundred and Thirty-Four (234) copies of the questionnaires were distributed, but Two Hundred and Fifteen (215) copies were successfully retrieved and used for analysis. This was because the researcher was unable to retrieve some of the copies and some improper filled copies had to be removed due to not adhering to instructions by respondents; which shows 92% retrieval rate.

Answering of Research Questions

The percentage and mean responses of the respondents to each items/statement of the questionnaire was stated and shown in Tables 1 – 3 below. A mean value that is greater than 3.00 was considered as "Agreed", mean value lesser than 3.00 was considered as "Disagreed" while mean value equal to 3.00 was considered as neutral point by the researcher.

Research Question 1

What is the relationship between content marketing campaigns and business performance in South-South Nigeria?

Table 1: Content Marketing Campaign and Organisation Performance

S/N	STATEMENT	SA	A	U	D	SD	Mean	Decision
	My firm creates valuable and meaningful content on social media platforms to relate with targeted audience for patronage.	84(38%)	36(17%)	55(26%)	25(12%)	15(7%)	3.69	Agreed
	My firm distributes content on social media platforms to attract consumers to our brand.	82(38%)	80(37%)	23(11%)	20(9%)	10(5%)	3.95	Agreed
	My firm builds trusting relationships with target audiences	86(40%)	90(42%)	17(8%)	20(9%)	2(1%)	4.11	Agreed
	My firm strengthens brand loyalty and increases sales via content marking campaigns.	90(42%)	103(48%)	12(6%)	6(3%)	4(2%)	4.25	Agreed
	My firm uses content marketing campaign to grow the customer base and increase the value of the brand and products, which influences purchasing behavior of consumers.	70(33%)	73(34%)	35(16%)	20(9%)	17(8%)	3.74	Agreed

The mean values of item 1-5 in Table 4.1.4a are: 3.69, 3.95, 4.11, 4.25 and 3.74 respectively. Since the mean values responses of the respondents are greater 3.00 bench mark, it can be concluded that, items 1-5 are accepted.

From the response order based on the higher percentages of responses of respondents and mean value, it can be concluded that content marketing campaign creates valuable and meaningful content on social media platforms to relate with targeted audience for patronage; attract consumers to brand; builds trusting relationships with target audiences; strengthens brand loyalty and increases sales; and grow the customer base and increase the value of the brand and products, which influences purchasing behavior of consumers.

Research Question 2

What is the relationship between sponsored post and business performance in South-South Nigeria?

Table 2: Sponsored Post and Business Performance

S/N	STATEMENT	SA	A	U	D	SD	Mean	Decision
	My firm engages audience in a more organic and less intrusive way, leading to higher engagement and trust,	65(30%)	82(38%)	35(16%)	23(11%)	10(5%)	3.79	Agreed
	My firm amplifies brand message across social media platforms and positions our brand as a thought leader in our industry	71(33%)	74(34%)	28(13%)	30(14%)	12(6%)	3.75	Agreed
	My firm generates contact list of target customer leads	80(37%)	75(35%)	40(19%)	10(5%)	10(5%)	3.95	Agreed
	Sponsored post gives a great way to show our organization's product and services.	102(47%)	81(38%)	17(8%)	4(2%)	11(5%)	4.20	Agreed
	Sponsored post provides valuable information or entertainment that resonates with audience	86(40%)	78(36%)	17(8%)	22(10%)	12(6%)	3.95	Agreed

The mean values of item 1-5 in Table 2 above are: 3.79, 3.75, 3.95, 4.20 and 3.95 respectively. Since the mean values responses of the respondents are greater 3.00 bench mark, it can be concluded that all the items are accepted by the respondents.

From the response order based on the higher percentages of responses of respondents and mean value, it can be concluded that sponsored post engages audience in a more organic and less intrusive way, leading to higher engagement and trust; amplifies brand message across social media platforms and positions brand as a thought leader in industries; generates contact list of target customer leads; gives a great way to show organization's product and services; and provides valuable information or entertainment that resonates with audience.

Research Question 3

What is the relationship between celebrity endorsement and business performance in South-South Nigeria?

Table 3: Celebrity Endorsement and Business performance

S/N	STATEMENT	SA	A	U	D	SD	Mean	Decision
	Celebrity endorsement to give consumers a high level of confidence in a promoted product.	82(38%)	80(37%)	23(11%)	20(9%)	10(5%)	3.95	Agreed
	Celebrity endorsement influences favourable attitude and buying behaviour of consumers.	55(26%)	87(40%)	25(12%)	28(13%)	20(9%)	3.60	Agreed
	Celebrity differentiates brands from competitors.	91(42%)	79(37%)	20(9%)	21(10%)	4(2%)	4.08	Agreed
	Celebrity endorsement wins and retains customers.	80(37%)	72(33%)	24(11%)	27(13%)	12(6%)	3.84	Agreed
	Celebrity endorsement opens up a brand to new markets.	56(26%)	82(38%)	22(10%)	50(23%)	5(2%)	3.62	Agreed

The mean values of item 1-5 in Table 3 above are: 3.95, 3.60, 4.08, 3.84 And 3.62 respectively. Since the mean values responses of the respondents are greater 3.00 bench mark, it can be concluded that all the, items 1-5 are accepted by the respondents.

From the response order based on the higher percentages of responses of respondents and mean value, it can be concluded that celebrity endorsement give consumers high level of confidence, influence favourable attitude and buying behaviour of costumers, differentiate brands from competitors, wins and retains customers, and opens up brand to new market.

Test of Hypotheses

The hypotheses were tested using multiple regressing in SPSS version 25, at a significant level of 0.05.

$$BP = \beta_0 + \beta_1 SM + \beta_2 SP + \beta_3 CN$$

Where:
BP = Business performance → Dependent Variable
SM = Social media campaign
SP = Sponsored Post
Independent Variables
CN = Celebrity Endorsement

Out of Multiple Regression Analysis in SPSS 25

Table 4: Model Summary

R	R^2	Adjusted R^2	Std. Error	Durbin-Watson
0.990	0.980	0.980	.09217	0.327

Table 4 show R value = 0.990, which implies that there is a strong and positive correlation across the variables since the value of r (0.990) tends to 1. The R^2 value = 0.980. This implies that 98% of the variation in business performance (BP) can be explained by CM, SP and CN.

Table 5: Anova

	Sum of Squares	df	Mean Square	F	Sig.
Regression	88.769	5	17.754	2089.710	0.000[b]
Residual	1.776	209	0.008		
Total	90.545	214			

Source: Field Survey (2024)

The value of Sig (0.00) in Table 5 indicates that, the independent variables (CM, SP, CN) combined has a statistically significant relationship with the dependent variable (BP).

Table 6: Coefficients

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.074	0.085		2.873	0.023		
CM	0.070	0.050	-0.053	3.406	0.031	0.066	5.223
SP	0.057	0.060	-0.032	4.944	0.044	0.083	1.052
CE	0.361	0.031	0.422	4.478	0.010	0.049	1.591

If P-value/Sig.value < 0.05 reject null hypothesis, otherwise

Hypothesis 1

There is no significant relationship between content marketing campaigns and organisational performance in South-South Nigeria.

The Sig-value (0.031) of CM in Table 6 indicates that, there is significant relationship between content marketing campaigns and organisational performance in South-South Nigeria; since the Sig-value (0.031) is lesser than 0.05. Therefore, the null hypothesis which stated that there was no significant relationship between content marketing campaigns and business performance in South-South Nigeria is rejected. This implies that there is a significant relationship between content marketing campaigns and organisational performance in South-South Nigeria. For every additional effort of improving content marketing campaigns, organisational performance is expected to increase 0.070 (Table 6) assuming other independent variables remain constant.

Hypothesis 2

There is no significant relationship between sponsored post and business performance in South-South Nigeria.

The Sig-value (0.044) of SP in Table 6 indicates that, there is significant relationship between sponsored post and business performance in South-South Nigeria; since the Sig-value (0.044) is lesser than 0.05. Therefore, the null hypothesis which states that there was significant relationship between sponsored post and business performance in South-South Nigeria is rejected. This implies that there is a significant relationship between sponsored post and business performance in South-South Nigeria. For every additional effort of improving sponsored post, business performance is expected to increase 0.057 (Table 6) assuming other independent variables remain constant.

Hypothesis 3

There is no significant relationship between celebrity endorsement and business performance in South- South Nigeria.

The Sig-value (0.010) of SP in Table 6 indicates that, there is significant relationship between celebrity endorsement and business performance in South-South Nigeria; since the Sig-value (0.010) is lesser than 0.05. Therefore, the null hypothesis which states that there was significant relationship between celebrity endorsement and business performance in South-South Nigeria is rejected. This implies that there is a significant relationship between celebrity endorsement and business performance in South-South Nigeria. For every additional effort of celebrity endorsement, business performance is expected to increase 0.361 (Table 6) assuming other independent variables remain constant.

Discussion

Content Marketing and Business Performance

The finding from the test of hypothesis 1 and research question 1 showed that, there is a significant relationship between content marketing campaigns and organisational performance in South-South Nigeria. Content marketing campaign creates valuable and meaningful content on social media platforms to relate with targeted audience for patronage; attract consumers to brand; builds trusting relationships with target audiences; strengthens brand loyalty and increases sales; and grow the customer base and increase the value of the brand and products, which influences purchasing behavior of consumers. This finding is in agreement with Jacob & Johnson (2021) [23], who established

that content marketing helps businesses build relationships with their consumers which is a great way to promote products, build trust and also an excellent way to connect with consumers. More also, Ekeledo (2022) [12], Lutkevich (2023) [31], Oana and Irina (2021) [37] are of similar view that effective content marketing strategies encourage customer engagement, thus leading to customer retention and loyalty.

Sponsored Post and Business Performance

The findings from the test of hypothesis 2 and research question 2 indicated that there is a significant relationship between sponsored post and business performance in South-South Nigeria. Sponsored post engages audience in a more organic and less intrusive way, leading to higher engagement and trust; amplifies brand message across social media platforms and positions brand as a thought leader in industries; generates contact list of target customer leads; gives a great way to show organization's product and services; and provides valuable information or entertainment that resonates with audience. This finding is in line with the finding of Hedwika & Nurrani (2021) [22] and Abubakar *et al*. (2022) [1], who are of similar view that sponsored post creates brand awareness; engagement and customer retention and increased social media following (growth in social media following) which; Zaenal, (2022) is of seminar view that sponsored post growth in social media following.

Celebrity Endorsement and Business Performance

The findings from the test of hypothesis 3 and research question 3 indicated that there is a significant relationship between celebrity endorsement and business performance in South-South Nigeria. Celebrity endorsement give consumers high level of confidence, influence favourable attitude and buying behaviour of costumers, differentiate brands from competitors, wins and retains customers, and opens up brand to new market. This finding is in line with the finding of Oyakhire and Ebhote (2022) [39] who posit that celebrities are regarded as reliable ambassadors for brands they support. It is also in line with the study of Chen *et al*. (2019) [7] who argue that celebrity endorsement give consumers a high level of confidence in the message being promoted, increasing products level of acceptance, and having a favorable effect on attitude and behavioral changes in consumers.

Conclusion

Social media campaign strategies are interactive technologies that facilitate the creation, sharing content, ideas, interests, and other forms of expression through virtual communities, internet and networks. This social media campaign strategies not only affect consumers' lifestyles but also their purchasing and consumption behaviors which aid business performance. Social media prevents sharing confidential information; build brand reputation and inspire stakeholders to adopt a healthy behavior; helps managers and marketers in promoting their brand name; enable firms to firm increase brand awareness and strengthen loyalty; and campaign to encourage the audience to interact with the social media posts to increase popularity. Social media campaign strategies generate revenue without incurring advertisement costs; increases sales volume and higher Business performance; increases profit; creates outstanding product services that in turn increases sales volume and profit margin; and increases organisation efficiency and effectiveness.

Recommendations

1 Managers and stakeholders should always consider their content before posting on social media. This will enable them create valuable and meaningful content on social media platforms for patronage; attract consumers to brand; builds trusting relationships with target audiences
2 Managers and stakeholders should endeavour to engage audience in a more organic and less intrusive way so as to lead to trust; amplifies brand message across social media platforms.
3 Marketers and stakeholders should connect brands to influencers whose followers align with brands' target demographic to build trust and authenticity.

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