

FACULTAD DE INGENIERÍA

Carrera de **INGENIERÍA EMPRESARIAL**

“RELEVANCIA DEL SOCIAL MEDIA MARKETING  
EN UN SOCIAL COMMERCE SURGIDO EN  
TIEMPOS DE PANDEMIA”

Tesis para optar el título profesional de:

**Ingeniera Empresarial**

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## RESUMEN

El crecimiento de Internet, el auge de las redes sociales y la pandemia originada por el COVID-19 ha generado que las empresas empleen los medios digitales para expandir sus actividades de comunicación, marketing y venta de productos; sin embargo, la mayoría no tiene un plan de acción definido para alcanzar sus objetivos de negocio, ocasionando que no atraigan nuevos clientes y por lo tanto no incrementen sus ventas. En tal sentido, esta investigación tuvo por objetivo determinar el efecto de la implementación de un plan de social media marketing en las ventas de un social commerce textil, para evaluar la aplicabilidad de esta solución para mejorar la presencia en redes sociales, incrementando el engagement y las ventas. Para ello, se desarrolló un estudio de tipo preexperimental, utilizando una muestra poblacional de 29 ventas que representa el total de ventas a la fecha del emprendimiento textil, y a partir de ello se desarrolló e implementó el plan de social media marketing bajo la metodología SOSTAC. Finalmente, mediante un análisis estadístico T de student, se concluyó que el plan de social media marketing tuvo un efecto positivo en las ventas del social commerce textil, incrementando las ventas en un 79.70% y al mismo tiempo el número de productos vendidos aumentó en un 42.86%.

**PALABRAS CLAVES: Plan de social media marketing, ventas, redes sociales, Social Commerce, SOSTAC.**

# Relevance of Social Media Marketing in a Social Commerce emerged in times of pandemic

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*Abstract— The growth of the Internet, the rise of social networks and the pandemic caused by COVID-19 have led companies to use digital media to expand their communication, marketing and product sales activities; however, most do not have a defined action plan to achieve their business goals, causing them not to attract new customers and therefore not increase their sales. In this sense, this research aimed to determine the effect of the implementation of a social media marketing plan on the sales of a textile social commerce, to evaluate the applicability of this solution to improve the presence in social networks, increasing engagement and sales. For this, a pre-experimental study was developed, using a population sample of 29 sales that represents the total sales to the date of the textile enterprise, and from this, the social media marketing plan was developed and implemented under the SOSTAC methodology. Finally, through a statistical analysis T of student, it was concluded that the social media marketing plan had a positive effect on the sales of the textile social commerce, increasing sales by 79.70% and at the same time the number of products sold increased by a 42.86%.*

*Keywords—Sales, social Commerce, Social media marketing plan, social networks, SOSTAC.*

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## **NOTA DE ACCESO**

**No se puede acceder al texto completo pues contiene datos confidenciales**

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