



## **SOCIAL MEDIA MARKETING AND MARKETING PERFORMANCE OF INSURANCE COMPANIES IN PORT HARCOURT, RIVERS STATE.**

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**ABSTRACT:** *The study examined “social media marketing and marketing performance of insurance companies in Port Harcourt, Rivers State”. A sample size of 40 respondents comprising of claims department, finance/ accounting department, risk management department, customer service department and regular customers of Leadway Assurance, Custodian & Allied Insurance, Niger Insurance and FBNA Insurance companies in Port Harcourt metropolis. A judgmental sampling technique was used to select insurance companies in Port Harcourt. The finding revealed that Blog marketing, Facebook marketing, Twitter marketing and LinkedIn marketing had significant relationship with marketing performance of insurance companies in Port Harcourt. The study, therefore, recommend among other that, Facebook orientation should equally be used by insurance companies’ managers as a tracking system.*

**KEYWORDS:** Social media marketing, marketing performance, Insurance Company.



## INTRODUCTION

Today's sophisticated and highly demanding consumers who want information about the products to satisfy their needs at their fingertip made firms to be at the top of their games and this had made easy with the advent of technology where firms can get products to the target market through social media (Alharbi, Alharbi and Alayed, 2018). The continuous changes in technology contribute to satisfaction derived by consumers. Firms use various technologies which include smartphones, the internet, email, Short Message Services (SMS), WhatsApp, chatbots, Instagram: courtesy messages, birthday wishes, and this help them to keep their customers updated about their products (Ghosh, 2018).

Social media marketing is one of the new concepts in today's modern business world and this has cost firms to blend their ways of marketing their products, communicate, introduce products courtesy of rapid change in technology and this has gained the attention of researchers, practitioners, and policymakers which had resulted in many studies conducted in this area (El-Gohary, 2022). Businesses are using internet and electronic media as support and backup system to augment their marketing efforts, and this had accounted for rapid growth being experienced in E-marketing (Ali, 2015)

The presence of internet and technology has made it possible for firm to reach their target market through a series of ways which has increased their effectiveness and efficiencies, and this has assisted them in positioning themselves in their different choice of industries (Hooda and Aggarwal, 2022). Social media marketing is not only restricted to information displayed on the company's websites which may appear in form, of advertising or so, but it involves all other forms of activities carried out online such as email marketing and social networking (Ahmed and Sadar, 2019) Social media marketing creates avenues for companies to satisfy both the local and foreign customers, which in turn results in increase in customer base and as well as their revenues (Ukaj, 2015).

Conversely, marketing performance was a factor which helped a firm to evaluate the level of their intended achievements. Among the concrete factors of profitability in the organizational performance asset, stockholders share, investment profitability, and the profit of each unit of stock can be mentioned. Subjective factors mostly include norms which are determined based on the judgment of groups in the organization (Haghshenas and Ahmadi, 2015).

Over the years, social media marketing had played tremendous roles in enhancing the marketing performance of firms. But in spite of the tremendous roles played by social media in the marketing performance of companies, insurance companies seem to be left behind. In this 21st century where marketing activities are rapidly moving from offline to online markets, many insurance companies in Port Harcourt failed to utilize the power of social media platforms such as Twitter, Facebook, Blog in marketing their services to the public which had dwindled the rate at which customers patronized them. It was against this backdrop, the study examined social media marketing and marketing performance of insurance companies in Port Harcourt.

The main objective of this study was to examine social media marketing and marketing performance of insurance companies in Port Harcourt. However, to achieve the main objective of the study, the following specific objectives were examined.



1. To determine the relationship between Blog marketing and marketing performance of insurance companies in Port Harcourt.
2. To determine the relationship between Facebook marketing and marketing performance of insurance companies in Port Harcourt.
3. To examine the relationship between Twitter marketing and marketing performance of insurance companies in Port Harcourt.
4. To examine the relationship between LinkedIn marketing and marketing performance of insurance companies in Port Harcourt.

## **LITERATURE/ THEORETICAL UNDERPINNING**

The study reviewed related literature and theoretical underpinning that anchored on this study. The study anchored on two main theories, namely Social Penetration Theory and Technology Acceptance Model.

### **Social Penetration Theory**

The social penetration theory was developed by Altman and Taylor in 1973. It focused more on the individual and small group levels while the social exchange theory explained behaviour are aggregated at organizational levels. Social exchange theory postulates that people form close relationship through self-disclosure. They noted that one must disclose himself by continuously exposing his inner self through such information as gender, clothing preferences, ethnicity and slowly the relationship progress to the level of sharing inner feelings and goals, followed by sharing of one's feelings, ambitions, and belief. In social media marketing, different layers of information can be separated by marketers through designing social networks. There might also be ways to determine the levels of relationships from the mode and frequencies of communication, which could be tracked online easily through web traffic.

### **Technology Acceptance Model**

Fred Davis (1989) developed the Technology Acceptance Model. The Technology Acceptance Model (TAM) is an information system theory that models how users come to accept and use technology. The model suggests that when users are presented with a new technology, a number of factors influence their decision about how and when they use it; notably Perceived Usefulness (PU)- This was defined by Fred Davis as the degree to which a person believe that using a particular system would enhance his or her job performance; Perceived ease-of-use (PEOU)- Davis defined this as the degree to which a person believe a particular system would be free from effort.

### **Social Media Marketing**

Nwolalt and Aeene (2017) posited social media marketing is a form of digital marketing that involves creating and sharing content on social media platforms to achieve marketing and branding goals. It involves leveraging social media channels such as Facebook, Twitter, Instagram, LinkedIn, and others to connect with the target audience, build brand awareness, drive website traffic, and generate leads. Social media marketing aims to engage users,



encourage interaction, and promote products or services through a variety of engaging content formats.

Social media marketing also involves building and maintaining relationships with followers and customers through regular engagement. This includes responding to comments and messages, participating in conversations, and actively listening to feedback. By cultivating a strong online presence and fostering genuine connections with the audience businesses can build brand loyalty, increase customer satisfaction, and enhance their reputation (Chaffey, 2023).

Bax, Meyer, and Wilkins (2023), averred that one key aspect of social media marketing is creating a social media strategy that aligns with the brand's goals and objectives. This involves determining the target audience, choosing the appropriate social media platforms, creating content that resonates with the audience, and establishing key performance indicators (KPIs) to measure success. By having a well-defined strategy, businesses can effectively utilize social media to reach their target market and achieve their marketing objectives.

Kanovska and Tomaskova (2022), opined that another important element of social media marketing is creating and sharing engaging content that is relevant to the target audience. This content can include posts, images, videos, infographics, polls, and other interactive formats that encourage users to like, comment, share, and engage with the brand. Quality content that adds value to the audience helps build trust, credibility, and loyalty, ultimately driving customer engagement and loyalty.

Social media marketing relies on analytics and data analysis to measure the impact of campaigns, track performance, and make informed decisions. By monitoring key metrics such as reach, engagement, clicks, conversions and return on investment (ROI), businesses can optimize their social media marketing efforts, identify areas for improvement, and refine their strategy to achieve better results. Continuous monitoring and analysis of social media data enable businesses to adapt to changes, stay competitive, and effectively reach and engage their target audience (Ryan, 2014).

## **Blog Marketing**

Blog marketing is a digital marketing strategy that utilizes blogging as a key tool for promoting products, services, or brands. It involves creating and publishing content on a blog to attract and engage a target audience. The content can cover a wide range of topics relevant to the business and its customers, such as industry news, trends, tips, guides, case studies, and more. By consistently producing high-quality and valuable content, businesses can establish themselves as industry experts, build credibility, and drive traffic to their website (Murdough, 2019).

Brengman and Karimov (2022) averred that one of the primary goals of blog marketing is to increase brand awareness and visibility. Blogs serve as a platform for businesses to showcase their expertise, share insights, and provide valuable information to their target audience. By creating engaging and informative content, businesses can attract readers, keep them engaged, and encourage them to explore more about the brand, products, or services offered. Through regular blogging, businesses can strengthen their online presence, reach a wider audience, and build a loyal follower of readers and customers.



Aluja and Medury (2020), opined that blog marketing also plays a crucial role in driving website traffic and improving search engine visibility. Search engines like Google value fresh, relevant, and high-quality content, making blogs an essential tool for improving organic search rankings. By optimizing blog posts with relevant keywords, meta tags, and Internal links, businesses can enhance their SEO performance and attract more organic traffic to their website. Blogs can serve as a valuable resource for driving inbound traffic, increasing website visits, and ultimately, generating leads and conversions for the business.

Moreover, blog marketing is an effective strategy for fostering customer engagement and building relationships with the target audience. Blogs offer an interactive platform for two-way communication between businesses and customers. By enabling comments, feedback, and social sharing options, businesses can encourage reader participation, spark conversations, and cultivate a sense of community around their brand. Engagement metrics such as comments, shares, likes, and social media mentions can provide valuable insights into customer preferences and interests, helping businesses tailor their content and marketing strategies to better meet the needs of their audience (Halim, 2020).

### **Facebook Marketing**

Facebook marketing referred to the use of Facebook's platform and tools to promote a brand, products, or services to a targeted audience. As one of the largest social media platforms in the world, Facebook offers a range of advertising options that enable businesses to reach a vast user base and engage potential customers. Facebook marketing involves creating and managing a business page, running paid advertising campaigns, and leveraging various features to drive brand awareness, traffic, and conversions (Kumar and Salo, 2018).

Witek and Grettano (2022), asserted that one key aspect of Facebook marketing is creating a business page that serves as a hub for connecting with customers, sharing content, and building a community around the brand. Businesses can customize their page with relevant information, images, videos, and updates to showcase their products or services and engage with followers. By regularly posting engaging content, responding to comments, and interacting with users, businesses can cultivate a loyal fan base and establish a strong online presence on the platform.

Sigl (2022), averred that Facebook offers a range of advertising options to help businesses reach a targeted audience and achieve specific marketing objectives. From sponsored posts and ads to retargeting campaigns and promoted events, businesses can choose the most suitable ad formats and targeting options to reach the right users with the right message: Facebook's advanced targeting capabilities allow businesses to segment their audience based on demographics, interests, behaviour, and other factors to ensure that their ads reach the most relevant users and drive conversions.

In addition to paid advertising, Facebook marketing also involves leveraging organic strategies to reach and engage followers. This includes creating engaging and shareable content, running contests, hosting live events, and utilizing Facebook Groups to foster community engagement. By combining both paid and organic tactics, businesses can maximize their reach, engagement, and conversions on Facebook, ultimately driving brand awareness, website traffic, and business growth (Sigl, 2022).





## Twitter Marketing

Twitter marketing is a digital marketing strategy that involves using the social media platform Twitter to promote a brand, products, or services by a targeted audience (Coulter and Roggeveen, 2022). With its real-time nature and character limit, Twitter offers businesses a unique and fast-paced environment to engage with users, share updates, and drive conversations. Twitter marketing aims to build brand awareness, increase engagement, drive website traffic, and generate leads through tweets, hashtags, retweets, and other features available on the platform (Elliot, 2015).

Waters and Jamal (2021) asserted that twitter marketing also involves leveraging various features and tools to engage with the audience and drive user interaction. Hashtags, for instance, enable businesses to categorize tweets, participate in trending conversations, and expand the reach of the content to a wider audience. Retweets, replies, likes, and direct messages are other engagement features that allow businesses to connect with users, respond to inquiries, and foster conversations. By actively engaging with followers, participating in Twitter chats, and monitoring mentions and hashtags, businesses can enhance their visibility, reach, and engagement on the platform.

Agnihotri, Dingus, Hu, and Krush (2016), asserted that one key aspect of Twitter marketing is creating a strong presence on the platform by establishing a branded Twitter account. Businesses can customize their Twitter profile with a compelling bio, profile picture, header image, and website link to convey their brand identity and messaging to users. By consistently posting relevant and engaging content, sharing updates, and interacting with followers, businesses can build a loyal following on Twitter and establish themselves as industry leaders and reputable sources of information.

In addition to organic strategies, Twitter marketing can include paid advertising campaigns to reach a targeted audience and achieve specific marketing goals. Businesses can run paid ads, such as promoted tweets, accounts, and trends, to increase visibility, drive website traffic and generate leads. With Twitter's advanced targeting options, businesses can tailor their ads based on demographics, interests, behaviours, and other criteria to reach the most relevant users. By combining organic and paid tactics, businesses can maximize their impact on Twitter, reach a larger audience, and drive conversions, ultimately contributing to their overall marketing success (Agnihotri, Dingus, Hu, and Krush, 2016).

## LinkedIn Marketing

LinkedIn marketing refers to the use of LinkedIn's platform and features to promote a business, build professional relationships, and achieve marketing objectives. As a leading social media platform for professional and businesses, LinkedIn offers a range of tools and opportunities for brands to connect with their target audience, establish thought leadership, and drive business growth. LinkedIn marketing involves creating a company page, sharing content, engaging with followers, and utilizing advertising options to reach a targeted audience (Florenthal, 2015).

Novel (2015) averred that LinkedIn marketing creates a compelling company page that showcases the brand's products or services, mission, values, and achievements. A well-optimized company page build credibility, trust, and brand awareness among potential customers, partners, and employees. By regularly sharing relevant and engaging content, such



as articles, updates, videos, and industry insights, can attract followers, drive engagement, and position themselves as industry leaders on the platform.

Owinski (2023), asserted that LinkedIn's advertising options provide businesses with the opportunity to reach a targeted audience and drive specific marketing outcomes. From sponsored content and text advertisements to sponsored in mail and dynamic advertisements, businesses can choose the most suitable ad formats and targeting options to reach the right users with the right message. LinkedIn's advanced targeting capabilities allow businesses to segment their audience based on job title, industry, seniority, company size, and other criteria to ensure that their ads reach the most relevant professionals and decision-makers.

Allen (2023) argued that in addition to paid advertising, LinkedIn marketing also involves leveraging organic strategies to connect with followers and engage the LinkedIn community. This includes participating in LinkedIn Groups, creating and sharing valuable content, networking with industry influencers, and engaging with comments and messages. By fostering authentic relationships, providing valuable insights, and participating in relevant conversations, businesses can expand their drive engagement, and build a strong professional network on LinkedIn.

### **Marketing Performance**

Marketing performance could be defined as the measure of attained marketing wins, by matching marketing inputs against outputs in terms of net profit, market share, sales growth within a given period (Wali and Opara, 2022). Thus, if revenues are higher than the value of input resources this means a positive marketing performance, whereas if the value of input resources is higher than revenues it indicates a negative marketing performance. Summarily, marketing performance is an evaluation of the attained marketing goals vis-a-vis marketing vision, mission and objectives within the period under review (Wali and Opara, 2022),

Marketing performance focused on assessing; how well customer preferences are won and retained, factors that contribute to the stimulation, facilitation, and acceleration of sales, and how that impacted overall firm performance. Marketing performance evaluations can in these processes contribute to the following four functions: annual-plan control, profitability control, efficiency control, and strategic control. The first and last function differ from each other in the sense that annual-plan control attempts to evaluate if planned results are realized, while strategic control strives to assess if the best market, product, and channel opportunities at pursued (Alsem, 2017).

### **Customer Patronage**

Customer patronage is the approval or support provided by customers with respect to a particular brand. Patronage delivers the foundation for established and growing market share (Maclinis, Pleters and Hoyer, 2021). Nwalu and Asiegbu (2015), patronage can be defined on material assistance or encouragement, which is given by a patron. Such patronage could come in form of buying goods or paying for his services. Patronage is often a determinant for sales growth which leads to profitability, highs market shares as well as competitive advantages. It is the desire of ever marketer to be patronized by customers, because the essence of every business is to attract customers. Handling customer feedback and soliciting their complaints regularly influence patronage behaviour (Soderlund, 2021).



Kotler (2017) advocated that consumers have unpredictable degree of patronage to particular services, stores and other entities. Kotler (2017). opined that consumers can be categorized into four groups namely, hard core patrons who are consumers of one particular product always; split patrons usually become loyal to either two or three products within a specified period of time; shifting patrons move from one product to another and finally switchers are consumers who are not loyal to any brand at all.

Ogwo and Igwe (2022), asserted that customers have diverse motivation tastes and preference and, these are the things that determine the patronage of an organization. It is therefore imperative to identify the determinant factors of patronage. It is very essential for business organizations to investigate into these determinants in order to find appropriate marketing techniques that can entice potential ones as well as retain the current ones.

There has been a growing competition among organizations in offering their services, consequently, they are required to identify dynamics customers consider to make choice among different providers (Sokefun. 2021).

Parris, Bendle, Pfeifer and Reibstein (2016), argued that customer patronage behaviour is greatly affected by service quality and the level of satisfaction gained from patronizing a particular brand.

It is important to note that purchase action by a customer entails psychological principles that has been developed to harness an understanding of consumers' needs so that products can developed designed, and communicated in a rightful manner that can reflect the relevant and important needs of consumers. Consumer decision making is a process consisting of five stages that people go through when deciding on what products or services to buy or patronize a firm, practitioners have traditionally described consumer decision making as a series of five progressive stages namely: need recognition, information search, evaluation of alternatives, purchase decision, and post purchase behaviour (Grewal and Levy, 2020).

### **Customer Loyalty**

Oliver (2023), defined customer loyalty as a deeply held commitment to rebuild and re-patronize preferred-product or service in the future despite situational influences and marketing efforts having the potential to cause switching behaviours Griffin (2012), opined customer loyalty is the strength of the relationship between an individual's relative attitude and re-patronage. Although customer satisfaction is a crucial part of a business, satisfaction alone cannot take a business to a top level.

Customer satisfaction produces a positive financial result, especially in regular purchases. Jiang and Zhang (2016), assert that in today's unforgiving market were creating and maintaining customer loyalty is more complex than it used to be in the past years due to technological breakthrough and widespread of the internet uses. Loyalty building in a company requires the company to focus on the value of its product and services and to show interest of fulfilling the desire or building relationship with customers (Griffin 2022). Customer loyalty is an ongoing positive relationship between a customer and a business. It is what drives repeat purchases and prompts existing customers to choose a company over competitor offering similar benefits (Dick and Basu, 2014). Jung and Zhang (2016) argued that customer loyalty is a vital source of competitive advantage for different companies. However, customer's loyalty is regarded as





a challenging issue for existing corporations, especially in competitive markets (Nyadzayo and Khajehzadeh, 2016).

Dick and Basu (2014), conceptualized customer's loyalty based on the relationship between relative attitude and repeat patronage behaviour. In other words, customer loyalty includes attitudinal and behavioural dimensions, where relative attitude refers to attitudinal dimension of loyalty and repeat patronage behaviour referred to behavioural loyalty. It has been argued that integrating attitude dimension into the loyalty model (patronage behaviour) would enhance its predictive ability (Dick and Basu, 2014). More specifically, attitudinal loyalty refers to customer's emotional attachment while behavioural loyalty refers to customer's actual behaviour. Dick and Basu (2014), postulated that, marketing scholars are advised to use both attitudinal and behavioural dimensions of loyalty in their actual measurements and studies. Employing composite or integrated loyalty measurements can be considered highly critical to have a better understanding on customer's loyalty.

Nyadzayo and Khajehzadeh (2016), assert that customer's loyalty can be characterized as one of the most important success measurements for different businesses in the marketplace. They further opined that marketing practitioners should ultimately embrace appropriate marketing strategies and approaches to maintain loyal customers towards their businesses.

### **Empirical Review**

Akpan (2021), surveyed social media marketing and marketing performance of banks in Port Harcourt. The study concluded that social media marketing had significant relationship with the marketing performance of banks in Port Harcourt.

Newman and Gabriel (2019) x-rayed the effect of social media marketing on the conversion rate of insurance firms in Port Harcourt. Blog, Facebook, Twitter and LinkedIn were used as the dimensions of social media marketing. The study concluded that as banks use blogs, Facebook, Twitter and LinkedIn to create awareness about their products and services on the internet.

Nwokah and Aeenee (2017) studied the relationship between social media marketing and business success of automobile dealers in Rivers State. The study concluded that Blog, Facebook, Twitter, and LinkedIn had significant relationship with business success of automobile dealers in Rivers State.

Enyioko (2018), ascertained the link between social media marketing and marketing performance of deposit money banks in Nigeria. The study concludes that as banks use blogs, Facebook, Twitter and LinkedIn to create awareness about their products and services on the internet the conversion rates, web traffic and customer engagement are significantly and positively boosted.

Abea (2017) examined the effect of social media usage on financial performance of microfinance institutions in Kenya. The study concluded that social media usage had significant effect on financial performance of microfinance institutions in Kenya.

Nwokah and Gladson-Nwokah (2015), surveyed the impact of social network on customer acquisition in the banking industry in Nigeria. The study concluded that Blog, Facebook, Twitter, and LinkedIn had significant impact on customer acquisition in the banking industry in Nigeria.



## METHODOLOGY

The descriptive survey design was adopted, and structural questionnaire was used for data collection. The sample size for the study was 40 respondents from Leadway Assurance, Custodian & Allied Insurance, Niger Insurance and FBN Insurance. While the unit analysis includes the Claims department, Finance department, accounting department, Risk Management department, Customer Service department and Regular Customer.

However, a judgemental sampling technique used to the 40 respondents as indicate earlier and Pearson Product Moment Correlation (PPMC) statistical tool was adopted to analyse the results with the aid of Statistical Package for Social Science (SPSS).

## RESULTS/ FINDINGS

### Testing of Hypotheses

#### Statement of Hypotheses 1:

**HO<sub>1</sub>:** There is no significant relationship between Blog marketing and marketing performance of insurance companies in Port Harcourt.

**Table 1: Correlations between Blog marketing and marketing performance of insurance companies in Port Harcourt.**

		BM	MP
BM	Pearson Correction	1	.986**
	Sig (2 tailed)		.000
	N	40	40
MP	Pearson Correction	.986**	1
	Sig (2 tailed)	.000	
	N	40	40

\*\* Correction is significant at the 0.05 level (2-tailed)

**Source:** SPSS Output, 2025.

The result showed the relationship between Blog marketing and marketing performance of insurance companies in Port Harcourt. With correlation coefficient of 0.986\*\* and p-value (p=0.000) less than 0.05 indicating that there is a significant relationship between Blog marketing and marketing performance of insurance companies in Port Harcourt. Hence, the null hypothesis, there is no significant relationship between Blog marketing and marketing performance of insurance companies in Port Harcourt was rejected. While the alternate hypothesis states that there is significant relationship between Blog marketing and marketing performance of insurance companies in Port Harcourt was upheld.

#### Statement of Hypotheses 2:

**HO<sub>2</sub>:** There is no significant relationship between Facebook marketing and marketing performance of insurance companies in Port Harcourt.



**Table 2: Correlations between Facebook marketing and marketing performance of insurance companies in Port Harcourt.**

		FM	MP
FM	Pearson Correction	1	.932**
	Sig (2 tailed)		.000
	N	40	40
MP	Pearson Correction	.982**	1
	Sig (2 tailed)	.000	
	N	40	40

\*\* Correction is significant at the 0.05 level (2-tailed)

**Source:** SPSS Output, 2025.

The result shown in the table revealed a significant relationship between Facebook marketing and marketing performance of insurance companies in Port Harcourt. With correlation coefficient of 0.932\*\* and p-value ( $p=0.000$ ) less than 0.05 indicated that there is a significant relationship between Facebook marketing and marketing performance of insurance companies in Port Harcourt. The null hypothesis, there is no significant relationship between Facebook marketing and marketing performance of insurance companies in Port Harcourt was rejected. While the alternate hypothesis there is significant relationship between Facebook marketing and marketing performance of insurance companies in Port Harcourt was upheld.

### Statement of Hypotheses 3:

**HO<sub>3</sub>:** There is no significant relationship between Twitter marketing and marketing performance of insurance companies in Port Harcourt.

**Table 3: Correlations between Twitter marketing and marketing performance of insurance companies in Port Harcourt.**

		TM	MP
TM	Pearson Correction	1	.929**
	Sig (2 tailed)		.000
	N	40	40
MP	Pearson Correction	.929**	1
	Sig (2 tailed)	.000	
	N	40	40

\*\* Correction is significant at the 0.05 level (2-tailed)

**Source:** SPSS Output, 2025.

The table showed the relationship between Twitter marketing and marketing performance of insurance companies in Port Harcourt. With correlation coefficient of 0.929\*\* and p-value ( $p=0.000$ ) less than 0.05 indicating that there is a significant relationship between Twitter marketing and marketing performance of insurance companies in Port Harcourt. The null hypothesis, there is no significant relationship between Twitter marketing and marketing performance of insurance companies in Port Harcourt was rejected. While the alternate hypothesis, there is significant relationship between Twitter marketing and marketing performance of insurance companies in Port Harcourt was upheld.



### Statement of Hypotheses 4:

**HO<sub>4</sub>:** There is no significant relationship between LinkedIn marketing and marketing performance of insurance companies in Port Harcourt.

**Table 4: Correlations between LinkedIn marketing and marketing performance of insurance companies in Port Harcourt.**

		LM	MP
LM	Pearson Correction	1	.900**
	Sig (2 tailed)		.000
	N	30	30
MP	Pearson Correction	.900**	1
	Sig (2 tailed)	.000	
	N	30	30

\*\* Correction is significant at the 0.05 level (2-tailed)

**Source:** SPSS Output, 2025.

The table showed the relationship between LinkedIn marketing and marketing performance of insurance companies in Port Harcourt. With correlation coefficient of 0.900\*\* and p-value (p=0.000) less than 0.05 indicating that there is a significant relationship between LinkedIn marketing and marketing performance of insurance companies in Port Harcourt. The null hypothesis, there is no significant relationship between LinkedIn marketing and marketing performance of insurance companies in Port Harcourt was rejected. While the alternate hypothesis, there is significant relationship between LinkedIn marketing and marketing performance of insurance companies in Port Harcourt was upheld.

## DISCUSSIONS

The first hypothesis (H<sub>01</sub>) sought to determine, there is no significant relationship between Blog marketing and marketing performance of insurance companies in Port Harcourt. The result revealed there is statistically significant relationship between Blog marketing and marketing performance of insurance companies in Port Harcourt. Thus, leading to the rejection of hypothesis (H<sub>01</sub>). This explained that financial service firm's/organization's indulgence in Blog marketing results into increased marketing performance of insurance companies in Port Harcourt.

The second hypothesis (H<sub>02</sub>) sought to determine, that there is no significant relationship between Facebook marketing and marketing performance of insurance companies in Port Harcourt. The result revealed there is statistically significant relationship between Facebook marketing and marketing performance of insurance companies in Port Harcourt. Thus, leading to the rejection of hypothesis (H<sub>02</sub>). This explained that financial service firm's/organization's indulgence in Facebook marketing results into increased marketing performance.

The third hypothesis (H<sub>03</sub>) sought to determine, there is no significant relationship between Twitter marketing and marketing performance of insurance companies in Port Harcourt. The result revealed there is significant relationship between Twitter marketing and marketing



performance of insurance companies in Port Harcourt. Thus, leading to the rejection of hypothesis (H<sub>03</sub>). This explained that insurance companies in Port Harcourt engaged in Twitter marketing activities which results to increased marketing performance.

The fourth hypothesis (H<sub>04</sub>) sought to determine, there is no significant relationship between LinkedIn marketing and marketing performance of insurance companies in Port Harcourt. The result revealed there is significant relationship between LinkedIn marketing and marketing performance of insurance companies in Port Harcourt. Thus, leading to the rejection of hypothesis (H<sub>04</sub>). This explained that insurance companies in Port Harcourt engaged in LinkedIn marketing activities which results to increased marketing performance.

## IMPLICATION TO RESEARCH AND PRACTICE

The implication to research and practice from this study is that the findings and recommendations and conclusions will help insurance companies to create avenues to satisfy both the local and foreign customers, which in turn results in an increase in customer base as well as revenue.

## CONCLUSION

Based on the findings revealed, the study concluded that there is a positive relationship between Blog marketing, Facebook marketing, Twitter marketing and LinkedIn marketing, and marketing performance of insurance firms in Port Harcourt. Hence, social media marketing had significant positive influence on marketing performance of insurance companies. This revealed that insurance companies in Port Harcourt metropolis can influence their marketing performance through the utilization of Blog marketing, Facebook marketing, Twitter marketing and LinkedIn marketing.

## RECOMMENDATIONS

Based on the finding and conclusion, the following recommendations were made:

1. Insurance companies' managers should use Blog marketing to persuade other staff and those in marketing department to encourage more customer patronage as to lead to increased marketing performance.
2. Facebook orientation should equally be used by insurance companies' managers as a tracking system.
3. Management of insurance companies in Port Harcourt should be proactive in responding to their clients' needs on their Twitter pages as to boost their marketing performance.
4. There should be integrative utilisation of LinkedIn marketing strategies by insurance companies as to achieve increased marketing performance.





## FUTURE RESEARCH

Similar research studies should be undertaken in other industries using the same study variables such as LinkedIn, Twitter, Facebook and Blog

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