

How Does Social Media Marketing Impact Orangeburg County's Economy through Tourism?

C'Nell Boone
Claflin University
cboone@claflin.edu

Emily M. Crawford
Claflin University
ecrawford@claflin.edu

Abstract

This research paper offers insight on the implementation of social media marketing strategies of South and North Carolina County's located along I-95. The overall purpose of this research is to discover if social media marketing has an effect on the economic impact of Orangeburg County's tourism industry; compared to other counties in North Carolina and South Carolina located along I-95. This research will identify the effectiveness of Orangeburg's social media marketing based on longevity of implementation, payroll and employment of the different county's hotels, restaurant/full-service, and bars/dining places. The methodology utilized in this research is quantitative. The simple linear regression model served as a guideline to test the relationship between social media and the impact it may or may not have on each counties economy. The main theories of focus in this research are social media marketing, city marketing and branding, and economic impact of tourism.

Biographies

C'Nell BOONE is currently an undergraduate senior mass communication major and marketing minor at Claflin University. After graduation she plans to attend graduate school. Ms. Boone may be reached at cboone@claflin.edu

EMILY CRAWFORD is a visiting full professor of Marketing at Claflin University. She earned her B.S. degree from Savannah State University, MBA from Clark Atlanta University, and Ph.D. (Marketing) from the University of Cincinnati. Dr. Crawford is currently teaching at Claflin University. Her interests are in consumer behavior, market research, and entrepreneurship. Dr. Crawford may be reached at ecrawford@claflin.edu