



Research on the Social Media Marketing Strategy Improvement of Unitel in Angola in the Digital Marketing Era

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Abstract

Based on the growing dynamics of digital marketing, this research examines the social media marketing strategies of Unitel, the number one telecommunications provider in Angola. The objective of the study is to determine areas of improvement in the online presence and the customer interaction of Unitel. Using a mixed-methods approach, a structured questionnaire was delivered to 150 Unitel customers aged 18 - 45 in urban Angola to collect both quantitative and qualitative data regarding customer satisfaction, brand awareness, and customer engagement with the social media platforms (Facebook, Instagram, TikTok, and Twitter) of Unitel. Data analysis covered both descriptive and inferential statistics, such as chi-square tests to establish relationships among variables. The findings show that though Unitel has a strong social media presence, its marketing strategy is fragmented, and there is a lack of personalization and inconsistent customer support. More precisely, customers were dissatisfied with the price transparency, product personalization, and relevance of promotional content. The study defines strategic issues at the 4Ps of marketing (Price, Product, Place, and Promotion) and provides actionable recommendations on improving Unitel's social media marketing strategy using targeted pricing, personalized product offerings, more effective geo-targeting, and the production of engaging content.

Subject Areas

Marketing, Digital Strategy, Telecommunications, Emerging Markets

Keywords

Social Media, Digital Marketing, Angola, Unitel, Customer Engagement

1. Introduction

Social networks become paramount for companies, becoming a primary method for interacting with customers through strategic marketing in today's swiftly transforming digital world [1]. From small start-ups to large multinational corporations, there is hardly a business that does not use these techniques and tries to reach international audiences [2]. In the context of the telecommunications sector, which is inherently associated with consumer connections and seamless communication between individuals and organizations, this trend applies even more emphatically to the businesses of that market [3]. Enterprise-level and industry leaders must correctly employ workflows and methodologies associated with all Facebook, Instagram, Twitter, and TikTok users as actual customers or prospective recipients of their messages, instead of just as a statistical range [4]-[6]. Current consumer and popular media users, with driving improvements in digital literacy, social media marketing in developing markets from Unitel has been recognized to be significant for businesses looking to stay ahead of the curve to maintain effectively [7] [8].

Operating in the ever-changing and exceedingly competitive space presented by the new and reformed consumers of the telecommunications entity, Unitel represents the highest telecommunication service provider in the region of Angola [9]. With a significant number of customers and a much larger network, Unitel has the necessary tools to drive digital marketing provision in Angola [10] [11]. However, it was unclear how efficient the existing social media framework is at present. For Unitel to continue being a dominant player in the Angolan telecommunications market and build a base of loyal customers, it must go beyond the traditional approaches to the use of social media and pursue customized, data-driven strategies that meet the needs and desires of its audience [12]. Therefore, the goal of this study is to assess Unitel's current social media marketing strategy and consider the ways through which it can enhance its online presence and create valuable long-term relationships with its clients.

The research aims to investigate the current state of Unitel's social media marketing strategy through scrutiny and critical analysis. The research further tries to understand the strengths and weaknesses, as well as areas for potential improvement, from a holistic understanding of the consumer behaviour, content engagement, and trends in the current state of digital communication in Angola. The study also aims to identify the strategic gaps in the manner in which Unitel positions itself across different platforms.

In the modern world, the success of telecommunication firms' digital strategies is directly related to their growth and sustainability, considering the increased uptake of mobile devices and internet access in Angola [13]. The research, therefore, seeks to examine the extent to which Unitel's current social media practices align with the changing consumer expectations for social media communications and global marketing best practices. It investigates the critical question of whether Unitel is using the available digital technology to enhance and promote its services

to the current and potential customers, but also to surpass its competitors in the industry.

Although social media and other forms of online platforms have revolutionized marketing, many companies in developing economies have not fully embraced the phenomenon, according to the investigations carried out in the self and other markets [14]. Companies use social media to promote their business on social media through platforms such as Facebook and Instagram [15]. These companies simply create some basic promotional content instead of going for advanced practices like customer analytics, influencers' partnerships, and real-time engagement [16]. The appearance of Unitel's social media platforms seems to be focused on advertising services and promotions, thus overlooking or completely leaving out the interactivity and relationality that other forms of digital marketing have [17].

Angola's socio-economic backdrop and advanced technologies have played a vital role in crafting an effective digital marketing strategy over the years [18]. Despite enhanced internet penetration rates in recent times, some problems persist, like disparities in net accessibility levels, lack of digital literacy, and poor online consumption behaviour that make it quite hard for marketers to penetrate certain markets and give services to consumers there [19]. All these contextual details need to be taken into account when drawing or modifying any social media strategy for the current internet users in this country. An all-in-one strategy is improbable within this scenario, but it is important to create personalized and localized content that will work with the Angolan audience. Therefore, while approaching this study, it will focus not only on the internal mechanisms of Unitel but also on the external context within which it undertakes its operations and activities. By exploring the Angolan consumer market preferences, language and cultural issues, as well as the digital habits of the relevant target groups, this study aims to derive actionable and meaningful strategies that are not only context-sensitive but can be sustained over time by Unitel for long-term durability in the competitive telecommunications industry of Angola.

2. Literature Review

2.1. Social Media in Modern Digital Marketing

The remarkable progress of digital platforms has transformed the sphere of marketing forever, with social media now regarded as one of the most vital instruments in the digital marketer's toolkit [20]. Social media marketing enables direct and personal interaction between companies and consumers, thereby enhancing brand awareness and creating a sense of community among consumers [21]. Major social networking sites like Facebook, Instagram, Twitter, and TikTok have proven to be rich ground for digital marketers, with the potential to reach millions of users with a single click [22] [23]. In their research on the transformation of digital marketing, they describe the shift from product-oriented to consumer-oriented marketing and argue that digital means make it possible to communicate with consumers in real time and receive feedback. This shift in marketing para-

digms laid the foundation for a new era of marketing characterized by an interactive dialogue between businesses and their customers. Firms are better able, through a level of interaction not present before, to gain insights into customer needs and changes in consumer behaviour and thus adapt to those needs more closely [24]. For example, in the telecommunication industry, with the high level of competition and the importance of building consumer loyalty, businesses cannot afford to be distant and merely observe. The important level of engagement offered by social media campaigns addressing customers' desires and activities is increasingly being adopted in terms of promotion as a cost-effective method of amplifying brand awareness and affinity [25] [26].

2.2. Digital Transformation in the Telecommunications Sector

Over the past ten years, the global telecommunications industry has witnessed an unprecedented wave of digital transformation, overtaking most of the traditional marketing practices [27]. Under the integration of efficiency, user experience, and customer retention, integrated digital strategies have redefined the marketing scenario [28] [29]. The companies in the telecommunications sector have been gearing towards the integrated use of mobile applications, digital customer management tools, and targeting marketing campaigns based on customer data for smoothing consumer engagements [30]. In emerging markets, especially in Angola, with the increased number of smartphones and the growth of internet users, there lies an opportunity for the likes of Unitel to overhaul their digital transformation strategies to become more consumer-centric [31]. However, for such a fundamental change to take place, it is important to integrate digital tools efficiently with marketing objectives to have the best operational performance and customer satisfaction at a constant level. In summary, although there are challenges associated with digital transformation, it has the potential to enhance the level of customer interaction and satisfaction, thus helping the telecommunications industry to thrive in the 21st century.

2.3. Understanding Consumer Behaviour in Emerging Markets

When looking to understand the purchasing habits of the people who live in these emerging markets, it is important to realize that these markets differ from developed markets extensively on many fronts, including the types of products available to consumers, the type of technology available to the public, and the different cultural aspects that shape the African continent and its peoples. This is why marketers must have a thorough comprehension of the local consumers if they want their marketing tactics to be effective. [32] highlights the necessity of cultural adaptation and affordability in marketing communications for emerging markets, as it is in this cultural aspect that marketers manage to reach the consumer in a personal way. With the rapidly increasing penetration and popularity of mobile internet among young people in Angola, as well as the use of social media, a lot of public relations, news, education, and social interaction are changing. For tele-

communications companies whose dominant purpose is to sell mobile telecommunications to the population, given the behavioural trends that have been explained above, an opportunity exists to redefine their marketing strategy in a manner that will target the consumer with more culturally appropriate and relevant messages. A person in poverty is unlikely to trust or detest the advertisements and the messages of companies that have not paid attention to his or her plight, problems, or endeavours. As such, companies that bear in mind that Angola is a country of strong communities where consumers tend to make decisions based on emotions are likely to promote their brands faster and succeed in an environment that is largely based on trust. The intersection between growing digital transformation and traditional community-based decision making remains unexplored, as researches measuring culturally-adapted campaign effectiveness specifically in the Angolan telecommunications sector. Companies lack guidance on building trust through marketing that acknowledges the socioeconomic realities of potential customers experiencing poverty.

2.4. The Role of Influencers in Marketing Strategy

In recent years, influencer marketing as part of social media strategy has been growing fast and has yielded positive results when used properly. Influencers are individuals who are trusted by the populations in communities because of the credibility they hold as celebrities [33]. As they continue to create ideas in the market and shape consumers' perceptions and behaviour, these influencers are also regarded as individuals who help in the sales process because of their power. According to [34], influential individuals are often treated as reliable and relatable micro-celebrities in marketing efforts. With the growth of local influencers, such as the many talented and popular local musicians, dancers, and comedians in Angola, telecommunication companies such as Unitel can strategically promote their products to sub-culture groups and target segments [35]. The role of influencers is to connect the brand messages and the perception by the aspect of the community in which the brand is rooted [36]. The use of influencers to propagate brand messages should be able to create messages that connect with the consumers and seem more organic and original. This reiterates the premise that if Unitel engages the right influencers to create a campaign that resonates with the young consumers in their locality, clears the local flavour, and notes some of the problems that the local youth are facing, the campaign in question will be extremely successful and the company will be able to gain not only a large amount of lead generation as well as sales but also establish the brand name and trust among this very important audience segment. The research lacks guidance on creating authentically local campaigns that genuinely address youth challenges rather than appearing exploitative, and fails to provide metrics for evaluating ROI from influencer partnerships specifically in Angola's telecommunications sector.

2.5. Personalization and Customer-Centric Campaigns

Personalization in marketing is a hot topic in the literature nowadays, this new

trend is sweeping across almost all forms of marketing as it has been seen to be an effective way of addressing the present information overload problem among users in a digital environment where they are bombarded with all sorts of content daily [37]. The tenets of modern digital marketing indicate that brands should not view their customers as masses but rather as unique individuals with distinct preferences and treatment options [38]. Data-driven marketing and artificial intelligence assist in understanding the behaviour of users, their preferred services, and their regular habits. It helps in ascertaining their needs and adequately serving them [39]. If a customer is addicted to streaming online videos, for example, a telecommunication company can offer them custom-made data plans.

2.6. Unitel's Social Media Engagement Strategy

Besides personalized campaigns, Unitel has also taken considerable strides in boosting its digital presence through the use of social media channels [40]. This strategy has several features that contribute significantly to maximizing the company's online engagement capability, including interactive content, localized campaigns, and 24/7 customer support [40]. The company's campaigns aim at portraying Angolan culture and also utilizing local languages, which helps in making the content more relatable and accessible to the users [41]. Through these efforts, Unitel has been focusing on creating content that resonates with the people as well as people's sense of pride in their nationality.

Additionally, Unitel has a specific way of using social media platforms, where informative content is used to make people aware of the company's products, services, technologies, as well as contemporary issues such as online security [42]. The company has additionally incorporated interactive contests, polls, and user-generated content, which has led to the creation of a vivid community and space for participative engagement. On a personal level, this commitment to interaction and engagement endears the company to its followers and makes it less of a soulless, impersonal corporation, thus improving customer perception by portraying the company as trustworthy, responsive, and approachable. On another note, as Unitel's social media tactics are already commendable, they still have a few areas for improvement. In the modern era of digital marketing, more companies use influencers to reach their target audience.

3. Analysis of Unitel's Strategy Issues in Social Media Marketing

3.1. Design of the Questionnaire

This paper explores how effective Unitel's social media marketing strategy is and the challenges that come with it. A structured questionnaire that covered a selection of 150 Unitel customers aged between 18 and 45 years was formulated and administered [43]. The structure of the questionnaire had both closed and open-ended questions, which enabled the collection of both quantitative and qualitative data [44]. Some of the significant themes in the data collected using the question-

naire included customer satisfaction, brand awareness, perceived value, interaction frequency on social media networks, and effectiveness of promotional content. Additionally, these questions sought to find out customer perceptions regarding the various aspects of Unitel, such as price fairness and product offerings, as well as the issue of the accessibility of customer support avenues. The questionnaire covered how clients engaged with Unitel on social media sites like Facebook, Instagram, TikTok, and Twitter. Questions were valued on a Likert scale that ranged from 1, which stood for “strongly disagree”, to 5, which stood for “strongly agree” to capture the degree of customer attitudes about the social media strategy. An initial pilot test was performed with 15 respondents to check for clarification, reliability, and internal consistency among the respondents, all from Africa. The results of the pilot study yielded a Cronbach’s Alpha of 0.82, which indicates a high degree of reliability [45]. The sample was selected through convenience sampling within Luanda and the surrounding urban areas. The questionnaire also had demographic questions, as shown in **Table 1**, such as age, gender, and occupation, which were useful in cross-tabulating the responses given and generating more insights into the audience segments. This data formed the basis for identifying strategic issues within Unitel’s social media approach, ensuring the questionnaire was robust, reliable, and provided insights for the enhancement of Unitel’s social media marketing strategy.

Table 1. Demographic profile of respondents.

Demographic variable	Category	Frequency	Percentage
Age	18 - 24	45	30%
	25 - 34	60	40%
	35 - 45	45	30%
Gender	Male	85	56.7%
	Female	65	43.3%
Occupation	Student	50	33.3%
	Employed	70	46.7%
	Entrepreneur/other	30	20%

3.2. Data Analysis

The collected quantitative data obtained through the structured questionnaires were systematically analysed using descriptive statistics to discern and describe trends and inferential statistics to probe and understand the intricate relationships that exist between the various variables that were in focus in the survey. The analysis results indicate that a staggering 72% of the respondents surveyed indicated that they followed Unitel on at least one of the popular social media platforms. The respondents’ most preferred platforms are Instagram and Facebook, as logged in were the most engaging platforms, while TikTok was reported to have the least user engagement. While Unitel seems to have many people on board, many re-

spondents represented a low percentage of 38%, indicating their dissatisfaction with the responsiveness of the company's online customer care. Moreover, it was worrying that even as many as 42% of the respondents indicated that Unitel's promotional content was not relevant or personalized in any way. A cross-tabulation of the data showed that younger respondents aged 18 - 24 years preferred dynamic content, such as videos and stories that could quickly attract the target audience's attention, while older respondents emphasized the importance of timely and trouble-free customer support. A chi-square statistical analysis was performed, which indicated a very strong relationship between social media engagement and the perceived brand loyalty, as indicated by the chi-square test results ($\chi^2 = 15.6$). In conclusion, these findings suggest that, despite Unitel's substantial social media presence, its marketing strategy is characterized by fragmentation, limited personalization of communications, and an uneven approach to customer support (see **Table 2** below). The data collected from this study were used to identify the major 4Ps of the marketing mix: Price, Product, Place, Promotion, which might affect customer perception and engagement in Unitel.

Table 2. Engagement rate on social media platforms.

Platform	Daily engagement	Satisfaction (%)	Common issues
Facebook	High	60%	Slow response to messages
Instagram	Very high	65%	Repetitive content
TikTok	Moderate	50%	Infrequent posting
Twitter	Low	40%	Lack of interaction

3.3. Strategy Issues of Unitel

3.3.1. Price Issue

Pricing strategies that Unitel used for their offering on digital platforms were among the principal issues of worry for various respondents, as shown in **Table 3**. Approximately 48 percent of the participants showed dissatisfaction with the value of Unitel's data packages as compared to those of the competitors. This indicated a price-related issue morphing from the customers' face, the perception of little value for their money. The respondents opined that certain special promotions, as well as discounts on bundles, were poorly promoted or referred to as limited to new clients only, creating the impression of unfairness among the existing customers. In addition, the promotional offers that were advertised on social media were sometimes not acknowledged in the outlets or when using USSD menus, creating frustration for the customers. Such inconsistencies make the customers lose faith in the brand and subsequently do not stay loyal to Unitel. In addition, 35 percent of the respondents claimed that the social media pages of Unitel were not transparent about hidden costs related to the bundles or any limitations that they might have. The above-mentioned issues highlight the need for clearer and more transparent communication with pricing as well as a complete review of the pricing structure for the digital natives who are major consumers of streaming

services and social platforms. However, the adoption of an agile pricing model based on the customers' usage data could bring about a radical shift in the company's in providing more relevant and personalized packages that can adequately satisfy the needs of the customers. Through this, Unitel gains a price advantage and boosts customer satisfaction and engagement.

Table 3. Customer perception of pricing strategies.

Pricing element	Agree (%)	Neutral (%)	Disagree (%)
Fair pricing	32%	20%	48%
Clear information on offers	38%	27%	35%
Competitiveness	30%	22%	48%

3.3.2. Product Issues

Based on the survey conducted on Unitel's service offerings, the perception of customers was that it was neither impeccable nor outright lacking in those offerings, as illustrated in **Table 4**. Considering that many were still users of the services and had been using the services for some time, several respondents acknowledged that data reliability and service innovation were some of the challenges facing the company. Although Unitel is widely known for its high-quality and high-performing mobile and high-speed internet and broadband internet service, many of the survey respondents referred to the services as generic and not user-centric. It was revealed by 54% of users that they would like to see bundled options, such as those based on app usage, with options that can include streaming, social media only, or educational content. This means that the provision of such products is limited and that they are either unaffordable or impossible altogether. Based on responses from customers, it was also noted that several enhanced services such as mobile TV, e-learning platforms, and cloud storage are either utilized underutilization or poorly promoted. The major reason for this is the lack of provision of adequate information regarding the products, leading to the public not knowing about them or misunderstanding them in a way that prevents them not using the products. Findings indicate that the organization's new services are usually not adequately launched into the online world. In so doing, they come with various misconceptions as they are not packaged clearly for the clients, and there is no appropriate support given after that.

Table 4. Product and service satisfaction levels.

Product/service feature	Satisfied (%)	Neutral (%)	Dissatisfied (%)
Data bundles	46%	24%	30%
Service reliability	42%	28%	30%
Product personalization	33%	35%	32%
Digital innovation awareness	29%	31%	40%

3.3.3. Place Issue

Unitel has strategically dominated as a pioneer telecommunications company with unrivalled coverage across the country of Angola, but currently, enormous digital accessibility challenges still exist, as highlighted by findings in **Table 5**. The blatant lack of synchronization between the marketing campaigns carried out through digital platforms and the actual availability of services in the physical terrain is a significant problem that has been identified. It is an undeniable fact that, for about 40% of respondents targeted during this research, the activation of the advertised promotional offers on social media met a stumbling block in terms of geographical constraints. The users criticized the mobile application and website of Unitel for not being proactive enough in providing real-time information about service availability or location-based support for users. These instances reveal that there is a remarkable disconnect between digital marketing and actual service delivery in a free and progressive country like Angola. It has also been observed that companies may exploit cheap online advertising campaigns intuitively targeted at specific locations, such as cities or towns, while the offers that come with them do not apply to those areas. Thus, Unitel still has a task ahead of her to come up with geo-location-based marketing tactics and even better align all online promotional offers so that when they are offered in a particular country area, they can be accessed without any hindrance.

Table 5. Accessibility and digital convenience.

Accessibility factor	Agree (%)	Neutral (%)	Disagree (%)
Availability across regions	60%	20%	20%
Digital store functionality	45%	30%	25%
App-based service activation	50%	25%	25%

3.3.4. Promotion Issue

The process of promoting one's products and services is an essential aspect of social media marketing, however, the way that Unitel handles these promotions has become famous for being unpredictable and unimaginative, as illustrated by the results in **Table 6**. According to the survey that was conducted, 57% of respondents declared that they infrequently interact with Unitel marketing content on different social media platforms. The survey cited a lack of appealing images, similar advertising material, and a lack of adapting to specific clients as the principal factors behind this lack of interaction. Moreover, while it is true that Unitel uses the service of popular persons to cover a broader base, 39% of those surveyed indicated that these collaborations are not very much connected to their interests and ethos. The local context of Angola must be included among the influencers that are represented in the marketing promotions, and there must be an emphasis on the use of narrative marketing to ensure that the campaigns are truly representative and speak to the local cultures. Unitel could also consider the increasing popularity of short-form video platforms and on-the-go features like Instagram Sto-

ries and TikTok, which are challenges that younger audiences tend to use. The fact that only 44% of respondents are aware of Unitel's social responsibility initiatives means that their impact is somehow analogous to tuning out an ad.

Table 6. Effectiveness of social media promotions.

Promotional element	Effective (%)	Neutral (%)	Ineffective (%)
Content relevance	42%	28%	30%
Visual design appeal	38%	25%	37%
Influencer alignment	39%	34%	27%
Social responsibility promotion	44%	30%	26%

The summary of identified issues is highlighted in **Table 7** below. The strategic dimension analysis reveals several key issues impacting overall effectiveness. In terms of price, customers perceive a lack of value and find promotions unclear, leading to confusion and potential disengagement. Regarding the product, there is a noticeable absence of personalization, which diminishes user experience, coupled with low awareness of new features that could enhance satisfaction. The place dimension highlights inconsistent service delivery, which undermines customer trust, and poor geo-targeting that fails to meet local market needs. Lastly, in the realm of promotion, low engagement levels suggest that marketing efforts are not resonating with the audience, exacerbated by cultural misalignment in content that fails to connect with diverse consumer backgrounds. Addressing these issues is crucial for improving customer perception and engagement.

Table 7. Summary of strategic issues identified.

Strategic dimension	Key issues identified
Price	Perceived lack of value, unclear promotions
Product	Lack of personalization, low awareness of new features
Place	Inconsistent service delivery, poor geo-targeting
Promotion	Low engagement, cultural misalignment in content

Table 8 highlights significant fragmentation issues across various promotional dimensions. The promotion alignment audit reveals inconsistencies, with some social media offers not being honored in-store or via USSD, leading to customer frustration. An analysis of content consistency shows that while Instagram focuses on visual appeal, Facebook prioritizes corporate updates, resulting in a disjointed brand message. The posting regularity logs indicate uneven engagement, with TikTok posting sporadically, Instagram maintaining a regular schedule, and Twitter exhibiting low activity, which can confuse followers. Additionally, the comparison of customer feedback integration shows faster response rates on Facebook, while Twitter responses are often slow or ignored. Finally, survey feedback

indicates that 42% of customers feel the content is “uncoordinated” or repetitive, emphasizing the need for a more cohesive strategy.

Table 8. Evidence and operationalization of fragmentation.

Dimension	Evidence/metric	Observed issue
Promotion alignment	Audit of social media offers vs. in-store/USSD availability	Inconsistencies across touchpoints; some offers not honored offline
Content consistency	Cross-platform content themes and tone analysis	Instagram emphasizes visuals; Facebook emphasizes corporate updates
Posting regularity	Posting frequency logs across Instagram, Facebook, TikTok, Twitter	Uneven presence; TikTok sporadic, Instagram regular, Twitter low activity
Customer feedback integration	Social media response rate comparison	Faster responses on Facebook, slow/ignored replies on Twitter
Survey feedback	42% of customers reported feeling content was “uncoordinated” or repetitive	Perceived disconnection across campaigns and touchpoints

3.4. Operationalization of Social Media Engagement Metrics

Table 9 outlines the definition and measurement of social media engagement, distinguishing between various engagements indicator types. The quantitative (public) metrics focus on likes, comments, shares, and follower counts, deliberately excluding click-through rates (CTR), conversion rates, and purchase intent, which may provide deeper insights into user behavior. The survey-based (self-reported) metrics assess the frequency of interactions and user satisfaction with content, while omitting longitudinal behavioral data and customer lifetime value (CLV), which could enhance understanding of engagement over time. Notably, platform analytics, such as Facebook Insights and Instagram Analytics, were not utilized, limiting comprehensive data analysis. As a recommendation for future studies, integrating backend analytics and sales data is crucial for gaining deeper insights into the effectiveness of social media strategies.

4. Strategic Social Media Marketing (SMM) in the Digital Marketing Era

In today’s ever-connected world, social media is not just a means for communication but rather a giant strategic tool in the market mix. An organization that seeks to compete anywhere needs to have this tool in its strategies for digital marketing. This section has a comprehensive guideline of how Unitel can enhance its performance in social media marketing using the P 4 framework (Price, Product,

Place, and Promotion), and this will be followed by an interval recap of the key findings, limitations, and a speculative outline of avenues for future study. Some of the literature review will be integrated in this particular section.

Table 9. Definition and measurement of social media engagement.

Engagement indicator type	Metrics used in study	Excluded metrics
Quantitative (public)	Likes, comments, shares, follower counts	Click-through rates (CTR), conversion rates, purchase intent
Survey-based (self-reported)	Frequency of interactions, satisfaction with social media content	Longitudinal behavioral data, lifetime value (CLV)
Platform analytics (not used)	-	Facebook Insights, Instagram Analytics, sales tracking
Recommendation for future	Integrate backend analytics and sales data for deeper insights	

4.1. Suggestions for Price

The social media strategy that Unitel uses as of now concerning pricing is seen by the users as inconsistent and lack of transparency. To resolve this shortcoming, a two-pronged strategy that involves implementing pricing models that are tiered according to specific client segments is proposed. A case in point, students, low-income users, and heavy data users can have the pricing models tailored for them in consideration of all their needs. Moreover, Unitel can identify procedures through social media to initiate flash deals and bundle packages more effectively seen through engaging visuals. For example, infographics and reels can be used as they are seen to be more attractive and aid in persuading consumers to make purchases. Other practical suggestions include the use of AI-powered chatbots on Facebook Messenger and WhatsApp to provide instant information on what plans are available at any time, which would assist in the management of the usage of their services in a more accurate manner. In addition to that, pricing calculators or side-by-side comparisons in the form of carousels on Instagram could be employed to simplify the complexities related to costs. Clients should be made aware of the complexity of pricing strategies, focusing on the need to improve explicit communication regarding aspects such as data expiration and auto-renewals, as well as value-added benefits. It is essential to communicate clearly with customers about the features of the 4Ps of the Product that they visit, and also other pricing, where possible. Such initiatives would ensure that prices are more attractive to potential customers, thus enhancing retention.

4.2. Suggestions for Product

In the fast-paced, technological world full of ever-evolving digital advancements, Unitel must adapt its product marketing to what the consumers expect. Social media platforms can come into play to enhance product advancement and personalization. For example, suppose Unitel produces exclusive digital plans for the most current applications, such as TikTok, WhatsApp, and YouTube. This might reflect the pattern of use as shown in underlying analytics. Additionally, other plans can adopt modern means of interaction with the customers, such as social media polls and engaging Q&A sessions carried out on different social media platforms. The purpose of Unitel in adopting these modes of direct communication with the customers is to further improve existing products and make them better at promoting consumer satisfaction.

4.3. Suggestions for Place

As society becomes increasingly digitally driven, Unitel must ensure that its product remains accessible to both urban and rural customers in Angola. One way of speeding the penetration of the product into such markets is a proper execution of easily known and sufficiently targeted digital placement techniques. Through the use of geo-targeting users, location preferences, language, and service accessibility, the company can enhance the individuals' perceptions of the services offered. Considered just with an example of the area ads that can run on Instagram and Facebook are specifically aimed at users living in rural areas, but at the same time, these ads can educate these customers on the possible physical service locations nearby, adequate bundles for low-bandwidth areas, or current system improvements in their segments. Furthermore, such geographical matters as maps indicating service availability in real-time can be deployed in the social networks to enable people to either find proximity stores or acquire remedies for connection problems. The utilization of such marketing tools performs the significant task of helping the applicants to obtain enough knowledge about the usage of physical service point resources to the fullest extent possible and, as a result, to satisfy their specific requests. The matter of successful connection from the site of the client could be equally taken note of, networking the use of chatbots and live customer service features in local languages. By instituting the mechanism for replying to users in their native dialects, the company can facilitate use and acceptance on the part of consumers, therefore creating a well-directed and trustworthy sphere that has the power to bind them. It is also important, however, that posts on these networks were intended for the general public or otherwise clearly stated in a regionally restricted manner. When taking advantage of such steps, the trust of customers is improved, leading towards steadiness and satisfaction of an equivalent that has the efficient approach of segmenting assurance from the company. Therefore, provided that the above-stated approaches are put into practice, the firm will significantly strengthen its influence and spectrum in the field of telecommunications as well as minimize clients.

4.4. Suggestions for Promotion

Unitel has some strategic challenges regarding its current marketing campaigns, tending to focus on just facts and information without putting any emphasis on how the campaigns can involve or rather engage the digital consumers of today. As a result, Unitel now needs to come up with a new plan that focuses mostly on real-life stories from customers, case stories based on community development programs, and connotations that can be associated with the values of the brand. The company can form joint projects with micro-influencers since people who resonate well with local culture, as well as language, can create marketing content that is relatable and resonates well with the target audience. Also, Unitel should focus on trendy content formats like Instagram Reels, TikTok, and YouTube Shorts as a way of ensuring its campaigns are aligned with today's consumption patterns. The other methods for enhancing participation and recollection of the brand in social media include as much as possible employing forms like live streaming, holding polls, running contests, and giving free merchandise or other incentives to the participants. Also, the company could integrate some form of Corporate Social Responsibility (CSR) in their promotional strategies, *i.e.*, while projecting Unitel's involvement in youth education or sustainable development, campaigns emphasizing these aspects can create a positive perception for the company in the community and pride among the consumers of its products. In the end, the company's major aim is to abandon the previously established and forecasted kind of promotional strategies and make a shift towards making the audience, the target audience, as well as all members of the communities in which it operates. Such an approach would ensure built strong relations and positive feedback from customers are built, thus making Unitel a company that is generally accepted and dominant in its field. **Table 10** evaluates Unitel's digital maturity regarding AI tools, revealing both strengths and areas for improvement

Table 10. Assessment of Unitel's Digital Maturity for AI Tools.

Indicator	Current Status at Unitel	Implication
Platform integration	Active on Facebook, Instagram, WhatsApp, Messenger	Channels available for chatbot integration
Data infrastructure	Collects customer demographic and preference data via surveys and CRM	Base available for personalized AI recommendations
Organizational readiness	No formal digital maturity assessment conducted	Potential gaps in workforce skills and tech readiness
Customer openness	Survey responses show interest in digital interactions (chat, online support)	Positive user base for chatbot/AI service adoption
Recommended next step	Apply formal digital maturity frameworks (e.g., Deloitte, TM Forum) before implementation	Ensure AI solutions are aligned with organizational capacity

4.5. Summary of Key Findings

Through this research, it is possible to uncover many strategic challenges that Unitel is facing in social media marketing. These include lack of clarity and interaction in its pricing policy, a mismatch between the company's heterogeneous services, the need for individualization in the service offering of digitally savvy consumers, the ignorance of regional differences in the area of service provision or lack of provision of an equivalent level of services, and the passiveness and lack of inspiration in its promotional activity. It is remarkable that even with a sizeable and quite professional presence on social media, Unitel hardly converts this visibility into personalized client interaction and loyalty. This evidence suggests that adequately responding to the prospects and challenges of the times calls for a transformation in the company's digital marketing approaches that is more dynamic, intelligent, and client-centric than the previous. This thesis highlights the need for building up the marketing strategies for Unitel in an integrated manner with adjustments to the socio-economic context of Angola, utilizing the well-established 4Ps approach of marketing. Such strategies as geo-targeting, AI-based services personalization, community-based and engagement-oriented storytelling, as well as flexible product bundling can boost Unitel's effectiveness in a contemporary and digitally-centric market. With this guidance, it is possible to ensure that a traditional telco will become an agile, socially integrated, and much-admired digital marketing company that will be equipped to lead a meaningful impact in the industry.

4.6. Limitations and Future Research

Although this research paper presents some commendable strategies and suggestions that telecom firms can adopt, certain limitations need to be taken into account for the present research. One major constraint in looking at the sampling of users is the inclusion of users from mainly urban areas, which means that the views of rural areas could not be captured effectively. Consequently, there is a need for future research to look at the general population in terms of different aspects of social media usage in the telecommunications industry.

Conflicts of Interest

The authors declare no conflicts of interest.

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