Case Study

Strategies for Acquiring New Customers Via Social Media

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Abstract - *The analysis begins by providing context for the profound structural changes that took place at the beginning of the millennium. Sustainable development issues have marked a shift in society, encouraging greater awareness of socio-environmental issues that have directly impacted consumer habits and pushing companies to adopt sustainable and responsible marketing practices that take into account the impact of their actions. At the same time, the advent of digital technology, catalyzed by the rise of social networks such as Facebook (2004), has created a "connected" and active consumer. This transformation is forcing companies to adapt quickly to use social networks as an effective asset for interaction and targeted communication, with digital technology becoming the place where it is "essential to meet the consumer." The focus then shifts to Niger. Telecommunications there are described as the "backbone of the economy," but are characterized by intense competition, rapidly changing technologies, and demanding and less loyal consumers. In this dynamic environment, acquiring new customers is a key strategic issue, especially for Niger Telecom, as its presence on social media platforms raises the question: to what extent does this presence translate into concrete new customer acquisition, beyond simple brand awareness? The literature review confirms that optimizing social media is a potential driver of growth, provided that precise targeting is used, valuable content is created, and these platforms are integrated to achieve a measurable competitive advantage.*

Keywords - *Strategy, Acquisition, New, Customers, Social Media.*

I. INTRODUCTION

Sustainable development has emerged as our society faces numerous threats to the planet (global warming, child labor, overpopulation, etc.). We are therefore seeing a significant change in consumer habits, combined with greater initiative on the part of governments and businesses to address these issues. According to a survey conducted in 2023 by the French General Commission for Sustainable Development, household consumption of organic products rose from €500 million in 2010 to €1.376 billion in 2020, an increase of 63.66%; these figures indicate a significant improvement in the initiative taken on sustainability issues. These profound structural changes will push organizations to be responsible by adapting to new consumer expectations and their overlapping concerns. Marketing is like "a human activity geared towards satisfying needs and desires through exchange" (Kotler, 2011). This practice should be seen as a set of actions whose main objectives are to study and influence consumer needs and behaviors using a variety of tools. Indeed, we are now in an era that could be renamed the "digital age." This era was brought about in particular by the advent of social media, which revolutionized the way we communicate and interact with the world around us.

Several social networks have emerged over the years. Companies could not escape the creation of a more "connected" consumer and had no choice but to adapt very quickly to this new way of communicating and transform social media into a key resource for interacting with their customers and potential prospects. Since then, social media has been a means of connecting companies with their audience at the right time and in the right place. Indeed, meeting the consumer is essential. In this highly competitive market environment, the survival and growth of companies no longer depend solely on the quality of their core services, but also on their ability to stand out and expand their customer base. It is in this context that the issue of acquiring new customers

becomes a key strategic and operational challenge for every player in the sector. At the same time, the advent and widespread adoption of social media has profoundly changed the paradigms of traditional marketing. Once perceived as mere platforms for interpersonal communication, social networks such as Facebook, Instagram, and others have become powerful business levers. Although the company maintains an active presence on social platforms, a crucial question remains: to what extent does this presence translate into concrete new customer acquisition? The fundamental question guiding this research is therefore: How can the adoption and optimization of a customer acquisition strategy via social media contribute to increasing Niger Telecom's market share in a competitive environment?

This question is the starting point for a reflection that aims to explore the untapped potential of social media beyond simple visibility, turning it into a real driver of commercial growth. To achieve this overall goal, several specific objectives have been defined: to evaluate the current communication and marketing strategy in place to identify its strengths and weaknesses; to identify the most relevant social platforms for the company's target audience; to analyze the customer acquisition strategies of its main competitors for inspiration; and finally, to highlight the expectations and behaviors of customers and prospects in relation to the brand. The structure of this article has been designed to ensure a logical and rigorous progression of thought. The first part will focus on the theoretical and methodological framework. The second part will be devoted to the analytical framework, where the data collected will be analyzed and interpreted to arrive at the general conclusion.

II. THEORETICAL AND METHODOLOGICAL FRAMEWORKS

A. Theoretical Framework

The theoretical framework will first allow us to pose the problem, then justify the choice of subject, delimit our subject, set the objectives pursued, and formulate hypotheses.

a. The problem

The telecommunications sector in Niger is a constantly changing market, characterized by fierce competition and relentless development of technologies and consumer desires. Traditional operators such as Niger Telecom face a major challenge in this changing environment: how to acquire new customers and differentiate themselves from rivals who are constantly redefining the rules of the game? While traditional marketing methods, such as advertising posters and radio campaigns, continue to survive, they are no longer sufficient to guarantee sustained growth or capture the attention of a generation of connected consumers. The advent of social networks is therefore ushering in a new era, offering new communication channels. They are no longer sufficient to guarantee sustained growth or capture the attention of a generation of connected consumers. The advent of social media has therefore ushered in a new era, offering direct communication channels and precise targeting tools that are theoretically capable of transforming the way companies interact with the market. However, a company's mere presence on these platforms does not guarantee success. Many companies publish content on them without being able to convert their audiences into customers.

The fundamental question is therefore how effective these platforms really are for customer acquisition, beyond simple brand awareness. It is important to determine whether engagements, likes, and shares translate into new subscriptions or new orders. The transition from visibility to conversion is far from simple and requires a well-thought-out policy, in- depth analysis of user attitudes and behaviors, and a detailed understanding of market dynamics. This issue is all the more relevant given that social media allows companies to build a direct and personalized relationship with consumers, which represents a significant potential advantage in a sector where customer loyalty is often short-lived. The main question guiding this research is therefore: How can the adoption and optimization of a customer acquisition strategy via social media help increase Niger Telecom's market share in a competitive environment? This issue aims to examine the untapped potential of social media beyond simple visibility to make it a real driver of commercial growth.

b. Justification for the Choice of Topic

The economic crisis and globalization have profoundly changed consumer purchasing behavior. Customers are no longer loyal to a particular brand or retailer. They are primarily looking for the best commercial solution that will meet their needs or consumption desires.

Nowadays, consumers rely more on the opinions of strangers on social media than on in-store specialists when purchasing a product or service. The internet has given rise to digital technology, and many services have been digitized. For example, letters have been replaced by emails, traditional trade shows by web forums, and stores by e-commerce sites. Communication is increasingly taking place on social media and the internet. Thanks to the resources available on the web, consumers are becoming freer and more active, while companies are becoming more transparent and better known in their communications.

In this way, we hope that our work will contribute effectively to the choice of strategies for better customer acquisition so that the company has a good reputation, a large number of customers, and stands out from the competition. It would also serve as a reference point for other companies seeking information.

c. Scope of the Subject

There are many customer acquisition strategies, such as email marketing or emailing, postal mailings, telemarketing, advertising, blogging, direct marketing, websites, events, radio, print media, mass media, business cards, street marketing, flyers, trade shows, public relations, print media, social media, and more.

In this regard, we will limit ourselves to social media, which is a new discipline that involves using various social media platforms to disseminate information. This will enable us to see how Niger Telecom will promote its activities via digital communication for prospecting in order to stand out from the competition.

d. Research Objectives

Main objective: This article aims to analyze the effectiveness of Niger Telecom's social media strategy. The goal is to formulate a set of concrete recommendations that will enable the company to transform its digital presence into a powerful lever for acquiring new customers in order to increase its market share.

Specific objectives: To achieve this main objective, the research is based on several distinct stages:

- Evaluate the current strategy: An in-depth analysis of the communication and marketing strategy implemented on social media will be conducted to identify its strengths, weaknesses, and opportunities for improvement.
- Identify relevant platforms: The study will determine which platforms (Facebook, Instagram, LinkedIn, etc.) are most frequently used by Niger Telecom's target audience and are therefore most conducive to an effective acquisition strategy.
- Analyze the competition: Competitive intelligence will be gathered to understand the customer acquisition strategies of Niger Telecom's main rivals on social media and draw inspiration from best practices.
- Understanding customers and prospects: Data will then be collected to better understand the behavior and expectations of customers and prospects towards the company on these platforms.
- Proposing an action plan: Finally, based on the results obtained, a detailed action plan will be proposed.

e. Research Hypotheses

Main hypothesis: The main hypothesis of this article posits that a well-designed and targeted customer acquisition strategy on social media will enable Niger Telecom not only to improve its brand awareness, but above all to significantly increase its customer base in a saturated market.

Secondary hypotheses: These hypotheses refine the general problem:

- H1: Investing in targeted advertising on social media (e.g., Facebook campaigns) will be more cost-effective in terms of cost per acquisition than simply publishing organic content to attract new customers.
- H2: Improving responsiveness and customer service quality on social platforms will enhance brand perception and positively influence prospects' purchasing decisions.
- H3: Visual content formats, such as video and infographics, will generate a higher engagement rate than text-based posts, thereby increasing conversion potential.

III. METHODOLOGICAL FRAMEWORK

The methodological framework will first include the study framework and the scope of the study, followed by the investigation techniques and information processing tools.

A. Study Framework

We focused on Niger Telecom, which operates in the telecommunications services sector in Niger in a highly competitive environment. The telecommunications services market has four (4) direct competitors, namely:

- Airtel Niger, which offers mobile phone and mobile internet services with 2G, 3G, and 4G licenses.
- Moov Africa, which also offers mobile phone and mobile internet services with 2G and 3G licenses.
- Zamani Com, which operates with 2G, 3G, and 4G licenses for mobile telephony and mobile internet.

Niger Telecom markets various services and is developing this activity throughout the country through its various representatives. The sector is threatened by the presence of competitors in all service segments, which is why it is important to use customer acquisition or loyalty strategies with social networks in order to stand out from the competition by increasing turnover and market share, but also to cope with the fierce competition that plagues the financial services sector in Niger. Therefore, in order to help resolve this issue, our study will target Niger Telecom customers in general and any individuals likely to subscribe to the company's offers in particular.

B. Investigation Technique

To better understand this study, it is necessary to describe the various techniques and tools used to collect information. For our study, we first conducted documentary research and then carried out a questionnaire survey.

a. Documentary Research

The documentary research consisted of consulting all the internal documentation made available to us in order to gather as much internal information as possible. We also consulted old dissertations, some weekly reports, a few websites, and books.

b. Survey

A survey is a method of collecting primary information using a questionnaire administered to a sample of a target population. It can be used for qualitative or quantitative studies.

- Quantitative studies: their legitimacy is derived from the law of large numbers, which states that if a minimum number of people are surveyed, these people will express an opinion that is identical to that of the entire population they represent. We will use this method by consulting a few Niger Telecom customers.
- Qualitative studies: These have a limitation in that they observe frequency of use, practices, satisfaction, and expectations, but they do not explain why this situation exists. Only qualitative studies allow for sociological analysis, understanding the mechanisms of opinion, understanding why people think this or that, why they allow themselves or do not allow themselves certain practices, and how they understand their environment.

i). Target Population

We will use the non-probabilistic convenience sampling method, so our sample size is set at 53 Niger Telecom customers or prospects.

ii). Sampling Technique

The sample is a part of the population, consisting of one or more individuals from that population. A sample is intended to provide information that can be generalized or extrapolated to the parent population. There are two types of samples: probabilistic samples and non-probabilistic samples.

- Probability sample: It is assumed that individuals are chosen at random and that the probability of belonging to a sample is known. This category includes random or simple chance samples, systematic samples, stratified random samples, and cluster samples.

- Non-probability sampling: The selection of individuals in the sample is not based on chance, and the probability of selecting a member of the population is therefore unknown.

The results from a non-probability sample are not representative compared to those from a probability sample. This category also includes quota sampling, convenience sampling, and snowball sampling. Given the unavailability of a comprehensive list of the target population, we adopted the convenience sampling method, which consisted of deliberately choosing the size of our sample. We believe that this technique will give us satisfactory results.

iii). Sample Size
We will use the non-probabilistic convenience method, so our sample size is set at 53 Niger Telecom customers.

iv). Information Collection Tool
Our data collection tool is the questionnaire. The questionnaire is a data collection tool that "allows individuals to be surveyed directly by first defining, using a qualitative approach, the response options through closed-ended questions." These questionnaires were administered face-to-face and online via Google Forms to Niger Telecom customers, students at the Ecole Supérieure des Communications Électroniques et de la Poste (ESCEP-Niger), and individuals in the city of Niamey who use the company's services.

C. Data Processing Tool
Our survey was analyzed using SPSS software, Excel 2019, and Google Forms in order to obtain reliable results.

IV. ANALYTICAL FRAMEWORK
A. Presentation of Results and Verification of Hypotheses
This chapter will present the results of our descriptive analysis of the information collected via the questionnaire and their interpretation, followed by the verification of the hypotheses put forward in our research.

a. Presentation of the Results from the Interview
The information gathered from our survey was analyzed manually and online. It was processed using Excel 2019 to determine percentages, compare them to our decision thresholds, and draw the necessary conclusions. The study sample consisted of 53 respondents.

i). Respondent Profile
The profile of the 53 respondents reveals a predominantly young audience, which is particularly relevant for a study on social media.
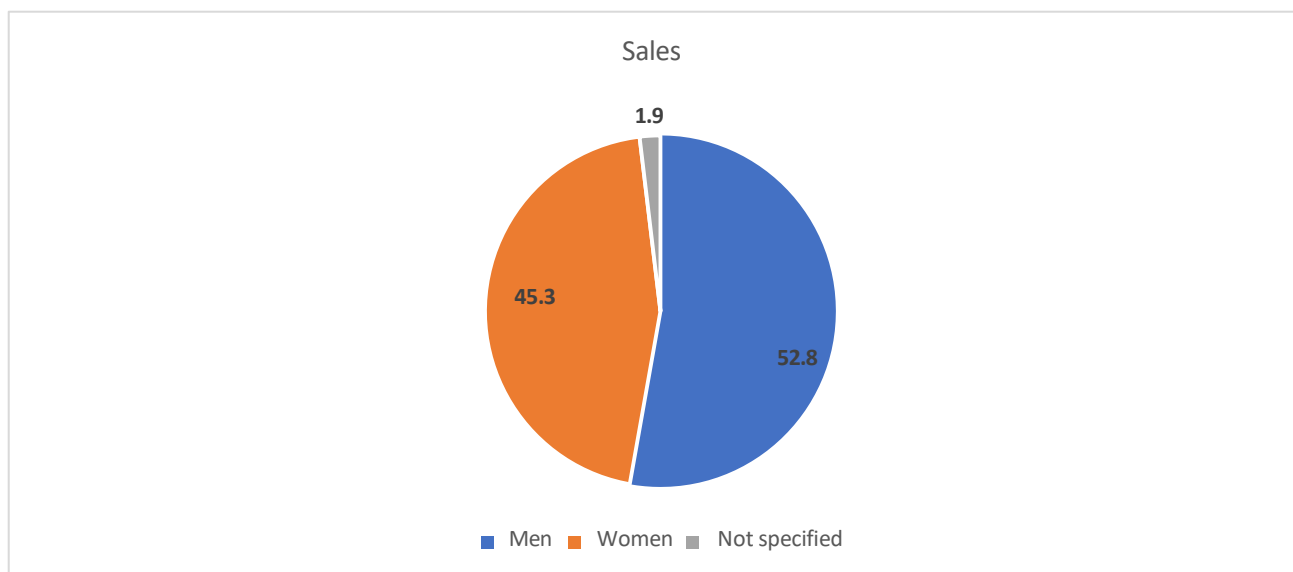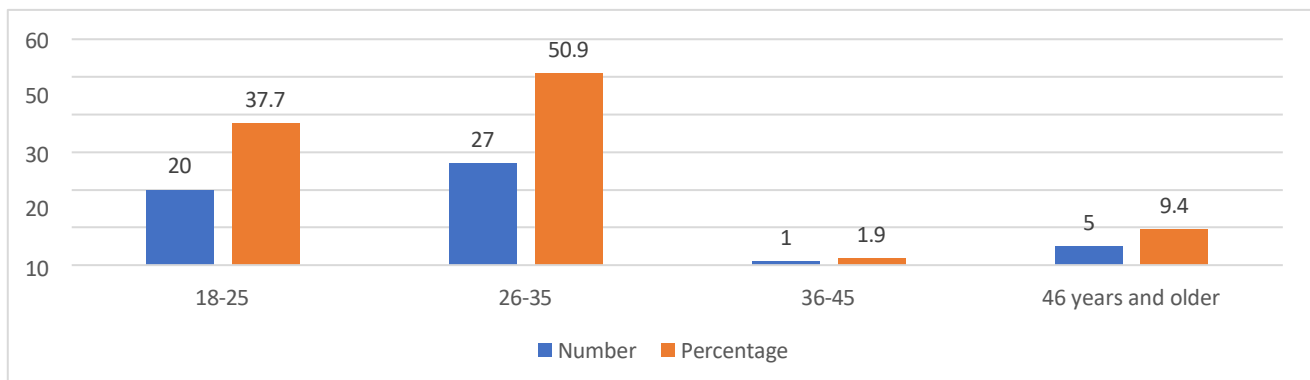

Figure 1. Breakdown of Respondents by Gender

Table 1. Breakdown of Respondents by Gender

Gender	Number	Percentage
Male	28	52.8
Women	24	45.3
Not specified	1	1.9

Table 2. Breakdown of Respondents by Age Group

Age group	Number	Percentage
18-25	20	37.7
26-35	27	50.9
36-45	1	1.9
46 years old and over	4	7.5
61	1	1.9%

Figure 2. Age Distribution of Survey Respondents

The analysis shows that the overwhelming majority of respondents (88.6%) are between 18 and 35 years old. This confirms that the study targets a young audience that is active on social media.
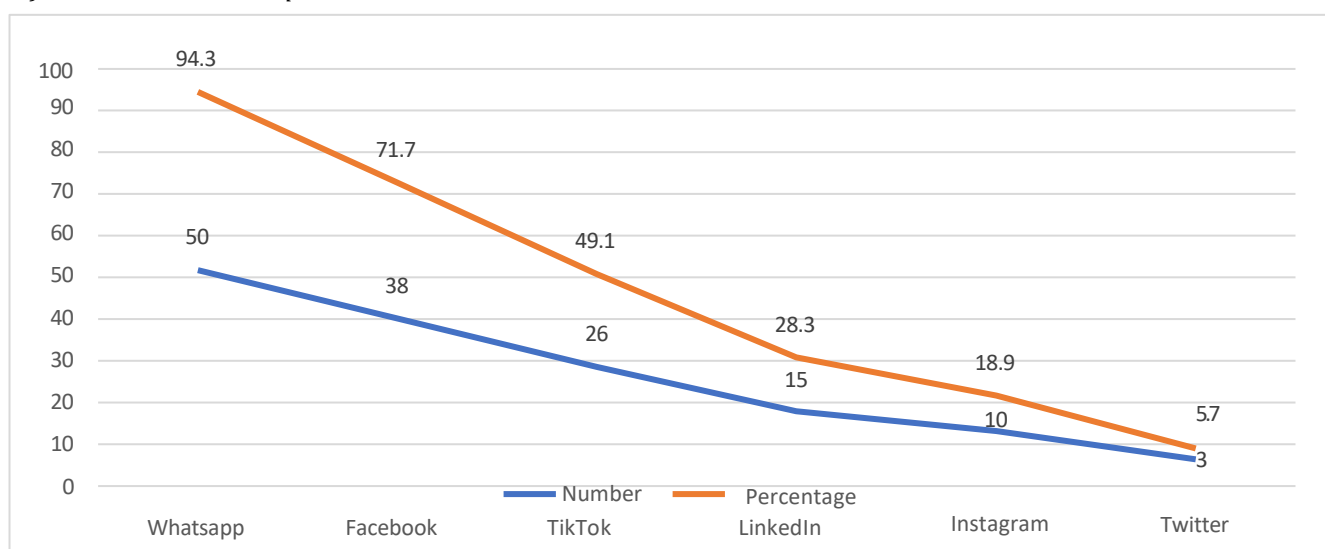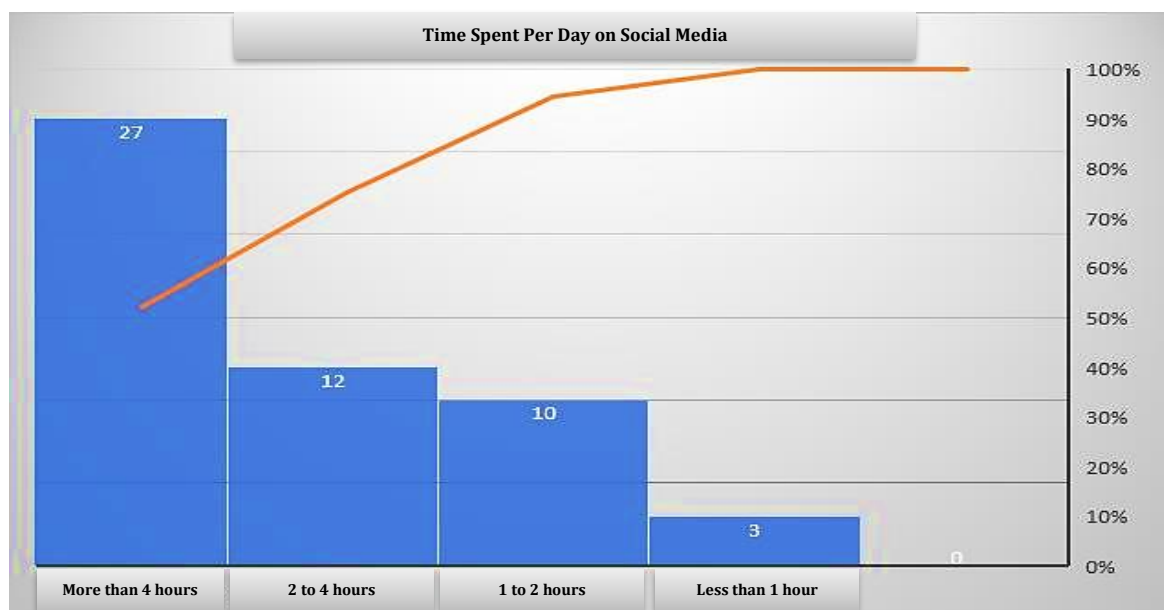
ii). Social Media Consumption Habits

Figure 3. Most used Platforms (Multiple Uses)

Table 3. Most Used Platforms

Platform	Number	Percentage
WhatsApp	50	94.3
Facebook	38	71.7
TikTok	26	49.1
LinkedIn	15	28.3
Instagram	10	18.9
Twitter (X)	3	5.7

Table 4. Time Spent Per Day on Social Media

Time spent	Number	Percentage
Less than one hour	3	5.7
1 to 2 hours	10	18.9
2 to 4 hours	12	22.6
More than 4 hours	27	50.9

Figure 4. Daily Time Spent on Social Media by Respondents

More than half of respondents spend more than 4 hours a day on social media. This high level of engagement reinforces the idea that social media is an essential communication channel.

iii). Perception of the Niger Telecom Brand on Social Media

Table 5. Subscription to Niger Telecom's Official Pages

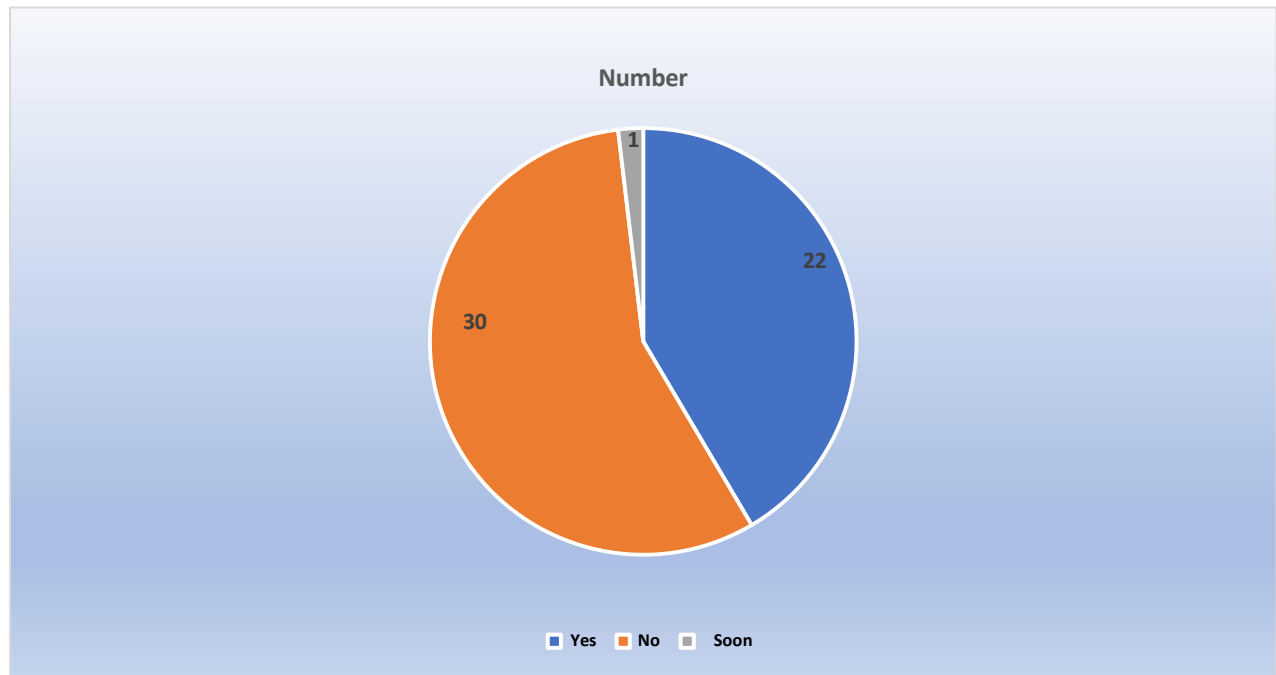| Page Following	Number	Percentage
Yes	22	41.5
No	30	56.6
Soon	1	1.9

Figure 5. Subscription to Niger Telecom's Official Social Media Pages

Table 6. Level of Satisfaction with Publications

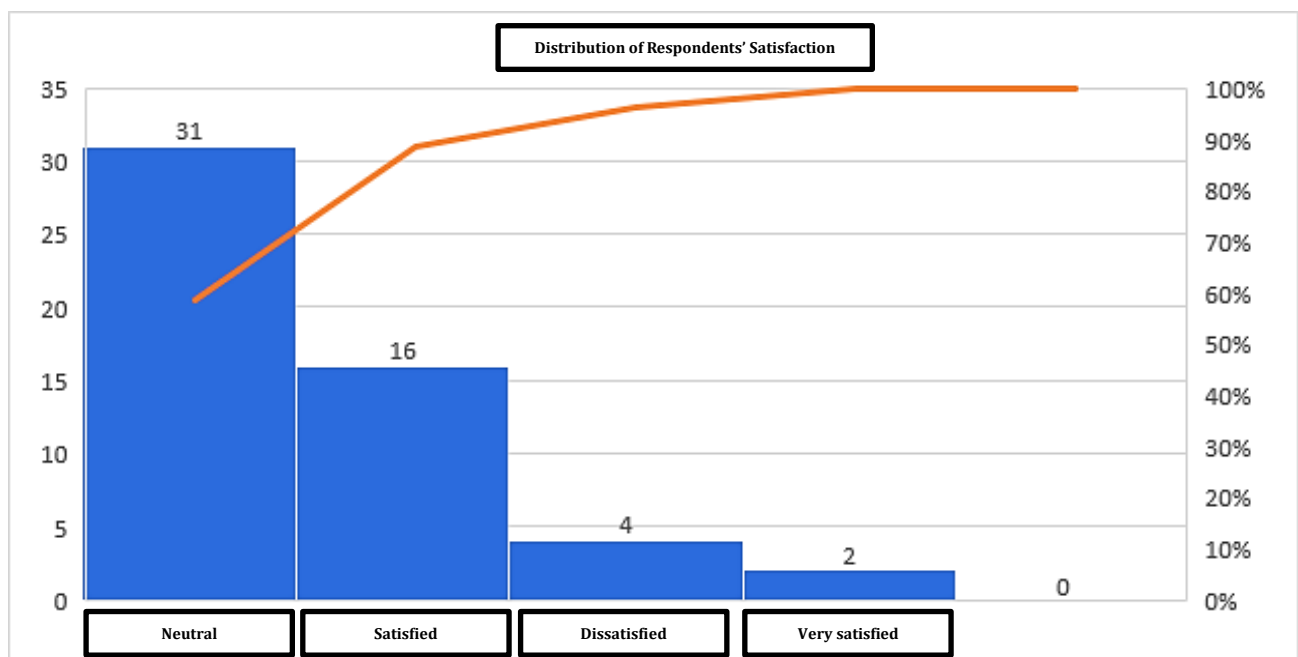| Level of Satisfaction	Number	Percentage
Neutral	31	58.5
Satisfied	16	30.2
Dissatisfied	4	7.6
Very satisfied	2	3.8

Figure 6. Level of Satisfaction with Niger Telecom's Social Media Publications

The majority of respondents (58.5%) are neutral. This may mean that the posts are perceived as unmemorable or lacking in impact, which is a critical area for improvement.

Table 7. Quality of Customer Service on Social Media

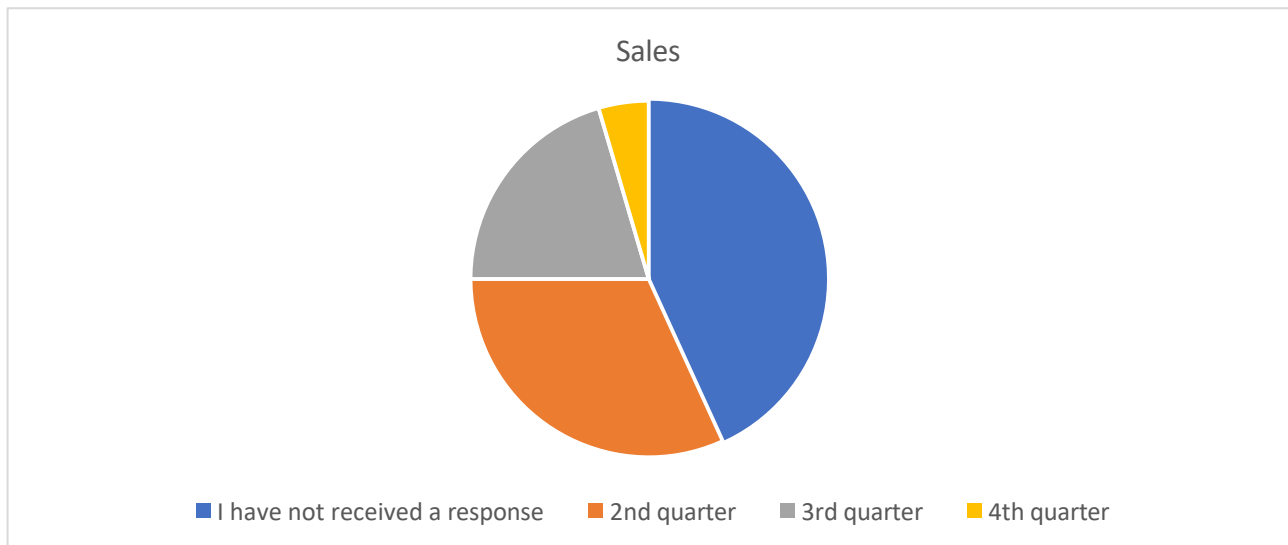| Responsiveness and quality	Number	Percentage
I did not receive a response	19	43.2%
Fast but average quality	14	31.8
Slow and low quality	9	20.5
Very fast and high quality	2	4.5

Figure 7. Perceived Quality of Customer Service on Niger Telecom's Social Media Platforms

Lack of responsiveness is a major problem. Over 43% of people who contacted customer service received no response.

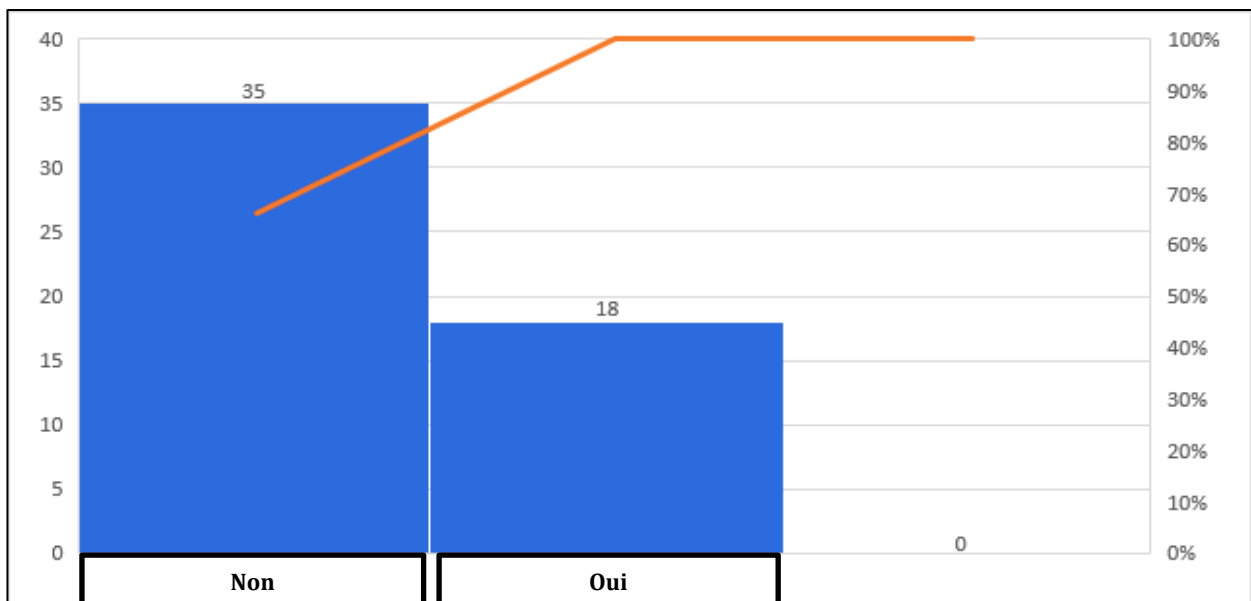*iv). Impact of Social Media on Purchasing Decisions*

Figure 8. Subscription to a Niger Telecom Service Following Exposure to Social Media Content
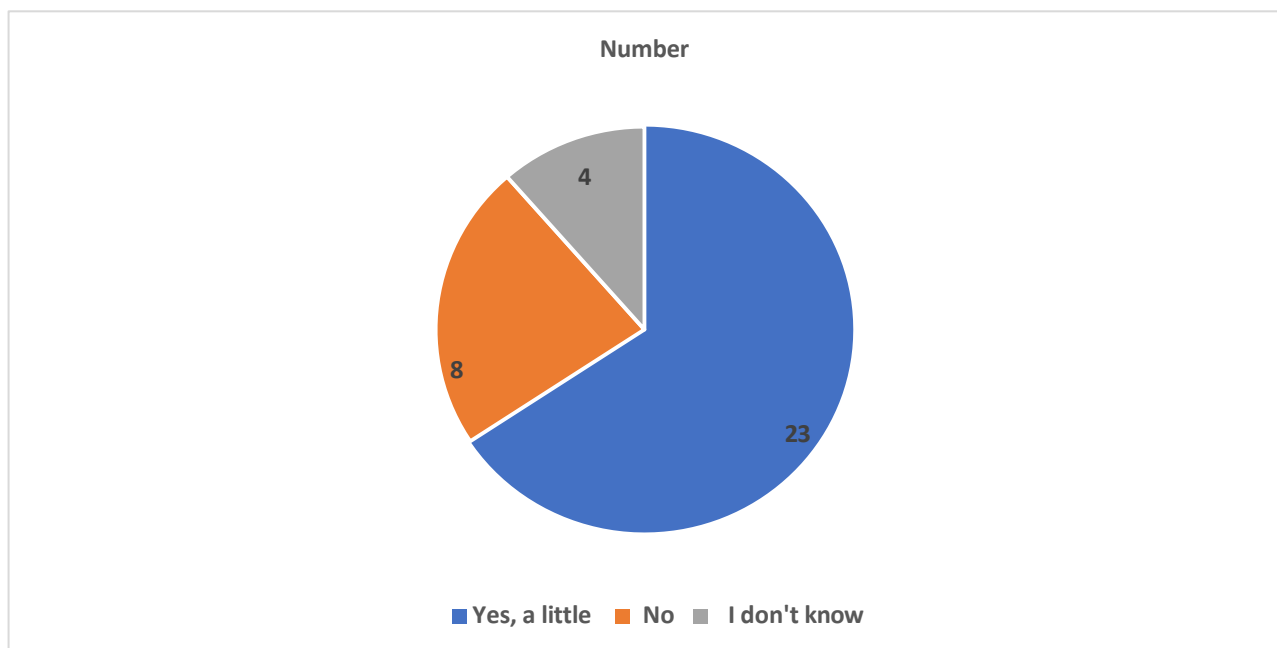
Table 8. Subscription After a Post/Advertisement

Response	Number	Percentage
Yes	18	34.0
No	35	66.0

Despite the low page engagement rate, one-third of respondents subscribed to a service after being exposed to content on social media, demonstrating real acquisition potential.

Table 9. Influence of Customer Service on Purchasing Decisions

Influence	Number	Percentage
Yes, strongly	18	34.0
Yes, somewhat	23	43.4
No	8	15.1
I don't know	4	7.5

Figure 9. Influence of Social Media Customer Service on Purchasing Decisions

80% of respondents believe that strong interaction on social media can positively influence their decision to become a customer, confirming the crucial role of customer service in acquisition.

v). Competitor Analysis

Table 10. Competitor Operators Followed on Social Media

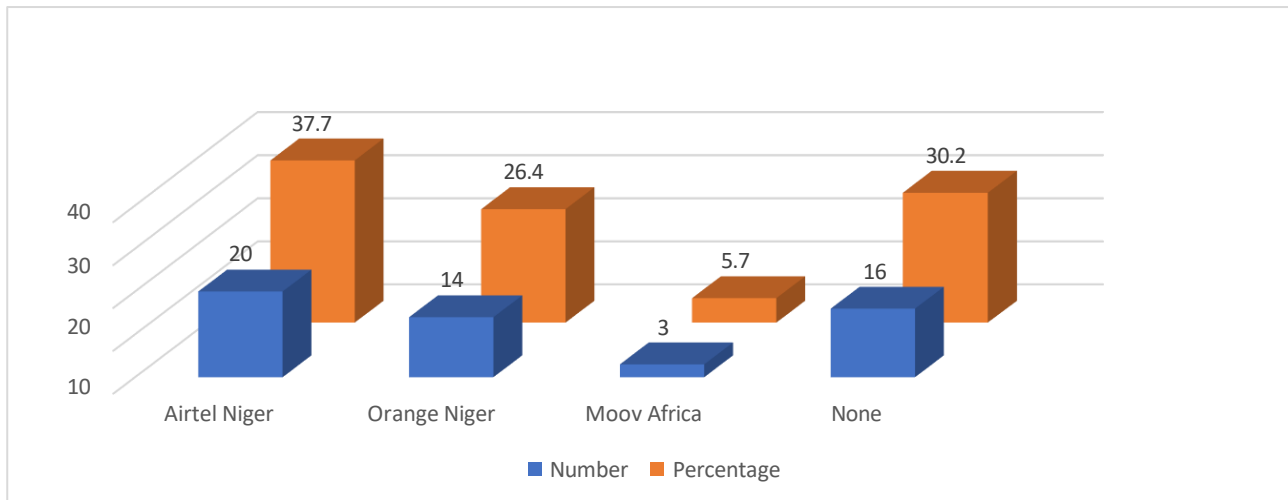| Operator	Number	Percentage
Airtel Niger	20	37.7
Orange Niger	14	26.4
Moov Africa	3	5.7
None	16	30.2

Figure 10. Competitor Telecommunications Operators Followed by Respondents on Social Media

Analysis of this data shows that Airtel and Orange are the main competitors in terms of social media presence, with a higher follow rate than Niger Telecom.

B. Verification and Interpretation of Results

The purpose of this chapter is to make sense of the data presented above. This involves cross-referencing the survey results with the research hypotheses and theoretical concepts of the conceptual framework in order to draw conclusions.

a. Comparison of Results with Research Hypotheses

The survey results confirm several of our initial hypotheses, while highlighting important nuances that will guide our recommendations.

- Comparison with the main hypothesis: The main hypothesis was that a customer acquisition strategy on social media would enable Niger Telecom to increase its customer base and brand awareness. The data corroborates this hypothesis: despite a low page follow rate (41.5%), 34% of respondents subscribed to a service after being exposed to content on social media. This figure, far from being anecdotal, demonstrates the conversion potential of these platforms. In addition, 80% of respondents believe that interaction positively influences their purchasing decision, confirming that social media is not just a communication channel, but a real lever for acquisition.

Comparison with Secondary Hypotheses:
- Hypothesis on the performance of targeted ads: The hypothesis that targeted ads are more effective than organic posts is partially confirmed. Although 41.5% of respondents see greater effectiveness in paid advertising, 39.6% see no difference. This suggests that a balanced strategy between organic content (for branding and engagement) and advertising campaigns (for conversion) is the most relevant approach for Niger Telecom.
- Hypothesis on the influence of interaction: The hypothesis that strong interaction positively influences the decision to become a customer is strongly validated (80% influence). However, the reality on the ground shows a strong contradiction. The fact that 43.2% of people have not received any response from customer service via social media is a major point of friction. The analysis thus reveals a gap between user expectations and the company's current performance. This is a critical issue that needs to be addressed to avoid a negative perception of the brand and the loss of potential customers.
- Hypothesis on content formats: The hypothesis on the superiority of videos and infographics is fully validated. Short videos are considered the most attractive type of content, confirming their strong potential for engagement. In addition, influencer posts and customer testimonials (often in video format) are the types of content that have had the greatest influence on subscriptions, validating their role in the conversion process.

V. REMARKS (SWOT ANALYSIS)

A. Remarks

SWOT analysis is a business strategy tool used to determine the options available in a strategic area of activity. It aims to clarify the objectives of the company or project and identify the internal and external factors that are favorable or unfavorable to the achievement of these objectives. It consists of an internal analysis of the company's strengths and weaknesses and an external analysis of the opportunities and threats arising from the environment outside the company.

Figure 11. SWOT Analysis

B. Internal Analysis

This relates to the strengths and weaknesses of Niger Telecom. A detailed analysis of the survey results will enable us to draw up an accurate assessment of the strengths and weaknesses of Niger Telecom's communication strategy via social media. This analysis forms the basis of our recommendations.

a. Strengths

- Proven acquisition potential: The most significant result is that 34% of respondents have already subscribed to a service after being exposed to content on social media. This figure irrefutably demonstrates that these platforms are not just showcases, but powerful conversion levers. The fact that acquisition is already effective, even without an optimized strategy, is a major strength and a positive sign for the company.
- Alignment with the target audience: The majority of respondents (88.6%) are between 18 and 35 years old. This coincides perfectly with the profile of the most active and influential users on social media. This alignment is a strength for the content strategy, as communication efforts can be targeted with great precision.
- Customer service influence potential: The fact that 80% of respondents believe that strong interaction positively influences their purchasing decisions is a considerable strength. This means that by improving its responsiveness and the quality of its responses, the company can directly impact its reputation and customer base. The acquisition lever is already clearly identified by customers.
- Relevance of content formats: The study validated the appeal of visual and interactive formats. Videos, infographics, and surveys are powerful tools for engaging the target audience. The fact that influencer posts and customer testimonials are perceived as the most influential provides a clear roadmap for content creation.

b. Weaknesses

- Lack of responsiveness from customer service: This is the main weakness revealed by the study. A 43.2% non-response rate is a major point of friction and a risk factor for reputation. This gap between user expectations and company performance is a missed opportunity for retention and acquisition, as potential customers may turn to a more responsive competitor.

- Low level of engagement: The neutral satisfaction rate of 58.5% on posts is an alarming indicator. Content that does not generate a reaction (positive or negative) is content that does not make an impression. This demonstrates a lack of creativity and relevance in the content, which is perceived as static or generic.
- Low awareness of the official page: The fact that more than half of respondents (56.6%) do not follow Niger Telecom's official pages is a significant weakness. Furthermore, the brand lags behind its competitors Orange and Airtel. This indicates a lack of effort in the visibility and follower acquisition strategy, which limits the reach of messages and the potential for acquisition.
- Lack of loyalty strategy: Analysis of user habits reveals an interest in games and contests. The lack of loyalty programs or exclusive games is a missed opportunity to engage the existing community and turn it into brand ambassadors. The external environment in which Niger Telecom operates on social media presents both opportunities to be seized and threats to be anticipated. This analysis is crucial for strategically positioning the brand.

C. External Analysis

Here, we will discuss the potential opportunities available to Nita Money Transfer, as well as the threats it may face.

a. Opportunities

- Increased use of social media: The strong presence of young people (88.6% of respondents are between 18 and 35 years old) and the considerable amount of time they spend on social media (more than 50% spend more than 4 hours per day) represent a major opportunity. The market is mature and receptive to digital communications.
- Conversion potential on existing platforms: The ubiquity of WhatsApp (94.3% usage) and Facebook (71.7%) in Niger represents a huge opportunity. These platforms are direct acquisition and communication channels that can be exploited more aggressively and creatively.
- Capitalizing on the credibility of influencers: The strong influence of influencer posts (the type of content that has most influenced subscriptions) is a significant opportunity. Niger Telecom can leverage the public's trust in these personalities to gain credibility and brand awareness.
- The appeal of visual formats: The appeal of short videos and infographics is an opportunity for Niger Telecom to stand out. By adopting these dynamic formats, the company can not only attract attention, but also simplify complex messages, making information more accessible and engaging.

b. Threats

- Aggressive competition: The most direct threat is the strong presence of competitors, notably Airtel and Orange, which already have a larger follower base. This dominant position gives them an advantage in terms of visibility and ability to attract new subscribers.
- Poor customer service responsiveness: The current inability to respond to customer requests on social media (43.2% non-response rate) is a threat to the brand's reputation. A bad experience on social media can spread quickly, damaging the company's image and prompting potential customers to turn to a more responsive competitor.
- Content overload: The market is saturated with content. If Niger Telecom's posts are perceived as neutral and unmemorable, they risk getting lost in the flow of information and failing to reach their target audience. This is a threat to the effectiveness of communication.
- Loss of loyalty opportunities: The lack of loyalty programs or exclusive games is an indirect threat. By failing to engage its community, Niger Telecom risks losing customers to competitors who offer more fun and rewarding experiences.

VI. Conclusion

The objective of this article is to evaluate the relevance and effectiveness of Niger Telecom's customer acquisition strategy on social media. The study confirmed that social media are essential platforms for the company, with proven acquisition potential, as 34% of respondents subscribed to a service after being exposed to the brand's content. However, the results highlighted critical areas for improvement. The current strategy

suffers from a lack of responsiveness from customer service and content that struggles to generate strong engagement, resulting in a feeling of neutrality. These shortcomings are major obstacles that can hinder the acquisition of new customers and lead to the loss of existing ones, especially since competitors such as Airtel and Orange enjoy a stronger presence on these platforms. In order to transform this potential into real growth, Niger Telecom must adopt a proactive, user-centric strategy.

Although targeted, this research paves the way for future studies. A more in-depth analysis could examine the impact of social listening on brand reputation or the effectiveness of specific advertising campaigns. At the end of this analysis, it is clear that digital social networks are underused by small businesses in Niger and remain relatively unknown in the country. The impact of their use by these businesses is clearly illustrated in the cases studied. Indeed, the results show that the influence of fashion has sparked interest in social media among business leaders, but has not been a determining factor in the creation of Twitter and Facebook pages for businesses. They highlight the importance of social media use by small businesses in improving communication strategies, sales operations, advertising and recruitment practices, and reducing operating costs.

They thus confirm the work of PARVEEN et al (2014), ZOLTAN et al (2015), and GO and YOU (2016). They have identified the factors that can influence the use of social media: frequent and ongoing interaction with users to respond to their questions and expectations, a high level of mutual trust to build loyalty, taking their criticisms and suggestions into account to improve the quality of the services provided or products sold, and a high level of responsiveness on the part of the company to correct errors and reorient activities. These results confirm some of the work already carried out in this field, including that of CORTADO and CHALMETA (2016) and OYZA (2016). The results also show the impact of the use of these social networks on companies, particularly on the possibility of acquiring or maintaining a competitive advantage, even if there is hesitation to establish a direct correlation in some companies. Similarly, a correlation between performance and business development has not been directly established for all companies. Nevertheless, there is a possibility that these social networks improve the performance of companies that have consistent strategies for their use. Finally, on a theoretical level, the study provides a better understanding of the particularities of social network use in Niger by highlighting the difficulty of accessing and using them for two main reasons: low internet penetration and low literacy rates.

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