Digital Innovation: Strategies For Improving Startups' Image On Social Media

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Abstract *:*

This research highlights the critical role of digital innovation strategies in enhancing the corporate image of startups on social media platforms. Employing a qualitative descriptive approach grounded in functionalist theory, this study analyzes previous empirical literature to develop an in-depth understanding of the core variables and reconstructs their relationship within the entrepreneurial context. Furthermore, the research examines modern digital strategies adopted by leading local and international startups across their social media pages, illustrating how these practical applications positively shape the brand image of young enterprises. The findings emphasize the necessity for startups to adopt a continuously innovative approach to their social media presence to remain competitive. The study demonstrates that building a cohesive brand identity, engaging with target audiences, using creative visual content, and conducting regular performance evaluations are essential practices. Ultimately, leveraging digital innovation enhances brand perception and corporate image.

Keywords: *Digital Innovation- Startups' Image- Social Media, Functionalist theory.*

الملخص :

تُبرز هذه الدراسة الدور الحاسم لاستراتيجيات الابتكار الرقمي في تعزيز الصورة المؤسسية للمؤسسات الناشئة عبر منصات التواصل الاجتماعي، حيث تعتمد على مقاربة وصفية نوعية قائمة على النظرية الوظيفية من خلال تحليل الأدبيات التجريبية السابقة بهدف بناء فهم معمق للمتغيرات الأساسية وإعادة تشكيل العلاقات بينها ضمن السياق الريادي. كما تتناول الدراسة الاستراتيجيات الرقمية الحديثة التي تعتمدها المؤسسات الناشئة الرائدة، محليا ودوليا، عبر صفحاتها على وسائل التواصل الاجتماعي، مبينة كيف تسهم هذه الممارسات التطبيقية في تشكيل صورة إيجابية للعلامة التجارية للمؤسسات الناشئة. تؤكد النتائج ضرورة تبني المؤسسات الناشئة نهجا ابتكاريا مستمرا في حضورها على وسائل التواصل الاجتماعي من أجل الحفاظ على قدرتها التنافسية. وتظهر الدراسة أن بناء هوية علامة تجارية متماسكة، والتفاعل مع الجمهور المستهدف، واعتماد محتوى بصري إبداعي، وإجراء تقييمات دورية للأداء تعد ممارسات أساسية. وفي النهاية، فإن توظيف الابتكار الرقمي، يسهم في تعزيز إدراك العلامة التجارية وتحسين الصورة المؤسسية.

الكلمات المفتاحية: *الابتكار الرقمي- صورة المؤسسات الناشئة- مواقع التواصل الاجتماعي- النظرية الوظيفية.*

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1. *Introduction*

In response to the ongoing and continuous changes in the business environment, innovation has become one of the mandatory strategies adopted by organizations of all sizes and sectors. This, in turn, influences the formation of the public's perception.

In this context, engaging in social media is essential for institutions to harness its opportunities, such as building trust with stakeholders and collecting diverse ideas for development (Ogbuji & Papazafeiropolou, 2016, p. 5). Research shows that adopting social media fosters innovation, enhances customer relationships, and improves business operations, while also expanding market reach and increasing brand awareness (Ogbuji & Papazafeiropolou, 2016, p. 5). For startups heavily reliant on technology, social media has become a crucial strategic tool. Studies show that active social media use can influence investment decisions and enhance information sharing, relationships, and reputation, making it valuable for achieving strategic goals (Mumi, 2022, p. 303).

Corporate image is essential for any business, as it influences how customers perceive the products and services offered. Several factors contribute to its development, notably a company's innovation capacity. A positive image enables a company to attract new customers and boost shareholder confidence. In a digitalized world, maintaining a positive image increasingly depends on the rapid and credible dissemination of information. Due to rapid technological advancements, businesses cannot expect to attract customers without ensuring the fast dissemination of information while simultaneously maintaining credibility to guarantee a positive image (Rusu, Bilti, et al., 2023, pp. 1121-1122).

In light of these dynamics, digital innovation in startups can significantly contribute to managing and developing their image among their audience, provided they optimally utilize innovative marketing strategies across social media platforms despite limited capabilities and resources. This approach can helps establish their position and create a positive image to achieve a satisfactory market presence and ensure their sustainability. Additionally, the literature review conducted in this study indicates a lack of studies addressing the impact of social media on innovation performance despite the widespread use of social media for innovation purposes (Haug, Wickstrom, & al, 2024, p.

2). it has also been observed that there is a distinct shortage of studies combining digital innovation with corporate image in the entrepreneurial context. Therefore, to address this critical gap, this study outlines the following research objectives:

- To examine the specific digital innovation strategies employed by startups to construct and maintain a cohesive corporate image on social media platforms.

- To evaluate the impact of interactive, visually driven, and AI-supported social media marketing on public perception and brand engagement.

- To assess how the integration of continuous digital innovation into communication frameworks enhances the long-term brand equity and market positioning of emerging enterprises.

Accordingly, to explore the role of innovation in developing startups' image on social media, the research addresses the following primary research question:

RQ: How do innovative social media strategies contribute to the development and enhancement of a startup's brand image?

To provide a comprehensive analysis, this main question is divided into two sub-questions:

SQ1: What are the key innovative marketing and communication strategies adopted by leading startups on social media platforms?

SQ2: How does the integration of digital innovation into these strategies influence public perception and construct a positive corporate image?

2. *Literature review*

2.*1 Innovation and startups' brand image*

Innovation involves integrating resources, skills, partners, tools, and management methods to create, deliver, and capture value through an innovative business model (Ousghir, 2022, p. 20). Alternatively, innovation is defined as a process that transforms opportunities into products, moving beyond a conceptual stage by combining the vision to develop a solid idea with the tenacity and commitment to implement it (Winarso, Sinaga, et al., 2023, p.5). Moving from the general concept of innovation to its specific forms, product innovation

serves several purposes, including enhancing quality, fulfilling customer needs, modifying products or services, and creating unique qualities such as durability and toughness (Frandi, Sander, et al., 2023, p 1592). Scholars emphasize that the primary goal of innovation is to enhance the external competitiveness and internal capabilities of companies. It consists of technology, organization, and regularized development steps (Chieh Hu & Cheih Huang, 2011, p. 38). Innovations are generally categorized into four types: product and service innovation, process innovation, marketing innovation, and organizational or management innovation (Krisnatuti, Hannan, et al., 2020, p. 101). Internally, employee involvement in organizational innovation intensifies when the company values and communicates innovation, fosters a creative culture, and provides support through encouragement, recognition, and rewards for creative ideas. This supportive environment leads to proactive responses to change and new concepts (Tambunan, Rachmawati, et al., 2019, p. 1386). Furthermore, innovation drives productivity, services and processes, with the potential to alter existing markets, create new ones, and introduce novel technologies. It is also crucial for developing new products and enhancing long-term competitiveness, influenced by interactive relationships among stakeholders such as investors, managers, and customers (Ngammoh, Mumi, et al, 2021, p. 39).

In this context, startups are defined as entrepreneurial ventures or a business in their initial phase, whether they are corporations, partnerships, or temporary enterprises, aiming to achieve a repeatable and scalable business model. Startups contribute to improving financial statuses, economic conditions, and overall wealth, thereby fostering economic growth at both national and international levels (Mallios & Moustakis, 2023, p. 1). They possess distinct characteristics that differentiate them from traditional small enterprises; these characteristics are categorized into four dimensions: organization, ownership, strategy and innovation, and finance (Wihyanti, Lubis, et al., 2024, p. 2). According to Badreddine (2023, pp.209-210) the distinguishing characteristics of startups include being temporary, replicable, progressive, riskier, structurally agile and constantly in search of profitability.

Innovation in startups encompasses product, process, business model, and market innovations. Product and process innovations improve goods and methods. While Business model innovation redefines value creation, offering competitive advantage and disrupting traditional practices (Kartika, 2024, p. 48).

According to Peemanee, Sukprasert, et al. (2022, p. 2) the major innovation indicator for startups is their capability to operate effectively in constrained situations.

Regarding brand image, an institution's quality is significantly affected by its public perception, as public opinions and assessments impact its long-term sustainability. Therefore, efforts must be made to maintain and improve an image that reflects the institution's history, achievements, good relationships, and commitment to research (Syifa, Bahari, et al., 2023, p. 258). A brand image is a combination of responses that are interconnected and exist in the consumer's mind. It affects the product's position in the consumer's perception. The product's image must communicate its unique features, as it represents the product itself. Building a brand image cannot be achieved quickly; it requires a good strategy and implementation to develop effectively. (Frandi, Sander, et al., 2023, p. 1592). Consumers' perceptions of a brand are shaped by the associations stored in their memories. To stand out in a competitive market, brands must create strong emotional impacts and positive images, which influence consumer choices and product evaluations (Sutanto & Kussudyarsana, 2023, p. 122).

Corporate image can be assessed through product attributes, credibility, employee-customer relationships, and corporate culture. Key aspects identified include merchandise image, customer orientation, corporate citizenship, and reputation, with some research suggesting that corporate image influences customer satisfaction based on accumulated purchase experiences (chieh hu & cheih huang, 2011, p. 38).

Transitioning to social media-online platforms that facilitate information sharing among users-there has been a massive increase in user-generated content. These platforms have transformed traditional marketing methods, resulting in enhanced brand awareness and promotion of a company's products and services (Ogbuji & Papazafeiropolou, 2016, p. 3). Social media increasingly targets potential stakeholders as entrepreneurs use it to interact, communicate, and build relationships based on shared business interests. The convergence of like-minded individuals in online communities creates new business opportunities, especially for startups that can harness the collective intelligence of these communities for innovation (Giordani, Schlup, et al., 2023, p. 2). Social media is a powerful tool for sharing information, facilitating connections, and accessing resources and ideas which enhances innovation within companies,

underscores the critical role of social media in driving innovation and managing risks associated with new products or services (Ngammoh, Mumi, et al., 2021, p. 39). Despite limited resources for IP licenses or research and development (R&D), startups can leverage social media to network with clients and stakeholders, enhance market growth, and gain valuable feedback for development (Rahman & Rahman, 2021, p. 104).

The previously discussed points synthesize as follows:

According to Yaldiz (2018, p. 133), innovation has a positive impact on brand image, and there is a strong relationship between product innovation and brand image, the study by chieh hu & cheih huang (2011, p. 45) also demonstrated a positive relationship between innovation and customer satisfaction, showing that its impact is similar to that of service quality and corporate image. In contrast to the conclusions of Krisnatuti, Hannan, et al. (2020, p. 107), who concluded that innovation does not have a significant direct effect on brand image, suggesting that innovation is not a criterion for consumers in forming the brand image.
Nevertheless, Innovation remains crucial for the success of startups, especially in technology sector, quality management practices can boost innovation performance, and strong innovation capabilities are essential for the success of companies (Kartika, 2024, p. 47).
Social media serves as an innovation, whether radical or incremental, across organizational, marketing, or technological dimensions. It plays a key role in product promotion and customer engagement (Giordani, Schlup, et al., 2023, p. 2). Consequently, this influences and contributes to shaping and developing the image of startups among their audiences, enhancing their reputation and increasing their ability to interact effectively with their target market.

- The following diagram illustrates the relationship between social media innovation in startups and brand image.(see figure 1)

2.2 *Social media and brand image innovative strategies*

Innovation in social media involves utilizing these platforms to develop new methods to interact with customers, market products, or develop new services that rely on social media platforms. Similarly, corporate advertising strategy that

focuses on enhancing a company's image rather than directly promoting goods and services, which increases public interest in the company. Image appeal, encompassing both cognitive and emotional aspects, is considered one of the most effective strategies for boosting brand awareness and deepening consumer engagement (Fan, 2023, p. 60). Social media platforms allow companies to quickly understand and address consumer expectations and inquiries, thereby boosting customer satisfaction and loyalty. Additionally, data analysis on these platforms helps businesses delve into consumer habits and interests, enabling the development of personalized marketing strategies and fostering deeper, long-term customer relationships (Liu, 2024, pp. 469-470). Marketing must be user-centered, requiring a deep understanding of consumer needs and interests while providing valuable content and services to build strong relationships. By focusing on innovation and high-quality content, marketers can leverage rich user data and behavioral analytics from to develop personalized strategies that enhance user engagement and loyalty (Wang, 2024, p. 219). Enterprises, including startups, use social media to effectively convey their brand ideas, advantages, and unique characteristics, building a distinctive brand image. The platforms' interactive features enable seamless communication with consumers, enhancing their understanding and trust (Liu, 2024, p. 469).

3. Empirical review

This empirical review provides a summary of insights from previous studies, offering a comprehensive understanding of the study variables.

- Kritika, Fina (2024) aims in her study « **The role of innovation in startup success : A comprehensive review »** to provides a comprehensive analysis of how product, process, and business model innovations drive startup success, using a case study approach to gather detailed insights. The findings underscore innovation's crucial role in improving market share, operational efficiency, and competitive advantage.

- Ylidiz Salih (2018) in his paper «**The impact of eco-innovation on brand image and purchase intention: application on white goods**

users » examines how eco-innovation impacts brand image and purchase intention, revealing that environmentally friendly innovations in white goods enhance both brand perception and consumer buying intent. To stay competitive, white goods companies should prioritize reducing environmental harm through innovative practices.

- Haug, Wickstrom and others (2024) in their study **« The role of social media in product innovation a survey of small and medium-sized manufacturing firms »** they explore how social media impacts product innovation in small and medium-sized enterprises (SMEs), finding that while higher technological orientation in SMEs leads to greater social media use, the expected higher innovation benefits from TO are not always realized. It suggests that SMEs with lower TO might enhance their innovation performance by increasing social media usage, highlighting the growing importance of social media in leveraging technological capabilities.

- Krisnatuti and Hannan (2020) in their study **« The effect of innovation and marketing mix toward brand image and usage decision in online food delivery services industry »** examine how innovation and marketing mix impact usage decisions via brand image, using five hypotheses. Results showed that while the marketing mix significantly affects brand image and both innovation and marketing mix impact usage decisions, innovation does not influence brand image, and brand image does not affect usage decisions. The study suggests enhancing marketing strategies by broadening coverage and differentiating innovations from competitors.

- Schlup, Giordani and others (2022) in their study **« Antecedents of the use of social media and its effect on startups' resilience and innovation »** investigates which factors encouraged social media use and how, supported by organizational resilience, this led to innovation in startups during the pandemic. Surveying 119 managers from Brazilian startups, the research found that social media positively impacts organizational resilience and, through this fosters innovation, offering

new insight into the relationship between social media use, resilience, and innovation.

- Ngammoh, Mumi and others (2021) examines how high-tech SMEs can boost innovation performance through social media strategic capability, and whether entrepreneurial orientation (innovativeness, proactiveness, and risk-taking) moderates this relationship, in their article **«Social media strategic capability and the distribution on innovation performance for high-tech SMEs »**. Using structural equation modeling on data from 221 SMEs, the findings confirm that social media capability enhances innovation, with entrepreneurial orientation strengthening this effect.
- Frandi, Sander and others (2023) in the research paper **« The impact of innovation, brand image, and social media marketing on Menantea purchase intention »** investigate the impact of innovation, brand image, and social media marketing on consumer purchase intention for Menantea, a small-medium enterprise in Indonesia's food and beverage industry. Results indicate that while brand image and social media marketing significantly influence purchase intention, innovation does not.

- Based on these empirical studies, the literature highlights the critical integration of innovation through social media and its significant contributions to developing the image of startups with limited resources. These enterprises are compelled to maximize the use of available resource to generate a competitive advantage and promote themselves, drawing on marketing practices adopted by various successful institutions of different sizes and sectors.

4. Methodology

4.1. Research Design

This study employs a qualitative descriptive research design to systematically explore and analyze the innovative social media marketing strategies adopted by startups. A qualitative approach was deemed highly appropriate for this research, as it facilitates an in-depth understanding of complex, socially

constructed variables—specifically, digital innovation and corporate image. Rather than relying on rigid quantitative metrics, this approach allows for a nuanced exploration of how public perception is shaped in a dynamic digital environment.

4.2. Data Collection and Selection

The research relies on secondary data gathered through a rigorous review of recent empirical studies, scientific articles, and documented real-world startup practices. Data selection was guided by strict inclusion criteria: sources had to explicitly address the intersection of digital innovation, social media marketing, and brand equity within the context of startups or small-to-medium enterprises (SMEs). A purposeful search was conducted across major academic databases. Furthermore, to bridge theory and practice, specific examples of local and international startups (such as Wajeez Technologies, Zidos, and Contentbot.ai) were purposively selected based on their documented high-level engagement and innovative campaigns on platforms like LinkedIn, Instagram, and Facebook.

4.3. Data Categorization and Analysis

The gathered literature and empirical examples were subjected to thematic analysis. First, the data was systematically categorized into core strategic themes, including short-form video content, influencer collaboration, artificial intelligence integration, and corporate social responsibility. Following categorization, the data was critically analyzed and reconstructed through the theoretical lens of functionalist theory. Functionalist theory was employed because it provides a robust structural basis for examining how specific digital marketing activities and platform algorithms function interdependently to maintain, enhance, or stabilize a startup's overall corporate image system (Gomez-Diago, 2019, p. 1). By synthesizing these theoretical and empirical insights, the study provides a comprehensive, well-justified description of how digital strategies operate in practice to actively shape public perception.

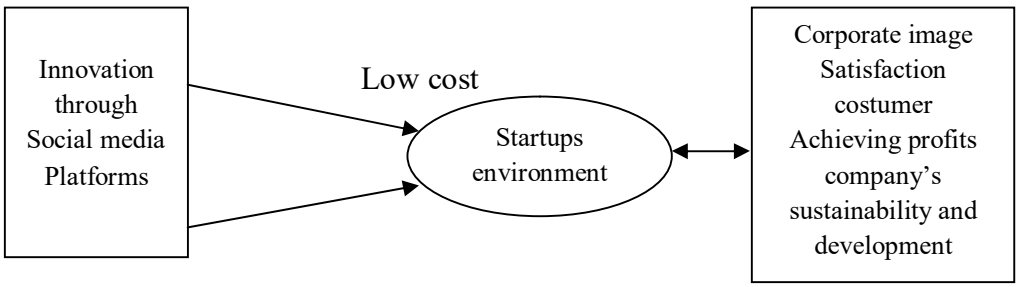
Table 1 below provides a summarized breakdown of the innovative social media marketing strategies and their practical application by the selected startups.

Table 1. Example of innovative social media marketing strategies for successful startups

Innovative social media marketing strategy	Example	Describe
Innovation in short-form video & content creativity	« Wajeez technologies » Specialized in order delivery through an easy app that connects users with numerous restaurants, grocery stores, and other services to facilitate obtaining the items they need in their city in the shortest possible time. Due to its focus on food delivery, it now offers a variety of delivery services.	Share and showcase high-quality content to capture the audience's attention across various platforms, such as LinkedIn, Instagram, and Facebook. -using various content formats (images, videos, texts…).
Influencer collaboration	« Zidos » a specialized platform in dropshipping that offers fast and professional services, making online shopping as easy as a single click.	Collaborate with celebrities and influencers to promote the company, increase its visibility, and expand brand awareness, especially on instagram.
Artificial intelligence technology	« Contentbot.ai »assists business owners in content creation, aiding their progress and helping them break corporate records. Various digital artists benefits from the AI assistant in different times. Generate anything with a single click, from brand names to blog post and subject ideas.	Generating creative content ideas powered by artificial intelligence.
Interacting with users	« Almatar App » specialized app for booking hotels, flights, and airline tickets, offering the best hotel booking deals and the cheapest flights.	Respond to as many comments as possible and engage with the company's audience on its LinkedIn page.
Social responsibility marketing	« Allo tabibi » specialized in home care services at any time, providing medical and paramedical care that covers all types of treatments just like in a hospital.	Publishing educational content about diseases, prevention, and treatments. Promoting social initiatives. Engaging with the community and responding to patients' inquiries through social media.

Source: prepared by the authors after reviewing the pages of startups on social media platforms, and based on previous studies.

Fig.1. the relationship between social media innovation in startups and brand image



Source: prepared by the authors based on (chieh hu & cheih huang, 2011 ; Yaldiz, 2018 ; Giordani, Schlup, et al, 2023 ; Kartika, 2024)**.**

5. Data Analysis

5.1. The Intersection of Empirical Research and Practical Application

The empirical literature emphasizes that integrating innovation into social media marketing is not merely a promotional tactic, but a structural necessity for startup survival and brand equity development (Ngammoh et al., 2021; Kartika, 2024). When analyzing the practical strategies adopted by startups against these empirical findings, a clear operational framework emerges. The theoretical propositions regarding technological orientation and resilience (Haug et al., 2024; Giordani & Schlup, 2023) are directly actualized in how these startups deploy specific digital tools to shape public perception.

5.2. Mechanisms of Brand Image Construction

The relationship between the empirical data and practical execution can be critically analyzed through four primary strategic pillars:

Visual Innovation and Cognitive Engagement: As highlighted by Wang (2024, p. 220), user-centered, high-quality content is vital for capturing users' attention. Startups actualize this by relying on short-form videos and creative visual

formats. This strategy effectively builds brand image because visual innovation reduces cognitive load for the consumer, allowing complex service offerings to be communicated rapidly.

Influencer Collaboration as Trust Transfer: While empirical studies demonstrate the significant impact of social media marketing on consumer intention (Frandi & Sander, 2023), the mechanism of how this trust is built is evident in influencer collaborations. By collaborating with influencers, the startup engages in a "trust transfer" process, humanizing the brand and rapidly elevating its corporate image from an unknown entity to a socially validated platform.

Artificial Intelligence and Responsive Agility: The empirical necessity of operational efficiency and product innovation is practically demonstrated by platforms integrating AI for content generation and maintaining high-frequency interactions. These startups create an image of hyper-responsiveness and technological superiority. This builds a positive brand image because it signals to the consumer that the enterprise is agile, customer-centric, and capable of anticipating user needs, thereby fostering long-term loyalty (Liu, 2024, p. 469).

Social Responsibility as a Value-Driven Image: Yaldiz (2018, p. 133) established that socially and environmentally conscious innovations drastically improve brand perception. The application of this is vividly seen in social responsibility marketing. By providing free educational content and engaging in community health discourse, startups transcend traditional transactional relationships, positioning the startup as a crucial, value-driven pillar within the community.

6. Study findings

Following the integrated analysis of the literature and practical data, the following conclusions were reached regarding innovative marketing and communication strategies:

Cohesive Brand Identity: Crafting a strong presence by creating an innovative and cohesive brand identity across social media platforms that

aligns with the target audience's characteristics helps build a positive image for the startup.

Active Engagement: Actively engaging with the audience through comments and messages enhances the community's sense of connection with the brand. Artificial intelligence techniques can be utilized to improve marketing strategies by enabling automated, rapid responses to inquiries (Cherniavska & Kaznodii, 2023, p. 99).

Performance Evaluation: Regularly analyzing the performance of communication efforts on social media is essential. Tailoring content to individual preferences and behaviors makes it more effective in driving engagement (Eduzor, 2024, p. 35), which enhances the audience's sense of value and builds a positive image.

Visual Content: Utilizing innovative visual content is critical, as high-quality, engaging content significantly captures users' attention (Wang, 2024, p. 220) and strengthens the brand's cognitive presence.

Algorithmic Integration: Integrating innovative thinking with the specific features and algorithms of social media platforms directly contributes to the enhancement of a startup's corporate image.

Ultimately, investing in innovative digital strategies through social media is an essential prerequisite for startups to create a positive image and secure market share.

7. Recommendations

Drawing upon the empirical findings and the functional analysis of contemporary digital strategies, the following actionable recommendations are proposed to assist startups in optimizing their digital communication frameworks and cultivating a robust corporate image:

- Develop an Agile and Cohesive Brand Identity: Startups must ensure strict consistency in their visual and thematic messaging across all

selected social media platforms. This cohesive identity should remain unified in its core message but agile enough to adapt to the specific algorithms, formats, and cultural nuances of individual platforms (e.g., professional tone on LinkedIn versus visual storytelling on Instagram).

- Implement AI-Driven Community Engagement: To overcome inherent resource constraints and maintain high operational efficiency, startups should systematically integrate artificial intelligence tools into their communication pipelines. Utilizing automated response systems and AI-assisted content generation allows for high-frequency, scalable interaction with users, fostering a brand image characterized by reliability and hyper-responsiveness.

- Prioritize Data-Driven Content Personalization: Continuous evaluation of social media performance metrics is imperative. Startups must move beyond generic posting by utilizing platform-native analytics to decode consumer behavior and preferences. This data should directly inform the delivery of highly tailored, personalized marketing content that drives deeper emotional engagement and long-term brand loyalty.

- Leverage Short-Form Visual Storytelling: Given the cognitive preferences of modern digital consumers and the current trajectory of platform algorithms, startups must heavily prioritize high-quality, innovative visual content. Strategic use of short-form videos, infographics, and dynamic imagery rapidly captures user attention and communicates complex, tech-driven value propositions effectively.

- Integrate Corporate Social Responsibility (CSR) into Digital Messaging: Startups should actively embed social initiatives, community support, and educational content into their regular broadcasting schedules. By aligning the brand's digital narrative with broader community values and ethical practices, emerging enterprises can transcend purely transactional relationships and cultivate a corporate image grounded in social relevance and profound public trust.

Conclusion

The high level of risk in startups requires them to combine their innovation capacity with the features of social media, which are essential for managing their operations with minimal costs due to limited resources. Additionally, it is crucial to intensify their communication and marketing efforts through well-planned and innovative strategies on these platforms while avoiding random positioning. This can achieved by producing regularly broadcasted, innovative digital content that aligns with the trends of their target audience. This helps in developing and managing their image according to their aspirations.

In summary, the study indicates that the ability of startups to innovate through social media is fundamental for enhancing their image with their audience by effectively utilizing their communication and marketing strategies on these platforms.

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