

Social Media Marketing

JV'n YAVNIKA LATA, JV'n NEELAM NATHAWAT, BBA-LLB

Ms. Neha Mehra, Assistant Professor

Abstract :

In recent years, social media has become ubiquitous and most important for social networking, content sharing and online accessing. Due to its reliability, consistency and instantaneous features, social media opens a wide place for businesses such as online marketing. Marketing which occurs via social media is known as social media marketing. Social media marketing has made possible for companies to reach targeted consumers easily, effectively and instantly. Besides that, social media marketing also faces several challenges in the field. This article argues on social media marketing's advantages and disadvantages in present era.

Introduction :

The absence of Internet-based social media has made it possible for one person to communicate with hundreds or even thousands of people around the world. Social media has exploded as a category of online discussion where people create content, share it, bookmark it and network at vast rate. All types of social media provide an opportunity to present oneself and one's products to dynamic communities and individuals that may be interested. Social media includes a variety of applications that, using technical terms, allow consumers to post tag, blog, and etc. This content created by social media is a type of newly generated resource for online information that is created, spread, and used by consumers desiring to educate each other about products, brands, services, and problems. Examples include Facebook, MySpace, Digg, Twitter, LinkedIn and Google+. Due to its ease way of use, speed and reach, social media became the trendsetter in topics that range from environment, politics, and technology to entertainment industry. Social media are essentially self-promoting in that users spread. The viral quality of social media makes it an appealing tool for businesses to market products and services (Xiang & Gretzel 2010). Social media is now a developing phenomenon in marketing. Marketers are beginning to understand the use of social media as a component in their marketing strategies and campaigns to reach out to customers. Promotions, marketing intelligence, sentiment research, public relations, marketing communications, and product and customer management are sub-disciplines of marketing that may use social media (Tanuri, 2010). Each social media platform (such as blogs, online discussion forums, and online communities) has an effect on marketing performance (e.g., sales), so it is vital to understand their relative importance and their inter-relatedness (Stephen & Galak 2009). Furthermore, users of social media now are highly motivated web consumers. As exposed by Nielsen's (2011), State of the Media : Social Media reports that 70% of social media users are engaged in online shopping (Nielsen, 2011). Consumers easily get what they want just by sitting in front of computer screen and accessing online websites. Though social media marketing has huge benefits on consumers and marketers, at the same time it has negative impacts on both of them.

Review of literature :

Many studies have examined the influence of social media on consumer behavior. For example, Chaffey and Smith (2013) found that social media platforms significantly influence consumers' purchasing decisions by providing product information, reviews, and recommendations.

Various research studies have compared the effectiveness of different social media platforms for marketing purposes. For instance, a study by Hermida, Fletcher, Korell, and Logan (2012) analyzed the news consumption behavior on Facebook and Twitter, highlighting the potential of these platforms for content distribution and engagement.

The literature emphasizes the importance of creating compelling content for social media marketing. Berger and Milkman (2012) explored the concept of viral content and identified key factors that drive content sharing, such as emotional arousal, social currency, and practical value

Researchers have proposed various metrics and approaches for measuring the success of social media marketing campaigns. One widely referenced study by Kaplan and Haenlein (2010) introduced the concept of social media analytics and outlined a framework for measuring engagement, influence, and sentiment on social media platforms.

The literature also covers strategies for managing social media crises. Coombs and Holladay (2012) discussed the importance of a timely and effective response, transparency, and maintaining public trust during crisis situations on social media platforms.

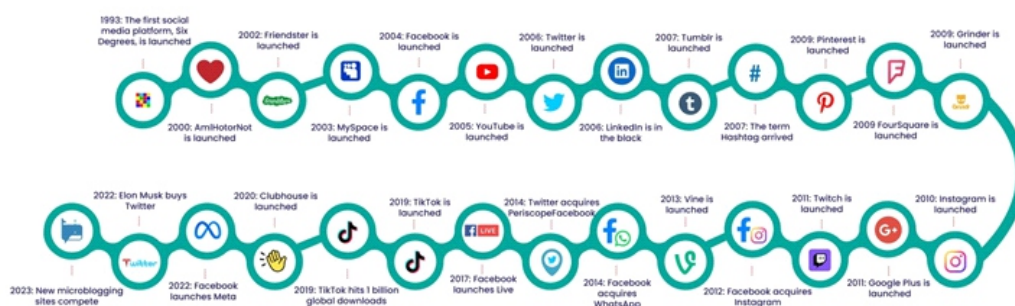
Objective :

- 1. To study the conceptual background of social media marketing :** Social media is a wide term that encompasses a wide range of online platforms and tools that allow users to connect and share content with each other. The background of social media is long and complex, but it can be traced back to the starting days of internet. Social media began to be used as a marketing tool shortly after it amassed a large audience. Marketers saw the potential of social media in marketing. In less than a generation, it transformed from a direct electronic information exchange and a place for virtual community gathering, to a retail platform and a critical marketing tool. Some of the tools which increased the dimension of social media marketing from just being a small network to widespread use. These were as following

The behemoth known today as Facebook was the brainchild of a young Harvard student, Mark Zuckerberg. In 2004, he founded The Facebook, as it was known back then. Facebook rapidly gained popularity amongst university students, and in the same year, PayPal founder, Peter Thiel, invested \$500,000 in it. In 2006 the social media site widened its network, allowing membership from outside of universities. By October of that year, it had 50 million users. In the 1980s and '90s, according to "The History of Social Networking" on the technology news site Digital Trends, the internet's growth enabled the introduction of online communication services such as CompuServe, America Online, and Prodigy. They introduced users to digital communication through email, bulletin board messaging, and real-time online chatting. APPLE launched its friendster in 2002. It has millions of users. In 2003, HI5 founded in 2003 and became widely recognized in 2006.

This decade ,along with news and bookmarking platforms such as digg and delicious, also created media sharing platforms such as photobucket, flicker, youtube, instagram, revver, etc. Many other portals that offer real time notification have been launched alongside media sharing, such as TWITTER, POSTEROUS, TUMBLER, etc.

SOCIAL MEDIA TIMELINE



2. **TO STUDY ABOUT HOW SOCIAL MEDIA MARKETING HELPS IN BUILDING CUSTOMER RELATIONSHIP :** Social Media can be defined in many ways. In my opinion, the most fitting definition is the following: Social Media is a new era revolutionizing tool that allows communication between individuals, companies, different groups from all around the world, sharing and exchanging information and ideas in an interactive way.

1.Social media platforms : Social media platforms such as Facebook, Instagram, Twitter, LinkedIn have offered the opportunity for clients to discuss their online reviews, recommendations, agrees or disagrees or dissatisfaction regarding different aspects such as product quality or customer service. When we are talking about social media, we refer to: social networks (Facebook ,Twitter, LinkedIn, Instagram), blogs, forum, multimedia sharing platforms (ex: YouTube), collaboration tools(Yahoo answers)

2.Social Media is a key factor in the customer buying decision : The customers make a research of products or services, they are willing to buy, through social media. In order to expand the communication with clients, companies are using social media and the result is: better customer interaction.

3. **Customer relationship management :** It is about getting closer to clients, is about communication with clients. In this era of new technologies, communication means social media. Social media is actually an open diary of preferences and dissatisfactions, of likes and dislikes. If getting closer to clients means blogging, means Facebook or Twitter, companies should adapt to this rise of social medias in order to remain competitive on the market.

Social media presents huge opportunities to listen and engage with customers. Stelzner believes that social media is important for business and it helps generate exposure, increasing traffic and providing market place insight

4. **Keeping them updated :** Social media networks constitute new channels for the brand's voice and content. For example, loyalty can increase by creating a brand's Facebook page, which will make it more accessible and it will help familiarization with devoted clients. It offers the possibility of keeping them updated by posting news about products or services. Brands who engage in social media enjoy higher loyalty from their customers, according to a report published by Texas Tech University.

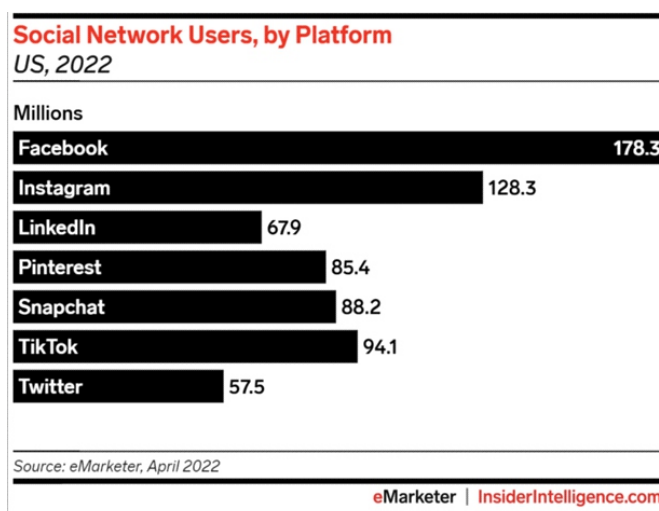
CRM needs social media to serve better the clients' interests, to build them a support, to increase clients experience and to help clients choosing their channels for a better collaboration (JAKOB MORGAN 2010) Social CRM refers to companies using social medias as marketing techniques to interact with clients. This means interactive participation of clients in collaborative discussions .CRM allows you to create campaigns that start getting leads to your organization using different tools like direct email and phone calls. CRM creates groups and direct monitor the results. Social CRM is more about customer service representative, about putting the customers first and using social media accounts in a way to connect one to one, not just to push marketing materials to them.

Social media platforms

1. **Instagram :** Long the home of influencers, artists, small and large brands, and everyone in between, Instagram has become one of the most popular social media platforms specifically for teens and younger adults, especially in the United States. Use of the app gradually drops off with age but stays consistent across all genders. If your customers are under 40, then Instagram needs to be incorporated into your brand strategy.
2. **YouTube :** YouTube holds the distinction of currently being the second most popular search engine in the world, right behind its parent company, Google. If your business could benefit from producing brand tutorials, instructional content, product reviews, or guest interviews, then this social media platform is a must - especially if the payoff is reaching their more than 2 billion monthly users.
3. **Facebook :** With nearly 3 billion monthly users, Facebook is inarguably the largest and most popular social media platform in the world. While that level of proliferation ensures at least some of your audience will regularly use this platform and take in your content, Facebook has developed a somewhat negative reputation among younger users who are increasingly turning to alternative sites .Regardless, if your brand stands to benefit from sharing industry-related news, short-form videos, brand graphics, and other visually engaging content, then consider having a presence on Facebook - especially if your primary audience is older than 30. Leveraging Facebook groups to gather your customer base in a singular digital location can be helpful for your brand as Facebook groups, unlike Facebook business pages, aren't for advertising - which means they can be helpful in organically creating conversation and engaging with other users .Additionally, Facebook offers the

connected messaging app FaceBook Messenger. This instant messaging app is a great way to connect with your audience directly and respond to any questions, comments, or complaints.

4. **Twitter** : While Twitter's monthly active user numbers have hovered consistently around 345 million for much of this year, 40% of those users are active on the site multiple times daily; basically, if your audience uses this platform, they're likely very engaged. The popularity of this social media site remains highest with tech-savvy users and is particularly popular in B2B verticals related to business, marketing, and politics.
5. **Tik Tok** : Make Tik Tok a key part of your brand marketing strategy to reach and entertain a younger audience. Fun video-based content doesn't have to have a direct connection to your products or services and being overly self promotional on this platform won't automatically build you a loyal following, so focus on entertainment and engagement first.



Conclusion :

Social media marketing has emerged as a vital component of modern marketing strategies. Its ability to connect businesses with rest audiences, enable direct engagement and deliver measurable results make it a powerful tool for achieving marketing goals. By leveraging the right platforms and employee effective strategies businesses can enhance that brand visibility, drive the traffic, generate leads, and ultimately, boost their overall success in the digital realm.

References :

1. Saravanakumar, M., & Sugantha Lakshmi, T. (2012). Social media marketing. Life science journal, 9(4), 4444-4451.
2. Evans, D., Bratton, S., & McKee, J. (2021). Social media marketing. AG Printing & Publishing
3. Gil Appel & Laurengrewal & Rhonda Hadi & Andrew T. Stephen, 2020. "The future of social media in marketing," journal of the academy of marketing science, springer, vol. 48(1), pages 79-95, January.
4. Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., ... & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. International Journal of Information Management, 59, 102168.
5. Asur, S., & Huberman, B. A. (2010, August). Predicting the future with social media. In 2010 IEEE/WIC/ACM international conference on web intelligence and intelligent agent technology (Vol. 1, pp. 492-499).