



A CONCEPTUAL STUDY OF PROS SIDE OF SOCIAL MEDIA ADVERTISING IN INDIA

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ABSTRACT

Social media advertising is a category of digital advertising that places ads on social networking sites. Social media advertising is considered to be the sum of activities on social media that increase consumer awareness of the value of the firm's product and services. In this paper secondary data is used to carry out the study. Advertisers and social media platforms have a sort of symbiotic relationship with one another. Advertisers need the platforms to be able to raise awareness about their product, service and company. And the majority of the platforms need advertisers to fund them. As such, social media platforms provide a multitude of services to aid advertisers in their efforts to reach users. For instance, you can target consumers as broadly or as narrowly as you like to craft the right message for the right person. Such highly customized targeting options are great reasons to advertise on social media.

Keywords: Social media, promotion, target audience, wide coverage, advertising

INTRODUCTION

Social media advertising, or social media targeting, are advertisements served to users on social media platforms. One of the beauties of social media advertising is that it offers something for everyone. If you want to reach middle-aged "adults and older you can use Facebook. If you want to target millennials there's Snapchat. You can even break it down to content. If your ads primarily rely on visual aesthetics, then try using Instagram or Pinterest. Whatever your goals, there is likely a social media platform to support them. Social media ads are one of the quickest and most effective ways to connect with your target audience. These ads provide plenty of profitable opportunities and are a great way to boost your digital marketing campaigns. These small but mighty ads utilize the entire data users share on social media to offer highly personalized and relevant content, which ultimately expands conversion opportunities and introduces your brand to more potential customers. Social media advertising is a category of digital advertising that places ads on social networking sites. It has one of three purposes: branding, response or both. It is one of two major social media marketing tactics: paid and organic. Unlike paid advertising, organic marketing requires no upfront cash expense. But it does require the expense that comes with labor. Social media advertising has both labor and expense. Social networks utilize user

information to serve highly relevant advertisements based on interactions within a specific platform. In many instances, when the target market aligns with the user demographics of a social platform, social advertising can provide huge increases in conversions and sales with lower cost of acquisition. So in all, social advertising is the process of creating and deploying clickable ads to reach target audiences. Door to door advertisement, word-by-mouth publicity, radio announcements, TV commercials – India always relied on traditional methods of marketing. Until the internet happened! The tools of marketing changed from humans to gadgets. It became easier to penetrate through a large segment of the audience in minimal efforts. And as the number of laptop and mobile phone users keeps expanding, digital marketing to spreads its wings wide and far.

LITERATURE REVIEW

Many studies confirm that social media is widely used as an effective information source for perceived convenience and credibility. E-marketers estimated that in 2016 about 16.1 billion people were logging on to networking sites monthly through electronic devices with the growth expected to double by 2017 and the number of social network users expected to be more than 2.33 billion by the end of 2018 (MCMC, 2017). This estimate has materialised with the number of social media users exceeding 2.3 billion in 2019 (Statista Surveys, 2019). Traditional media has taken a few steps back since the advent of the internet and is only growing more irrelevant with time. Internet availability made social networking sites like Facebook and YouTube more widely used. Millions of internet users throughout the world now rely on social media. When social media first became popular, it was mostly used for socializing and interacting with people all over the world, but as its user base grew, organizations began to realize its business potential (Alalwan, 2018). Social media marketing also appeared to be more convenient and cost-effective than traditional media marketing. Marketers immediately noticed this (Alalwan et al., 2017).

For decades, traditional advertising has been the only major channel for marketers. Today, social media has evolved to become a significant channel for companies to use to market their products (Gilbert and Karahalios, 2009), but is it a better way to reach consumers? Although the importance of social media to companies has grown, without clear evidence that social media is a significant channel, the question remains whether social media is as effective as marketers think. Social media advertising is considered to be the sum of activities on social media that increase consumer awareness of the value of the firm's product and services (Paquette, 2013). These social media platforms offer practical programs and online media to facilitate cooperation, interaction, and content sharing (Richter and Koch, 2007). By acting as a platform for exchanging information and ideas among individuals, the channel can reduce prejudice and misunderstandings about a brand's equity (Kim and Ko, 2012). Specifically, social media can enhance communication among consumers and brands. The success of online advertising, however, depends on product characteristics (Kiang and Chi, 2001). Social media advertising can be effectively utilised as a strategy in times of sales decline and during economic crises (Mohr, 2013). Social media advertising is considered to be the sum of activities on social media that increase consumer awareness of the value of the firm's product and services (Paquette, 2013). These social media platforms offer practical programs and online media to facilitate cooperation, interaction, and content sharing (Richter and Koch, 2007). By acting as a platform for exchanging information and ideas among individuals, the channel can reduce prejudice and misunderstandings about a brand's equity (Kim and Ko, 2012). Specifically, social media can enhance communication among consumers and brands. The success of online advertising, however, depends on product characteristics (Kiang and Chi, 2001). Social media advertising can be effectively utilised as a strategy in times of sales decline and during

economic One past study has shown that social media is cost effective and is an appropriate option for accessing and collecting information (Godes and Mayzlin, 2004). A study conducted by Chevalier and Mayzlin (2006) suggests that increasing visits to the webpage of a specific book can lead to increased sales of that book. As study by Bayne (2011) finds that Facebook and similar social networking sites, are good ways to enhance awareness of and participation in campus recreation crises (Mohr, 2013). Bashar et.al., (2016) have done an empirical research to understand the effectiveness of social networking sites as a marketing tool and an effort has been made to analyze the extent social networking sites helps consumers in buying decision making. Results of paper suggested that the medium is growing very fast and holds huge potential but is still in its nascent stage in India. Therefore, it is time for the companies to make effective strategies and execute them to win larger share of business through this revolutionary medium and become the innovative firm of coming future. Vijai, and Sharma, (2015) have done a study on social networking sites experience of consumers and marketers in the State of Punjab. Based on the results of the study and reviewed literature, the paper suggested the measures for effective of advertising on Social networking sites (SNS) strategies that Above all, social networking sites marketing content should be “interesting”, “informative”, “interactive” and “reliable”. Marketers should align their social marketing effort with the changing tastes and preferences of customers. They suggested that the advertisement promotes competition in the market which leads to supply better quality products for consumers

OBJECTIVES

The basic purpose of the study is to analyze the positive side of social media advertising strategy that has led to a massive use of social media in advertisements and promotion of product.

METHODOLOGY OF STUDY

Basically the paper is based on the data and information collected through secondary sources like websites, newspapers, magazines, official speeches, articles, TV news channels, etc. Thus secondary data is used to carry out the study.

DISCUSSIONS

Some of the most popular current forms of social media are social networking websites such as Facebook, which surpassed over one billion active monthly users in October 2012. There are several types of online platforms classified under the vast umbrella of social media. Social networking websites allow users to build web pages featuring personal portfolios and interests. These pages are used to connect with friends, colleagues and other users in order to share media, content and communications. Examples of social networks include Facebook, LinkedIn, MySpace and Bebo. Visual social networks are becoming more popular, with Instagram having now surpassed Twitter in its amount of users. Data has shown that a tweet that includes an image has a 150% more chance of being shared. Some of the post popular tweets are tweeted by companies and businesses. Powerful brands like Coca-Cola and McDonald’s boast Facebook pages with millions of fans. Social media, including social networks, makes it ever more important for companies to ensure their online exposure ties directly to their brand image and messaging. Along with television, radio, and print, social media is part of the communications ecosystem that works as a whole to create an enjoyable and seamless consumer experience across multiple channels. Likewise, integrated marketing communications is increasingly incorporating social media into the promotional mix to reach consumers on the web and on mobile devices. The explosion of social media websites has led to the increasingly important practice of social media marketing. Social media marketing programs usually center on

efforts to create content that attracts attention and encourages readers to share it with their social networks. A brand's corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source as opposed to from the brand or company itself. Social networking sites and blogs allow individuals to retweet or repost comments written by the creator of the product.

Need of social media marketing for business: Since social media channels have become the fastest-growing means of communication, we miss out on a valuable resource in the marketing world if we don't avail the opportunities that social media marketing offers. Social media marketing is a fantastic tool to build your brand. There are millions of social media users that socialize and help in establishing and promoting new brands. Social media marketing can also help in increasing your brand's visibility and recognition. The correct implementation of the right social media marketing strategy can significantly benefit your business since it helps engage with a broad spectrum of users that can become your potential clients or customers. The more people interact with your content, the more it will help in increasing your brand awareness and building your reputation as a business. The more your brand's visibility and recognition improves on social media, the more it will provide opportunities for conversions and boosting sales. Social media marketing allows your business to create a positive impression through the humanization factor. When brands interact with their customers through content, commenting or posting statuses, it helps in the personification of those brands. People like to conduct their businesses with people, which is why building relationships with users delivers positive results in sales. In addition, it has been found that around 92 per cent of consumers value the reviews and recommendations of their family, friends or the general public. And we all know that social media has become one of the most popular means for people to get recommendations for products or services they want to purchase or hire. Thus, social media marketing can definitely help your business to get high conversion rates and more sales. Social media is an effective method of increasing brand awareness and business visibility. There is more exposure on social media platforms with more individuals seeing and knowing about your business, increasing chances of reaching out to more potential customers.

Advantages: One major benefit of online advertising is the immediate publishing of information that is not limited by geographic or time constraints. Online advertisers can customize advertisements, making consumer targeting more efficient and precise. For example, AdWords, Yahoo! Search Marketing and Google AdSense enable ads to be shown on relevant web pages or alongside related search results. On the other hand, consumers have greater control over the content they see, affecting the timing, placement, and visibility of online advertisements. Within the scope of Internet marketing, online advertising includes display advertising, affiliate marketing, search engine marketing (SEM), and mobile advertising.

1. You reach large audience: - There are millions of people using social media platforms. It's a great opportunity for your business to reach a large pool of people that are interested in your products or services. The ability to reach large audiences is a huge advantage of social media. It opens the door for your business to find more leads that want your products or services.

2. You have a direct connection with your audience:- Social media is one of the few marketing strategies that allow you to connect directly with your audience. You know who is interested in your business because they choose to follow your social media account.

3. You can create organic content: - The ability to post organic content for free is an incredible benefit of social media for business. This opens many opportunities for your company to connect with valuable leads at no cost. It's one of the reasons why companies love using these platforms.
4. You have access to paid advertising services:- If you want to go beyond organic posting, there is an option to run paid advertisements. Each social platform offers its own form of paid advertising.
5. You build your brand:- One advantage of social media marketing is the ability to build your brand. When you connect with interested leads, you expose them to your brand. The ability to post organic content for free allows you to build brand recognition repeatedly with your audience. This builds brand loyalty.
6. You drive traffic to your website:- Social media is a great catalyst for driving traffic to your business's website. Most social media platforms allow you to post content with a link to your website. When you create compelling content, you can entice your audience click on the link. This directs them to your site, where they can learn more about your business.
7. You can evaluate your performance:- The last advantage to social media marketing is the ability to assess your performance. Whenever you run a marketing campaign, you want to know how it's performing. Social media platforms make it easy for you to track your campaign to see if you're driving valuable results.
8. You can join social media networks for free:- One of the biggest advantages of social media marketing is that it is entirely free to start. None of the largest platforms have signup fees of any sort, so the only investment you'll need to make is in the form of time.
9. You can create viral content:- Perhaps the most unique advantage of social media is the ability to get help from your followers. People love to share things with their networks, from photos and recipes to interesting articles and hot deals.
10. You can uncover valuable insights:- You can also use social media to gain valuable information about your customers that will help you make smarter business decisions. For example, social listening allows you to discover how people feel about your company and brand. With social listening, you can uncover conversations about your business and answer questions about your offerings.

For the most part, it's more cost effective to advertise on social media platforms over other digital sites. The average cost per click on Google Adwords is \$2.32 across all industries, but for a targeted boost post on Facebook or Pinterest, you can pay as little as \$0.12 per click. Social media makes earning traffic quick, easy and affordable. Sometimes on-site ad managers aren't the most user-friendly, but third-party tools like AdEspresso or Revealbot can make optimizing Facebook ad campaigns and analyzing results much simpler than using Facebook's Ad Manager. Or, you can even use automated tools like Adext, which uses AI to manage the entire campaign. This way you can focus on other areas of your business while the platform does the rest. With so many tools on the market, you'll be able to save time, optimize campaigns and ensure that their money is going toward ads that will actually turn into sales.

How to Create Effective Social Media Advertising :-Listed below you'll discover the six steps to creating an effective social media advertising campaign.

Step 1: Your Audience

Businesses who run successful social advertising campaigns know their ideal customers. This ensures that they're targeting the right audience segments with the right messaging. Creating buyer personas for your ideal customers allows you to explore targeting options that will allow you to target your prospective customers with a high degree of granularity. This allows you to maximize the effectiveness of your advertising budget, but also offers more relevant, targeted ads.

Step 2: Effective Headline

Be sure to write clear and informative headlines that articulate what your business or product is actually all about. You should aim to keep your headline short, sweet, and to the point. Facebook recommends that Ad headlines fall between 25-40 characters in length to maximize engagement, so your focus should be on creating something that is easily understood and value-oriented.

Step 3: Creative Visuals

Social media platforms offer highly visual advertising formats that include some ad copy, which can be thought of as a combination of both. There are dozens of advertising formats available to today's advertisers, allowing you to choose the format and advertising network that best suits the needs of your campaigns.

Step 4: The Offer

An offer is anything you give your visitors in exchange for getting them to take the action that you want. This is usually a discount or coupon, a free trial, a free downloadable whitepaper etc.

Step 5: Using Keywords

One of the most important aspects of a social media advertising campaign is keyword optimization. Develop and implement a comprehensive keyword strategy and use relevant keywords in your ad based on what people are searching to increase your CTR.

Step 6: Clear CTA

Your CTA (call-to-action) drives the user to take action, so it's vitally important. A CTA should make it clear what value you're offering your prospective customer, and it should also be relevant to your website/landing page.

CONCLUSION

Information Technology's advancements are revolutionizing every business and firms. Social media marketing is the process of gaining awareness, driving traffic and engaging your customers and prospects using social media channels. Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. People discover, learn about, follow, and shop from brands on social media, so if you're not on platforms like Facebook, Instagram, and LinkedIn, you're missing out! Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales. The explosion of social media websites has led to the increasingly important practice of social media marketing. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. The best use out of social networks is not to make money directly off them, but to harness their marketing potential and to use them to market your own business. We put forth the concerned networking features, friend focus, search, security, help & support. Social networks provide the ability to set profiles to private in some way or another. Additionally they have the ability to report

and block users. A good social network goes above and beyond just allowing users to post profiles and update pictures. Additional features includes music sections, video uploads, groups and more. The object of a social network is to find friends and expand relationships. Top social networking websites allows members to search for other members in a safe and easy to use environment. Common search functions include search by name, city, school and email address. Social network sites are” self-explanatory. No doubt social network is a significant new way of reaching people, but the market is far from being mature.

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