

SOCIAL MEDIA MARKETING: A CONCEPTUAL STUDY

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ABSTRACT

The world of Marketing has undergone unimaginable changes in the last century. The level of transformation marketing practices, tools and techniques have undergone, is beyond one's wildest imagination. A market, in a traditional economy, was only confined to a physical place with many limitations of place, time and utility. The era of globalisation has ensured that the world market is shrunk to the size of human palm as all the markets are accessible with the touch of our fingertips. Evidently, social media which started off as a platform for human interaction, now has been developed into a platform that can effectively be used for brand positioning, advertising and many others aspects of marketing management. For any business, it is imperative to keep up with the advancements taking place in the world of Marketing and marketing tools. This paper is an attempt at presenting one of the most relevant trends in marketing.

Keywords: Social Media, Marketing, Facebook, Google+, Twitter.

INTRODUCTION:

The foundation for sharing, studying, debating and discussing is communication and interacting. They have been an integral component of our lives, of our culture, since ancient times. They do not include direct modes such as speaking, sending letters, etc., but indirect modes such as performing arts and non-performing arts as well. Therefore, it is no wonder that humans are sometimes referred to as social animals. The content and means of communication, however, have not stayed unchanged. They began with Pigeon's post, went on to postal letters, then to mobile, and now to social media and

smartphones. Interestingly, social media not only affects the way people interact, but also the way people interact. Social media is becoming an important part of our lives today. Our day begins with our social media accounts being reviewed and updated and ends on a similar note.

In today's day and age, industry is dominated by consumers and their demands. Prior to buying a product, people like to see referrals, feedback of Google search results, or a website. It is important to learn what people think about us to stand by the flow. In order to connect and influence the masses, businessmen need to actively participate in relevant communities and need to communicate with social media to manage their online reputation. In order to reach a broader consumer base and grow your business, social media marketing is a must. The task of driving website traffic through social media sites is Social Media Marketing.

India has 574 million active Internet users as of 2019. India is the second-largest online market, behind China. It was estimated that by December 2020 there will be around 639 million active internet users in India. The majority of India's internet users are mobile phone internet users. The overall data traffic in India increased by 47% in 2019 driven by continued 4G consumption. 4G constituted 96% of the total data traffic consumed across the country while 3G data traffic registered its highest-ever decline of 30%.

What Is Social Media Marketing?

Social media marketing is a mechanism that empowers people through online social networks to advertise their websites, goods, or services and to engage with and tap into a much wider audience that would not have been possible through conventional advertising channels. Most notably, social media emphasises the group rather than the individual. Communities exist on the Internet in various shapes and sizes, and people speak to each other. In order to effectively connect with group members about specific product and service offerings, it is the responsibility of social media marketers to exploit these communities properly. Social media marketing also includes listening to the groups as a representative of business and building relationships with them.

OBJECTIVE OF THE STUDY:

- To study the conceptual background of social media marketing

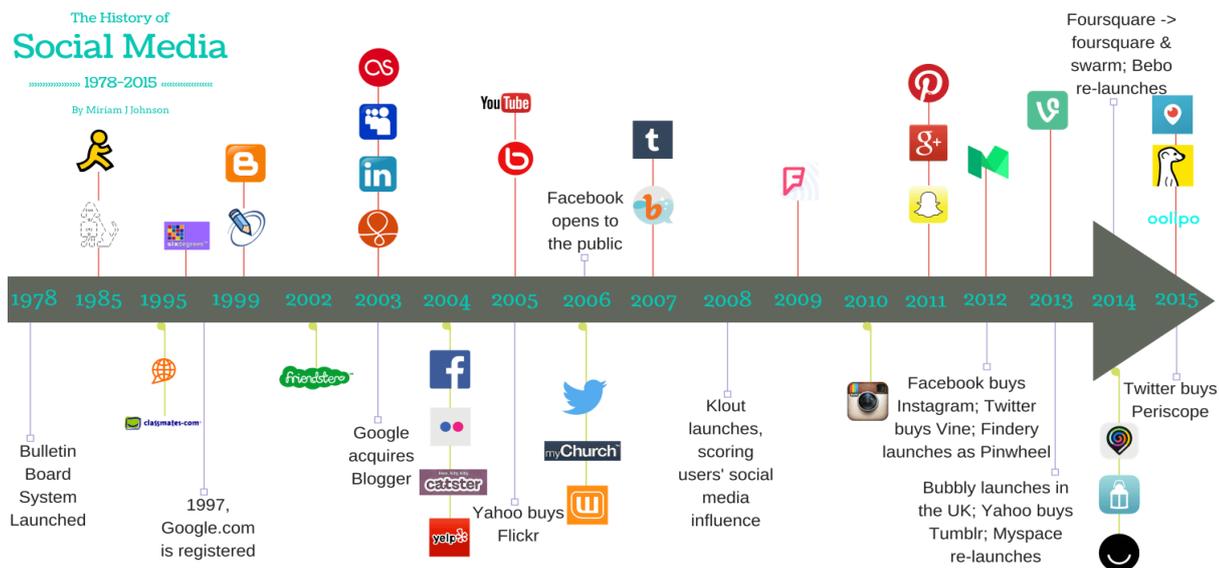
HISTORY OF SOCIAL MEDIA MARKETING:

Social networking tends to be a recent trend, but its origins date to the beginning of the age of computers. The product of centuries-old social media growth is what we see today. Launched in 1979, Usenet was the first progenitor of social media and the path of Usenet to Facebook is a long one. User networks also allowed users to post to newsgroups. Bulletin board systems (BBS) followed, allowing users to log in and communicate. The precursors to BBS were online services such as Prodigy. Internet relay chat came to light after web utilities, which gave way to immediate messaging.

Networking apps and forums were at their peak in the 1990s, which led to the rise of social networks. But they didn't let users make lists of friends. To overcome this feature, six degrees have been launched. It permitted the formation of profiles and listing peers. After playing for a decade, it was bought and closed down. During this process, blogging appeared, creating a social media phenomenon.

Even today, it is famous. Other websites, such as BlackPlanet (African-American Social Website) and MiGente (Latino), have built provisions for profiling and adding friends. Modern social networks came into picture post 2000. Apple launched its Friendster in 2002. It has millions of users. In 2003, Hi5 and LinkedIn were released. LinkedIn is a forum for experts to reach out to each other. MySpace was also founded in 2003 and became widely recognised in 2006. Likewise, in 2004, Facebook was introduced and surpassed MySpace, Orkut, Multiply, etc., and is still growing.

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. Since 2000, social media has flourished and continues to grow without restrictions. Many other portals that offer real-time notifications have been launched alongside media sharing, such as Twitter, Posterous, Tumbler, etc. Facebook introduced its advertisement framework in 2007.



Source: <https://www.future-marketing.co.uk>

IMPORTANCE OF SOCIAL MEDIA MARKETING:

1. Wide access to target customers:

Fast and wide access to target consumers is one of the big advantages of social media marketing. It takes a bit of searching, however, to find the perfect communities on social networking sites and post relevant content.

2. Comprehensive marketing

Marketer gets extensive marketing services when opt for SMM services, many of which also operate with regard to SEO. On social networking sites, video sharing sites and photo sharing sites, etc., the company is promoted. This helps to improve the company's coverage and exposure.

3. Improved search engine ranks

With an increase in traffic to your site due to SMM companies' successful implementation of SMM, along with other strategies that support link building, marketer note website's search engine rank is steadily increasing. Better visibility, better page rating, and better inflow of one-way connections, among many others, are the advantages of greater ranking.

4. Quick return time

The turnaround time appears to be lower when marketer approaches potential customers via social media sites. This implies that, as opposed to the time taken by other methods of marketing, marketer will see results in a much shorter time. Although results are not obtained immediately, with regard to greater exposure on the internet, the website continues to gain a gradual advantage.

5. Strong business-to-business marketing

Social media marketing can be very useful in generating good leads for business-to-business marketing when done effectively. For one, for identity building and spreading awareness about your brand, social media can be used effectively. One of the most productive ways to establish business relationships has proven to be direct communication with other companies via social media.

THE DIFFERENT TYPES OF SOCIAL MEDIA PLATFORMS:

1. Social networking (Facebook, LinkedIn, Google+).
2. Micro blogging (Twitter, Tumblr).
3. Photo sharing (Instagram, Snapchat, Pinterest).
4. Video sharing (YouTube, Facebook Live etc.)

1. SOCIAL NETWORKING

A. FACEBOOK

Facebook is a web provider for social networking. It helps you to invite friends and communicate, send messages and photographs, like them and comment or share them. Since its launch, Facebook has seen excellent growth and is poised to retain its social networking supremacy.

What is Facebook Marketing?

Facebook marketing is the practice of promoting a brand and maintaining its presence on Facebook. Facebook marketing refers to both organic (free) postings/interactions, and paid, or "boosted" posts. With many benefits associated with it, Facebook is undoubtedly the most popular social media site available. It is mainly a social networking platform, but it can be used as a useful tool to promote and advertise a business. To promote a brand, market a business, or build awareness of a service or a product, marketer can use Facebook.

More than a fan page and a few friends are needed for success with this form of marketing. Facebook marketing can provide an organisation with exciting advantages and outcomes when used effectively. Marketing on Facebook will help businessmen to dramatically increase their brand image and reach a wider audience.

B. LINKEDIN

It is a forum for social networking designed for professionals in industry. It helps you to share work-related information and keep an online list of professional contacts with other users. Marketing on LinkedIn is the process of using LinkedIn to communicate, generate leads, increase brand awareness, encourage business relationships and collaborations, share content and drive traffic to your website.

How is LinkedIn used for marketing?

LinkedIn is a strong instrument that can support creators, sales representatives, advertisers and even developers enormously. With LinkedIn, you can create connections and effectively develop your company. This platform was traditionally used only to establish professional connections, but LinkedIn can now be used for business marketing.

There are 2 ways of LinkedIn Marketing:

- ✓ **Organic Marketing:** In this, people connect you through your organic activities like through your content, through your posts, etc.
- ✓ **Paid Marketing:** In this, business leads or people connect you through paid advertisement.

C. GOOGLE+

It is a forum for social networking through Google. The Google+ design team aimed to mimic more closely the way individuals communicate offline than other social networking sites, such as Facebook and Twitter, do. The slogan of the project is "Real-Life Sharing Rethought for the Internet."

Google+ is the flagship social network of Google, enabling users, through interests and friendship, to interact quickly and frequently. It is not an individual service, but is incorporated and linked as part of the 'ecosystem' across all Google services.

What is Google+ Marketing?

It is a social network operated by Google that helps brands to create relationships with prospects, consumers and other companies. You can exchange information and photos, promote yourself as a person and, if used correctly, Google+ can be a powerful tool for social media marketing, similar to other networks. Google+' significance should be judged on an individual basis, since it is based on your particular appeal. It should be used as part of your overarching social media plan if it is considered to be of value to your brand.

2. MICROBLOGGING

a. TWITTER

Another social networking site that enables registered users to read and write messages of 140 characters called 'tweets' is Twitter. It is accessible on all computers, including mobile phones, desktops, laptops, and tablets.

What is Twitter Marketing?

For businesses of all sizes and systems, Twitter marketing is a powerful tool to reach out to new customers, support their brand, and communicate with the rest of the companies. Users will find out whether they are being spoken about by clients, and the company can respond accordingly. For the company that appears in the search engine results, tweets create another example. Twitter serves as a solid base for branching the company into other social sites. Twitter is a great forum for projecting what your business is doing and reaching a wide audience, where goods and activities can be advertised through your tweets.

b. TUMBLR

It is a tool for blogging and social networking that enables users to publish a "tumblelog" or brief blog posts. The biggest differentiator for Tumblr is the free-form design of the platform and the willingness of users to customise their own pages extensively.

3. PHOTO SHARING:

a. INSTAGRAM:

Instagram is an online service for sharing images. It enables you to add various types of photo filters with a single click to your images, and then share them with others. Although it's a very simple service, the simplicity of Instagram has helped it gain widespread popularity.

Instagram Marketing

It is a form of social media marketing in which marketers employ their business to promote their business using the Instagram platform. A variety of different techniques and methods can be used in Instagram marketing, used to achieve all sorts of objectives in a business.

Selling your goods or services, having more followers and interaction, establishing partnerships with potential customers and other brands, and generally improving the credibility of a company may be traditional business objectives.

Instagram Marketing Activity split into two main categories:

- ✓ Paid tactics like advertising and influencer marketing.
- ✓ Unpaid tactics like creating organic content such as posts, Instagram stories, comments and as well as engaging with other users content.

b. SNAPCHAT

It is a one-to-one and group messaging app for sending photos, videos, and text messages that disappear in seconds. It has several features including Stories (photos or videos that can be replayed for 24 hours), Memories (saved photos for future viewing and sharing), and filters and stickers (to embellish messages).

c. PINTEREST MARKETING

Similar to Instagram, Pinterest is a social media network that allows users to share visual content, but it varies in that each Pin can be connected back to your website or other content. Currently, Instagram only allows links in advertisements or in the biography section, so if you are searching for traffic to your website, product pages or blog, it is not useful.

Pinterest marketing is using Pinterest to lift the company's awareness as a tool. Pinterest marketing is not only for bloggers, but also for any company that uses a visual medium to expand their audience. Pinterest brings organic traffic back to a website and helps raise a brand or company's overall visibility.

4. VIDEO SHARING:

a. YOUTUBE MARKETING

YouTube Marketing is a key strategy for both internet marketers and online business owners to profit from the huge shift of the network towards video. Every day, the enormous traffic obtained by this site only justifies the fact that YouTube Marketing is a rising phenomenon and a very efficient means of achieving your target segment.

b. FACEBOOK LIVE MARKETING

Facebook Live is a live Facebook video streaming feature that allows you to broadcast a live video from your company page or personal profile to your audience. In April 2016, Facebook Live was released, and while many marketers are still getting their heads around it, the ones who use it seem to be reaping the advantages.

BENEFITS OF SOCIAL MEDIA MARKETING:

Social media can help business to:

- ✓ Achieve sustained Competitive advantage.
- ✓ Attract customers, get customer feedback and build customer loyalty
- ✓ Increase company market reach, including international markets
- ✓ Do market research and reduce marketing costs
- ✓ Increase revenue by building customer networks and advertising
- ✓ Develop company brand
- ✓ Exchange ideas to improve the way to do business
- ✓ Recruit skilled staff for example through job networking sites like LinkedIn
- ✓ Increase traffic to company website and improve its search engine ranking
- ✓ Keep an eye on competitors

CONCLUSION:

India is not a state of surveillance; the right to privacy and freedom of speech and expression, which are the basic rights of every person, must not be unlawfully or unconstitutionally regulated. As the Constitutions themselves have provided some limits on one's right to speech and expression, there must be a balance. Big technology corporations that own social media sites are capable of mediating information and thereby impacting democracy. They and everyone must be kept responsible for their acts that have broad social implications.

In communication and marketing campaigns, social media has acquired a fundamental position. The new generations of customers have a very high degree of brand awareness, they use the internet to function on foreign markets and their views can have a significant influence on people in various parts of the world. Therefore, when managing the presence of fan pages and brands on Facebook, it is very important for businesses to produce high-quality content and to correctly understand the behavioural dynamics of users on the social network in order to achieve greater user engagement. They need to know what drives are needed in order to ensure an effective outcome and to build successful promotional campaigns things in line with their fans' needs. Posts of brands' Facebook fan pages can have different characteristics and their content can have different effects on different consumers. The advantages of social media marketing speak for themselves: by generating a high degree of brand loyalty and reducing the company's contact gap with its customers. It acts as a creative marketing tool for engaging the

company with more and more clients. It is also cost-effective, i.e. not enormous social media marketing funds are needed.

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