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Social Media Marketing

Shreya Ratnaparkhi

Information Technology, Mumbai University
Keraleeya Samajam Dombivali's Model College
Dombivli - India

ABSTRACT

The internet and especially the Social Media have changed how marketers and consumers communicate. Various platforms such as facebook, twitter, Instagram, E-marketing websites and application like Amazon, flipkarts, blogs and YouTube have been created in recent years. However, the question is: how have these platforms influenced the e-marketing world? After a thorough assessment, a literature review was done on different articles from various countries. The results showed that social media has brought about a huge positive change in the e-marketing world by influencing the involvement of people online, facilitated trust through review, recommendations, feedbacks and ratings that consumers read online, created a cheaper marketing strategy avenue for marketers and also created a relationship between consumers and marketers even without physical contact. In day to day technological progress social media and E-marketing has been playing a huge role with great change in buying and selling. In general social media marketing has brought a great opportunity and developed technologies for Marketing and customer services. Social media has recently gained tremendous fame as a highly impactful channel of communication in these modern times of digitized living. It has been put on a pedestal across varied streams for facilitating participatory interaction amongst businesses, groups, societies, organizations, consumers, communities, forums, and the like. This subject has received increased attention in the literature with many of its practical applications including social media marketing (SMM) being elaborated, analyzed, and recorded by many studies. This study is aimed at collating the existing research on SMM to present a review of seventy one articles that will bring together the many facets of this rapidly blooming media marketing form. The surfacing limitations in the literature on social media have also been identified and potential research directions have been offered.

Keywords: - Social media, social media platforms, social media marketing.

I.   INTRODUCTION

The landscape of social media is ever-changing quick. corporations square measure troubled to stay up with this pace and finding it more and more tough to reply to those continuous changes. Tthey're troubled to search out answers to queries like a way to interact with social media? a way to maximize their come on investment in social media? What ought to these returns be? ought to they use these social media platforms to extend complete awareness or for targeted marketing? that channels to decide on one versus many? ought to they stick with the channels that have the biggest market share like Facebook, Twitter or should they fight out the new and rising ones like Pinterest and Tumblr? ought to they take the content initial or the channels? a way to gather feedback then a way to act on it? I did intensive primary and secondary analysis. beneath primary analysis, I surveyed individuals, who are playing necessary roles when deciding social media strategy for his or her various corporations and additionally representatives of the businesses that square measure providing social media solutions to their purchasers. Most of the survey queries were targeted on social media selling and concerned a great deal of qualitative inputs to get a comprehensive understanding of the topic at hand. For secondary analysis, mostly because of the nature of the subject, I even have observed material accessible on-line (blogs, articles, websites).

II.   WHAT IS SOCIAL MEDIA

"Social Media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, micro blogging, Social networking, social bookmarking, social curation, and wikis are among the different types of social media-Margaret rouse these social media web-based platforms and applications are interactive and participative. Hence, they enable users to generate, share or exchange data in various forms such as text, videos, audios, images.

Some example of the leading social media platforms are Facebook, Twitter, LinkedIn, Google + and YouTube. The social media landscape is undergoing continuous changes. New platforms are emerging at a rapid speed, e.g. Snapchat, Pinterest at the same time some old ones are disappearing Orkut is one such example.

III.   HOW DOES SOCIAL MEDIA IMPACT PEOPLE'S LIVES?

Social media contains an immense impact on people and their lives. Whereas some impacts will be positive, social media has been shown to negatively have an effect on things like our moods and stress levels. Addiction is caused by social media too. ... Here is a unit many areas wherever social media addiction will have a negative impact.

IV. THE BIGGEST ISSUES AND CHALLENGES FACING MEDIA

1) .Media Audience Measurement – standardisation & methodologies for individual media channels cross platform..

2) Recruitment & Retention- finding & retaining quality & relevant people resources.

3) Keeping Up to Date- with constantly evolving market trends.

V. SEVEN BIGGEST CHALLENGES OF SOCIAL MEDIA MANAGEMENT

1) Finding time for everything.

2) Creating fresh and meaningful content for each audience.

3) g executive or client approval.

4) Having great ideas but a lack of resources.

5) Switching up the voice and tone for different channels. .

6) Simply developing a strong and distinct voice.

VI. HOW DOES MEDIA AFFECT OUR DAILY LIFE?

Media plays terribly a necessary role and has influence in just about each side of our lives. Thought-about it's thought-about because the best supply to understand regarding the happenings of world. ... It greatly affects our lives as a result of media has the facility to influence our thoughts. This influence is sometimes positive and sometimes negative.

VII. RECOMMENDATIONS ON IMPLEMENTATION STRATEGIES

All though it is very difficult to provide a one size fits all solution to these social media crisis Situations.

1) Identify who would deliver the intended message:-

The additional severe a crisis, the additional senior leadership ought to be concerned. The opposite factor to seem is however that govt is aligned to the crisis. For instance: If the continued social media crisis is around hiring policy, it'd be inappropriate to decide on someone from Sales or promoting department to be your company's spokesperson.

2) Ascertain what message to convey:-

It is suggested that you simply area unit able to determine the key message you wish to convey to the audience so keep in step with the message. In general, offer data, specific sympathy, and provide corrective action instead of denying outright or showing no answerability or sympathy.

3) Choose a tone for message:-

A positive, human, and clear tone resonates well in social media as a result of your interacting with people rather than professionals .Corporate tone sounds impersonal and cannot resonate therefore well with the plenty.

4) Select in what form to deliver message:
A video can convey sentiments much better than text as they are more visual. In either case, there is a likelihood of your message to be taken out of context. Thus, stay prepared and incorporate changes as necessary.

5) Timing of response:-

Taking an early action is usually the best policy, but be cautious not to be too fast. By acting too fast companies run the risk of aggravating such situations because in many cases, these sentiments settle down on their own when they fail to gather a certain threshold of engagement or evoke strong and fast reactions within the user community. Hence, companies should decide on the timing of the response based on how quickly these sentiments are growing and how strong and detrimental these sentiments are.

6) Constant monitoring and reporting:-

Constant watching and news is required to grasp the audience response to your strategy. This may assist you determine what's operating and what's not and thus come back up with corrective actions.

VIII. SOCIAL MEDIA MARKETING

The terribly foundation of social media promoting is two-way communication exploitation interactive web/mobile medium e.g. tweets, blogs, not like ancient media promoting wherever communication is one-way, and is through mostly static broadcast technologies e.g. radios, television.

Social media marketing's success depends on high interaction and participation. Therefore, it focuses on making content that draws attention from the users and additionally encourages these users to share this content across their social networks.

IX. DIFFERENCE BETWEEN DIGITAL MARKETING AND SOCIAL MEDIA MARKETING

While the difference between digital marketing and traditional marketing is clear as one focuses on the web and the other focuses on non-digital media such as print, television, radio, direct mail, billboards, catalogue. Social media marketing and digital marketing are sometimes

used interchangeably. However, social media marketing mostly remains a subset of digital marketing. As digital marketing also includes search engine optimization (SEO), email marketing, banner advertising, mobile marketing and various other forms of digital advertising - billboards, DTV (digital television) or in other words any form of marketing using digital medium/channels.

Social media marketing's reach is essentially restricted to the boundaries of the web.

X. SOCIAL MEDIA MARKETING: OPPORTUNITIES

Social media symbolizes low-priced or free technological platforms or tools. These platforms and tools present plentiful business opportunities for corporations.

A. Higher Brand Recognition

Social media marketing helps increase whole recognition, this is largely thanks to the network effects. It additionally provides a fast thanks to gather fans, followers and connections. Social media marketing additionally offers firms opportunities to make earned media, which is seen because the most reliable and clear media by customers and interprets to higher recall worth and longevity of the whole. These attained media interactions on any social media platform ends up in higher recognition and recall among each non-customers and customer. In different words, the a lot of complete mentions (positive) your complete gets from people on these platforms, the a lot of trustworthy and prestigious your complete can seem to any new user.

B. Improved Inbound Traffic/Marketing

Inbound marketing as opposition ancient outbound selling, refers to marketing activities that bring customers to businesses, rather than businesses paying for prospects' attention. Incoming marketing earns the eye of shoppers, and makes the corporate straightforward to be found by providing helpful info and tools to the audience. The main tools for incoming marketing embrace content publication, program improvement and social Media.
If your complete is passive or missing on social media, this can constrain the extent of utility of your brand to the natives successively limiting your inward traffic. Eventually, leading to lower complete reach to potential users/customers. Prime quality, sharable and fascinating content on social media platform will prove to be terribly effective to make inward traffic and attract new customers.

XI. SOCIAL MEDIA MARKETING: CHALLENGES

Although there are varied opportunities that social media promoting presents to the marketers and businesses these days, however there are few key challenges that marketers got to overcome to require advantage of these opportunities. Our analysis indicates that the primary massive challenge is the way to build Associate in Nursing integrated social media strategy. Firms want some tools and frameworks to answer crucial queries such as: the way to tie their promoting goals with Social Media? The way to approach choosing one over the other? Content to travel with? The way to produce this content? Ought to or not it's text, GIF, pictures, videos or mixed? How to gather feedback so the way to incorporate this feedback?

XII. HOW TO BUILD AN EFFECTIVE SOCIAL MEDIA STRATEGY

When we have established that social media promoting is gaining importance in today's world and companies will get pleasure from it, ensuing question it ends up in is the way to build a good social media strategy for the corporate. There are a unit numerous bookish articles that have talked concerning many methods and frameworks for social media ways, however one amongst the simplest frameworks that I even have come back across was given by proof mountain defend at university Sloan faculty (Shields, Social Media Management).These framework area unit straightforward without being too simple and supply a vital foundation to create a good social media management strategy. The framework focuses totally on 5 key variables i.e. goal, audience, content, channel feedback.

The framework suggests formulating social media management strategy by 1st deciding on promoting goals. It then recommends maneuvering to different vital parts like audience, content, channel and feedback. Finally, counting on client feedback (whether the strategy worked or not) repeat every variable as necessary. However, the order of the framework could vary in tandem with promoting goals. For example, typically content and channel positions can be interchanged as some corporations will take the content before channel. If an organization must reach out to individuals via videos and pictures solely then the content would get set 1st and channels later because some channels won't support the content therein format.

A. Determine Key Goals

It is essential for the marketers to grasp what their key selling objectives. Are they company AN attempt to succeed in a replacement new audience or an existing audience? They attempting to strengthen brand image or amendment whole image? They planning to use social media for brief term e.g. for a product launch or for extended term e.g. as a whole communication tool? They gazing client engagement or client conversion? There is no one strategy that can help the marketers achieve all the goals. Having clarity on the key marketing goals will also help them come up with right metrics to measure their

success of their marketing strategy. For instance: If a company's goal is to increase its reach, then number of views could be a good metric to look at. However, if the goal is deeper customer engagement then, it should focus more on metrics such as share, comment, re-tweet etc.

B. Identify Target Audience

When deciding about the audience for social media companies needs to ask two fundamental questions 1) who is their primary audience? 2) Which other audience is likely to receive their message? One of the unique characteristics of social media marketing is that one cannot control its reach, once the content is available on social media platforms, it is available for public. Hence, it can very well reach way beyond your targeted or intended audience. This is what marketers need to be cognizant while creating any content. Identifying the audience early can facilitate them return up with an additional targeted strategy to deal with the requirements of this client phase.

C. Choose Content

Today's marketers also face a big challenge while deciding what kind of content to create for their target audience? Should it be text, images, video or audio? Which of these has higher share ability? How to go about creating such content, which is high on both quality as well as share ability? Should they focus more on quality, share ability or both? To understand what reasonably content to form, we should always refer back to social media management framework. Visible of that, we tend to 1st got to recognize what our selling objective is then United Nations agency our audience is before choosing what reasonably content to form. as an example, if a company is mercantilism merchandise that area unit extremely visual in nature e.g. clothes, shoes during this case, choosing videos and pictures (visual) would be rather acceptable over text (non-visual).

D. Select Channels

There are so many social media platforms to choose from today and this poses a huge challenge to the marketers. They want to understand which channels to focus on for its social media strategy to maximize their return on investments? Should they go for platforms such as Facebook with a much larger audience (1.3B) but now facing plateau in user growth or should they choose small but fast growing platform such as Snapchat with an audience of just over lOOM.

E. Gather Feedback

Unlike ancient selling, social media selling is real time, wherever you're perpetually obtaining feedback, each positive and negative in terms of likes, comments, views, re-tweets. In social media world feedback is instant, ineluctable, tough to regulate also as essential to succeed or improvise. Therefore, it becomes vital that marketers take advantage of this real time feedback and make these platforms eyes and ears of the corporate.

1) Listening

Social listening helps you answer questions on your audience like United Nations agency is talking about your brand? Are these sentiments positive, negative or neutral? However and the way many of us are responding to those sentiments? And these inputs successively assist you live success against your KPIs/metrics like complete awareness, complete engagement, earned media and improved client Satisfaction.

2) Moderating

Most of the companies have to do some moderating activities to manage excessive or extreme behavior. However, if the content is excessively moderated it runs the risk of being seen as inauthentic and biased. This is can result in discouraging the audience from engaging with companies on their social media platforms. So companies need to exercise caution while moderating and be ready to take some of the criticism that comes along because of being present on these platforms.

3) Iterating

Since the feedback is real time it's necessary that it gets acted upon quick, failing to try to this would be a lost chance for a vender to improvise social media initiatives. Iteration ought to take place on a nonstop basis to avoid any suspension between suggestions and implementations. If the gap between suggestion and implementation is simply too long then they're doubtless to show obsolete or irrelevant, rendering iteration method unimportant.

XIII. CONCLUSION

As the variety of web users still raise one will definitely expect social media promoting to continue to play Associate in increasing vital role for businesses. However, one can even possibly expect riotous trends like the net of Things (IOT) and computer game to be game changer for the prevailing Social Media Landscape. Within the future, things might look terribly completely different from what they appear currently. Today's leading platforms like Facebook may begin facing platform fatigue and be forced to reinvent themselves. On the contrary, new technologies and platforms will emerge and change the prevailing.

Moreover, because the range of mobile users is growing the consumption of net likewise as social media is moving removed from laptop/desktop to mobile devices and this can be reworking the means marketers are currently observing channels, content and audience for his or her social media promoting strategies. Even for dominant platforms like Facebook, YouTube and LinkedIn, mobile has become the first access purpose. These platforms are currently reworking themselves in additional mobile friendly platforms. The quick growing range of sensible phone users has conjointly junction rectifier to the emergence of new mobile based mostly social platforms like WhatsApp and Snapchat and that they are currently turning into attractive points to interact

with customers for corporations. This thesis was a trial to seek out answers to a number of the foremost prevailing queries that surround the marketers nowadays whereas coming up with and corporal punishment any social media selling strategy.

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