

# THE ROLE OF SOCIAL MEDIA MARKETING

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## ABSTRACT

Internet is the emerging information technology with the credibility of immediacy and fastness, thus, it brings globalization in every aspects of communication. Communication through internet is more specified, with effective interactive strategy among its users. In recent days, internet advertising has taken new forms which have more advantages over the traditional mediums like print media, television and radio. Marketing communication is becoming precise, personal, interesting, interactive and social. Different strategies of communication are followed in various social networking sites like Face book, Twitter and Orkut. They not only create impact over the audience but also make them interact with the marketing statistics created. People get attached to brand communication in social networking sites than usual banner and pop up ads. These networking sites bring more interactive communication with advertising. Social networking sites will become the primary arena for highly targeted marketing and advertising. Therefore, it is necessary to study the effectiveness of brand communication strategy followed in social networking sites which are mainly accessed by Indian users. This research attempts to find the effectiveness of brand communication strategy in promoting and advertising their brand in social networking sites. The effectiveness is determined with the help of survey from people who use these sites, and the content of three social networking sites is analyzed.

## I. 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 (Roberts & Kraynak 2008). Social media includes a variety of applications that, using technical terms, allow consumers to ,,,post, "" ,,,tag, "" ,,,digg, "" ,,,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 (Xiang & Gretzel 2010). 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. Due to its ease way of getting access to information, lack of monitoring and control, undoubtedly it favors many risks and cyber crimes. In the coming chapters we will be discussing about advantages and disadvantages of social media marketing in further detail.

#### **Role of social media in marketing:**

Social media is now increasingly becoming an ingrained aspect of political campaigns, national defense strategies, public policy, public relations, brand management and even intra company communication. Since the major task of marketing as tool used to inform consumers about the company's products, who they are and what they offer, social marketing plays an important role in marketing.

- Social media can be used to provide an identity about the companies and the products or services that they offer.
- Social media helps in creating relationships with people who might not otherwise know about the products or service or what the companies represent.
- Social media makes companies "real" to consumers. If they want people to follow them they need not just talk about the latest product news, but share their personality with them.
- Social media can be used to associate themselves with their peers that may be serving the same target market.
- Social media can be used to communicate and provide the interaction that consumers look for.

Objectives of the study

To analyze the effective communication strategy through social networking sites.

To study the effectiveness of brand communication through social networking sites from its users and communicators.

To find the impact of interaction through these communication among Indian users (with reference to Face book, Twitter and Orkut).

## **II. METHODS OF SOCIAL MEDIA MARKETING**

Social network marketing is popularly called as Internet marketing. Today you can find many ways for internet marketing. Many people who enter this online marketing are less worried because of its guaranteed success. If you see in Internet totally all types of products has been marketed online without much effort. Internet attracts many business people to promote their business online. Social network marketing is grown to such a height that today many people can't earn without it.

Some of the most recognized network marketing tools are Face book, My Space and LinkedIn. Twitter became regular place for people who have newly entered the field of social network marketing.

**Blogging:** When you start Blogging or posting your data about any product, you can see less response from clients. Later it will become big business via blog. Websites and blogs are most powerful tools for social network marketing when matched with other networking tools. Blog is an amazing tool which provides many other facilities in addition to just marketing your business. It also helps you to communicate with other clients in case if you have any problems.

**Personal website or blog:** It is important to have private website if you are a freelancer. Your website will help your clients to know about you and it will make them clear that you are a serious freelance marketer and help to make huge revenue via online marketing.

**Article selling:** It is also best and cheap internet marketing method. It is a mode of advertising our trade just by writing articles and attracting endless number of users across world. We usually sell our articles to different article database websites and article directories. Today it provided free business to many advertisers and publishers and they are really benefited through their articles.

**Email sending:** Electronic mail sending is the best way to marketing. Collect list of email addresses through portfolio websites and email about. your business to all internet users. Your Email should be

attractive in such a way that your recipient will be impressed to get back to you.

**Use social networking websites:** Social networking websites like Twitter, face book can be used to promote your sales. These provide best platform for all who are thinking of online marketing.

**Video promotion:** Use several video distribution websites for your marketing. These websites uploads your service to the whole world. All that you need to do is film a video about marketing and send it to video uploading sites like You Tube. It seems it is the easiest way of marketing than any other modes since many people will be interested in view videos rather than word form of advertisement.

**Press Release or media release:** It attracts several public clients and increases relationship among them.

**Search Engine Optimization:** It improves the traffic to your website by providing quality web content. It uses RSS feeds and many SEO techniques.

### III. RESEARCH METHODOLOGY

To analyze and find the effectiveness of communication strategy in developing brand, communication through social networking sites was done with the survey method and content analysis in the research.

#### Methods of data collection:

The survey method helped to identify the reach of the brand among its target audience, ways of impact, usage of these social networking sites and access to these form of communication. And the content analysis is another method used to analyze the communication strategy of different social networking sites with certain parameters among top three Indian social networking sites which are tabulated with results.

#### Research design:

This research study adopted survey and content analysis in order to find the effectiveness and the impact of communication in branding any product or the service among the target market through social networking sites like Face book, Twitter and Orkut.

#### Survey:

Survey was conducted randomly among Face book, Twitter and Orkut user community, by ending questionnaire through online to collect the individual opinion from the respondents.

#### Sampling:

Non probability sampling technique is used to collect the opinion from the online respondents.

The total population is social networking usercommunity, but to collect the effective data the sampling is constrained to the target population like young adults, graduates within the age of 16 years to 30 years. The sampling size is 50.

### IV. SOCIAL MEDIA MARKETING STRATEGIES

Social Media Marketing Strategies: SMM is still in its infancy. Most of the online retailers though appreciate its positives fallouts on the brand awareness and promotion; they are still in the early stages of adoption. For an organization willing to invest in social media marketing, it is important to understand why SMM is an important marketing strategy and how it can help:

- This is the age of consumer satisfaction. It is not about selling it is more about interacting. There is a lot to learn from the customers. Using social media one can identify customers, listen to their feedback and use them to improve and innovate on products or services.
- SMM is not a mass advertising strategy. It can be used to identify peer groups and advertise to that particular group. Social Media can help in identifying influencers and through them one can guide a prospective customer into making a purchase.

- SMM calls for novel advertising methods as the attention span of online junta is very low. This is largely due to the multitasking phenomena. A person watching a video clip on YouTube might be simultaneously updating a blog, while reading another one and watching friend's photographs on Facebook. In order to garner their attention away from distractions the advertisement must be innovative and interesting to hold the imagination and attention of the prospect.

- At the same time the message must also provoke the recipient into action; like seeking a detailed description of the product/service, or suggesting to a friend, or initiating purchase. So, if the advertisement is trying to sell something then it should be conveniently placed with links so that the prospect can make a purchase with least effort.

- Similarly Social Media can be used to increase customer loyalty through customer support services and hence improve customer retention.

Social Media Marketing can also be used by brands to ward off any negative publicity. But the

brands will have to be cautious here as over doing it may further aggravate their customers / stakeholders.

## V. CONCLUSION

Communication about the product or service provides a major contribution to brand competition in the market. It not only provides information about a product or service but also promotes creative innovation. Besides advertising, it also facilitates consumer satisfaction. The hidden fact is that no brand can progress without effective communication strategy to attract their customers or users. Big and small variety of brands nowadays laid their base on social network communication to get recognized in the target market.

Social networking sites users of Face book, Twitter and Orkut have become a personal, product and corporate branding hub in India nowadays in digital era. Every brand that exists on social networking sites has the same core features and benefits, such as the ability to create a page, share resources, add multimedia and much more. Social networking sites are filled with potential users who are mainly young adults. They spend more time in these networking sites due to heavy commercial contents, entertainment and social gathering. So, product or service communicators through their ads in these areas with more and more interactive and with fascinating factors so that their brand identity is developed among the right choice of focused audience. Advertisers and brands uses social networking sites as the major resource for their promotion and developing brand identity among the focused market

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