

“A Study of the Novel Innovation: “Social Media” - As a Form of Advertising in the Framework of Digital Marketing”

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ABSTRACT

A new concept in Marketing has evolved during the last decade known as “Digital Marketing.” This Paper provides an insight on the concept of changing Digital marketing scenario throughout the globe & in particular in the Indian Marketing context. It also gives an insight of the role of changing social media platforms which adds as an aid in the concept of digital marketing. Evolution of digital marketing since the 1990 has changed the way brands and businesses use technology for marketing. LPG further added zeal to the revolution.

This paper also provides a thorough view on the usage of social media platforms in digital marketing concept. The purpose of this research is to detect the social media platforms which are efficiently helping the process of e-marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people utilize digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient. Digital marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, direct marketing (e-mails), display advertising, e-books, and optical disks and games are becoming more common in our advancing technology. This research is driven to give a clear scenario of these emerging trends in digital marketing.

Keywords: Digital Marketing, Social Media, e-marketing, technology

Introduction

Usage of internet, social media, mobile apps, and other digital communication technologies has become part of billions of people’s daily lives. Clearly, people are exposing themselves to more and more digital and social media. This is for many purposes, including their roles as customers as they search for information about products, purchase and consume them, and communicate with others about their experiences. Marketers have responded to this vital shift by increasing their use of digital marketing channels. The major motive of Marketers in today’s time is to create customer sustainability. To facilitate this objective marketers, need to be in constant touch with the

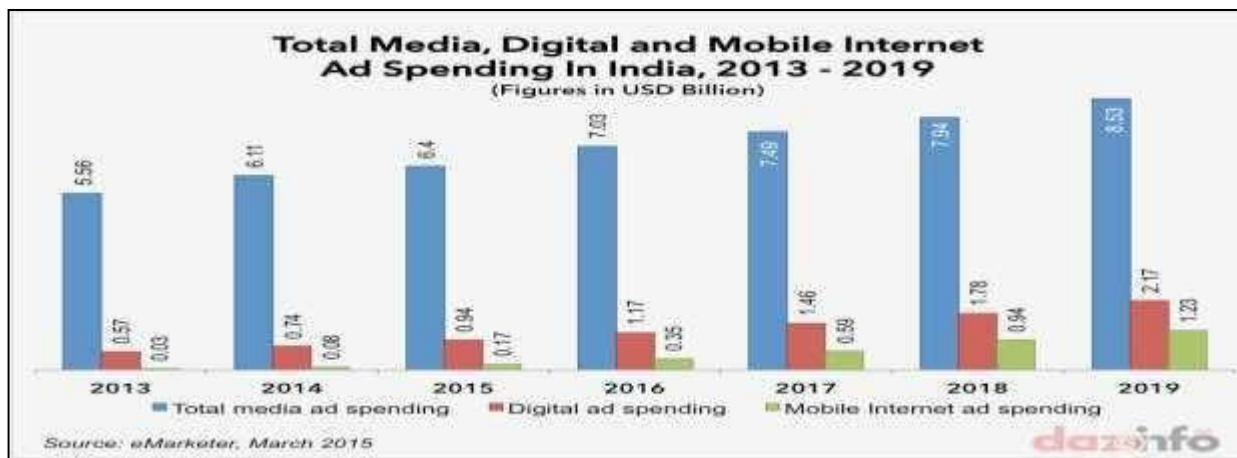
consumers or prospects. The dominant logic of marketing is shifting from the exchange of goods towards service factor, interactivity, connectivity & ongoing relationships. Technological innovations, new channels & changing media environment to facilitate this shift & the question of how firms should interact with their customers is gaining in importance. The cost factor involved in this interaction also has to be given due significance. Hence the cost competence & interactivity of these digital channels easily facilitate the enduring dialogue between the enterprise & patron. The growth of digital media has given marketers a gigantic prospect to stay connected to their forecasts. Marketers can now be in touch with their customers on a more frequent basis and the level of personalization has augmented at a non-excessive cost. The main claim here is that being frequently in touch with customers should help achieve positive effects on customer & Brand loyalty. For instance, customers can be offered supplementary information & brand communication when buying products or when consuming them. This can include newsletters, maintenance & repurchase reminders, assistance for keeping the products up-to-date, & tools for interacting with networks & peers. For being regularly in touch with customers is one of the central Ideas of CRM. Recent studies have found that the relational information process of CRM plays a vital role in enhancing an organization's customer relationship performance. Furthermore, the use of CRM applications is positively associated with improved customer knowledge & improved customer gratification. Today's consumer marketing is largely being carried out in digital settings, particularly social media and mobile. It is therefore necessary for consumer behavior explorers to examine and understand consumer behavior in digital environments.

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing's expansion since the 1990s and 2000s has changed the way brands and businesses use technology for publicizing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming predominant and resourceful.

The term digital marketing was first coined in the 1990s but has been used in practice as early as the mid-1980s, when the Soft Ad Group, (now Channel Net), developed advertising campaigns for automobile companies. Digital marketing became more sophisticated in the 2000s and the 2010s, with the proliferation of devices capability to access digital media at almost any given time led to the great growth of this terminology.

International Journal of Advanced Research Foundation reveals that in the year 1996 India MART B2B marketplace was established in India & in the year 2007 Flipkart was established in India. Since then every E-marketing or commercial enterprise has started majorly using digital means for their marketing purposes. Therefore, the traces of digital marketing in India can be traced back to the year 1996.

The report by the International Journal of Advanced Research Foundation (2011) summarized that India is going to see the golden period of the Internet sector between 2013 to 2018 and that an incredible growth opportunity and secular growth adoption for E- Commerce, Internet Advertising, Social Media, Search, Online Content, and Services relating digital marketing is destined to occur.



The survey made by dazinfo indicates the size of Digital Marketing industry in India:

- 34% of the companies already had an integrated digital marketing strategy in 2016
- 72% marketers believe that traditional model of marketing is no longer sufficient and this has increased the usage of digital marketing which in turn has augmented the company revenues.

Today, digital marketing industry in India is growing rapidly. Many factors are responsible for this growth. The use of communication tools has greatly changed in the past few decades. The belief was that online information is full of dishonesties. No one could listen to any online advertisement not to talk of purchasing groceries, furniture or clothes. The story has certainly transformed. Everything from marketing to sales can be done online. This is due to the trust that has been restored back to online communication in India. This has helped the marketing initiatives. The communication industry has taken up the initiative for bringing revolution. Low cost cell phone handsets are now available making it possible for the people of the republic of India to have about 600 million internet users which ultimately create fascinating business prospects to sell to a mounting population.

Moreover, the development in the digital marketing industry in India is evident in the marketing shift from anonymity to identity. Interaction on the Internet now looks more physical as opposed to the anonymity of identity in the past. Several factors have been found to contribute to the growth of digital marketing in India. Before now, internet usage was only meant for the wealthy. There is now a great change in the lifestyle of the middle class. The very majority now have access to the internet in India. Internet and 4G penetration revolutionized the marketing scenario for both consumers and the marketers. It was discovered that changes in lifestyle and standard of living had increased the level of consumption, quality and also the pattern of consumption. The quality of use in the urban centers of India is on a high side. This is because majority do not have time to go and actually visit places meant for shopping. Keeping struggles to earn money apart, people want some other things to be done at their own convenience and the evolution of digital marketing, we may say, has been acting like a blessing in disguise.

Another major player in digital marketing is the involvement of Social Media Marketing. Earlier social Networking sites were only useful in getting connected with the society. Now this terminology Social media has a changed perspective which may or may not be considered positive. However, the positive impact is that the globe has become one in terms of connectivity whereas on the other side there exists a dump yard of unwanted advertising messages.

Social media marketing refers to the process of gaining website traffic or attention through social media sites. Social media marketing programs usually centre on efforts to create content that

attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media.

Social networking websites allow individuals, businesses and other organizations to interact with one another and build relationships and communities online. When companies join these social channels, consumers can interact with them directly. That interaction can be more personal to users than traditional methods of outbound marketing and advertising. Social networking sites act as a word of mouth or more precisely, e-word of mouth. The Internet's ability to reach billions across the globe has given online word of mouth a powerful voice and far reach. The ability to rapidly change buying patterns of products or service acquisition activity to a growing number of consumers is defined as an influential network. Social networking sites and blogs allow followers to "retweet" or "repost" comments made by others about a product being promoted, which occurs quite frequently on some social media sites. By repeating the message, the user's connections are able to see the message, therefore reaching more people. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company.

The options available for social media marketing are enormous in numbers namely Pinterest, Instagram, Twitter, LinkedIn, YouTube, and Facebook to name a few. Various campaigns have been conducted to boost this emerging social media marketing trend. Not only product or service marketing but in today's time the political arena has also espoused the social media marketing strategies to gain heavy public assurance & conviction. The US presidential election campaign via social media is one of the recent examples of this form of digital marketing. Some more social media marketing campaigns of India during the previous years that have helped the brands flourish expeditiously have been listed below:

The Pokémon effect: Pokémon Go was a turning point for augmented reality. At its peak, the app was downloaded by over **100 million users**. Although, its launch had been timed perfectly – during summers, when kids are not in school – branding had a big role to play in the overall success of the game as well. Brand Pokémon has developed itself over a period of more than two decades with games, character design, anime and the tone of the series. But what it also did last year, was to unleash a new avenue for digital marketers with its mass appeal and immense reach.

Golmaal Again: An unprecedented buzz was generated around the movie as the Golmaal Again marketing strategy was created keeping social media at core. The fourth film in the popular franchise Golmaal, Golmaal Again was expected and devised to be bigger and better than its predecessors, using the power of social media. Leveraging the popularity of the Golmaal franchise among its loyal fan base and combining it with the far reaching capabilities of social media, the makers of the film intended to create an unprecedented buzz around its release and turn it into one of the biggest blockbuster of the year. Participants were required to include the hashtags (#) GolmaalAgain, GolmaalAgainTrailer and GolmaalAgainTrailerInvite, across all social media platforms to win a chance to attend the trailer launch. While critics have called the series mindless,

lame and mostly unfunny, the films have set the cash registers ringing at the box office, every single time. As always, there is a stark difference between the critics' *reviews* and the audiences.

Google Search – Reunion: One of the toughest challenges brands face when creating a campaign is to blend their product with the story, a story that manages to evoke in the hearts of their audience, a bridge of emotions that extends from their hearts to what they are watching on screen. Google elevated the standards with their Reunion campaign, with cinematography that had viewers sobbing and smiling at what they had just seen. A heart wrenching story of two friends separated during childhood, brought together through will and the power of Google, it changed the way brands produced advertisements from thereon with over **4 million hits in under a month**, Google India launched a successive series where instead of reinventing the wheel, they build on a winning strategy with something that has already entered hearts and minds.

Tata Sky Daily Dillagi: For the promotions of the newly launched Daily Recharge, a sachet size recharge voucher was issued by Tata Sky where one could avail DTH services for a day, the DTH provider launched 'Daily Dillagi'. Instead of a single TV Commercial, the brand launched a series of episodes where a love story would keep developing in each one, thereby promoting the voucher's daily usage. On social media, the brand built engagement by asking fans questions around the forthcoming episodes. This pioneering concept allows a minimum recharge value starting at Rs.8/-, making it the smallest denomination of recharge voucher in the television viewing sector globally. With the understanding that there is a demand in smaller towns and villages for bite sized consumption (much like shampoo sachets and small sized mobile recharges), the 'Daily Recharge' card enables Tata Sky to make inroads into these untapped markets. This campaign also was a massive blast on social networking site Facebook.

Fair & Lovely Confidence at work : Fair & Lovely, the fairness cream brand that most social media comedians love to hate for its regressive advertising focused solely towards associating 'fairness' with 'success', took a complete U-turn in its latest campaign. The TVC did not focus on fairness as a parameter of success as well as the beauty bloggers who were roped in for the digital initiative, did not promote its skin benefits. Instead, beauty and fashion bloggers created videos sharing tips on communication, hair and dressing and also talked about the role of confidence at work.

While there are countless examples of the use of social media for branding and marketing of products and services (including intangible services) there also are certain exceptions to the Social media marketing concept.

The organizations that manufacture products which survive only on one parameter i.e. QUALITY (minimum basic standards), till date, have not entered the social media arena for advertising. Some such products are mentioned below.

Sriracha: Sriracha, A Huy Fong Foods, company that produces the cult favourite hot sauce, doesn't advertise. In fact, it does not have a Facebook page or Twitter account, and it hasn't updated

its website since 2004. That didn't stop the company from selling 20 million bottles of the hot sauce in the year 2017, according to Businessweek.

Rolls-Royce: The luxury car maker doesn't advertise as a brand and instead benefits from its reputation among its wealthy clientele. Even without traditional ads, Rolls-Royce beat a 107- year-old sales record in 2012, Luxury Daily reported at the time.

Jiffy's Muffin Mix: The Michigan-based Muffin Company doesn't pay for advertising for a few reasons, according to its CEO Howdy Holmes. First, he says the most "effective" way to sell your products to customers is through word-of-mouth. Second, by not paying for advertising the company can offer its muffin mix at significantly lower prices.

But such exceptions are rare to be found in the Indian digital & social Marketing domain.

The above were some major breakthrough examples of social media marketing battered into digital media marketing. Massive advertising for major brands is being done via Facebook, LinkedIn & Twitter in the Indian Marketing scenario. Today almost all the Local, National and Multinational Players irrespective of their market size and target markets are directly connected to their customers, consumers & prospects via the above mentioned platforms. Via these platforms not only products are sold, but also direct consumer feedback is taken, which is then implemented & provided to the customer in the form of satisfaction & Value for money.

Platforms of social connectivity like Facebook, twitter & Instagram have now been converted into advertising and marketing zones which has clearly ruined the objective of these podiums which was mere social connectivity.

Conclusion

The long and short of it is that companies may adopt various social media marketing methodologies but such campaigns will never be successful without the required quality and satisfaction value in a product or service. Though Social Media & Digital Marketing have hyped the product advertising quality & satisfaction is the prime feature in any selling practice. Identification of the right target market also plays a crucial role in the success or failure of any marketing exercise whether it be social media marketing, digital media marketing or non-usage of social media for marketing. Hence the usage of Social Media Marketing or Digital Marketing has to be very cautiously dealt with which can be clearly understood by the words quoted by Jeff Bezos CEO & Founder of Amazon.com "If you make customers happy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends."

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