

Role of social media in marketing

Dr. Tanuj Khatri

Phd, MBA, MA(Human Rights), MA (Journalism & Mass Comm.)

Assistant Professor (Guest Faculty) Department of B.B.A.

S.S. Memorial College, Ranchi University, Ranchi University

Abstract

Social media in the twenty-first century assists in linking users to social networking sites. Social media is used to connect with other individuals or groups and develops into a crucial instrument for communication. People use social media to communicate their opinions, experiences, and any other type of information with their contacts or acquaintances. The knowledge gained through social media may affect how consumers make decisions. In contrast to traditional advertising channels, social media marketing allows users to engage with and reach a far larger audience by using online social networks to promote their websites, products, or services. Social media aids in the creation of strong communities and efficient marketing and initiative buying. The purpose of the article is to investigate the influence of social media marketing, including Facebook, Twitter, LinkedIn, YouTube, Instagram, etc., on customer decisions.

Keywords: Social Media Marketing, Blog, Twitter, Facebook, Social Advert

1. Introduction

The word "Social Media" is defined as the platform that enables people to communicate and engage with one another to produce, edit, and distribute new types of textual, visual, and audio information. The term "social media" refers to a diverse range of web-based and mobile services that bring people together to interact, communicate, and share ideas and information in an online community. Facebook, Twitter, YouTube, and LinkedIn are the top examples of social media that are well-liked by a huge percentage of users.

Social media is characterised as an online marketing strategy that makes use of social networking websites. Social media marketing campaigns attempt to produce material that draws readers in and entices them to share it with their social networks. Social media platforms make it easier for members inside a specific network to share information. The use of social media has given the business the ability to communicate directly with customers. Organisations are given the chance to share their information with a broad customer base, and consumers are free to submit any material, whether favourable or unfavourable, about the information. Social media are computer-mediated tools that make it easier to create and share content across virtual communities and networks, including information, ideas, professional interests, and other forms of expression. More than 3.5 billion people use social media regularly nowadays.

2.Main Thrust

Social media refers to users' activities, practices, and behaviors by sharing information, knowledge, and opinions. By using Internet, it facilitates creativity, information sharing, and collaboration among users and social networks. When products or companies join these sites, people can interact with the product or company and this interaction feels personal to users because of their previous experiences with social networking site interactions. According to GlobalWebIndex, 54% use social media to research their products. Commonly used social media sites are facebook, LinkedIn, twitter, YouTube and Instagram.

Fig. 1 : Social Media Marketing (Source : www.scalenut.com)



- **Facebook:**

It allows people to build personal web pages and connect and communicate with friends. Facebook marketing refers to both organic (free) postings/interactions, and paid, or "boosted" posts. Marketing on facebook help businessmen to dramatically increase their brand image and reach a wider audience. Facebook Live is a "live Facebook video streaming feature" that allows to broadcast a live video from company page or personal profile to the audience. Despite gloom and doom, Facebook remains the most-used platform by marketers worldwide (93%).Facebook Messenger is on track to reach an

impressive 3 billion users over the course of 2022 and 10 million active advertisers on Facebook.

- **LinkedIn:**

LinkedIn is the most popularly known as the “grown up” social network and is a strong instrument that can support creators, sales representatives, advertisers and developers enormously. LinkedIn helps to create connections and effectively develop the company and hence is used for business marketing. 50% of B2B buyers use LinkedIn when making purchasing decisions.

- **Twitter:** This is a form of micro blogging where small amount of content or updates are uploaded online through mobile networks. 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. Twitter serves as a solid base for branching the company into other social sites. Twitter is a great forum for projecting the business and reaching towards a wide audience. 81% of Twitter users claim that Twitter impacts their purchasing decisions more than TV.

- **YouTube:** YouTube allow users to upload and share videos with fellow community members 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 justifies the fact that YouTube Marketing is a rising phenomenon and a very efficient means of achieving target segment.

- **Instagram: Instagram**

Marketing is a form of Social media marketing in which marketers 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. Today 68% of Instagram users engage with brands regularly. The following table shows use of Social Media for Marketing in India in 2022.

Platform	Percentage	Active Users (In Millions)
Facebook	74.70%	491.53
LinkedIn	37.20%	244.78
Twitter	44.90%	295.44
YouTube	88.56%	495.83
Instagram	76.50%	503.37

Table No.1: Social Media for Marketing in India in 2022

Source :<https://www.theglobalstatistics.com/india-social-media-statistics>

The following Table shows use of Search Engine Market Share in India in 2022.

Table No.2 :Search Engine Market Share In India

Search Engine	Percentage
Google	98.75%
Bing	0.91%
Yahoo	0.25%
DuckduckGo	0.05%
Ecosia	0.01%
Yandex	0.01%
Others	0.02%

(Source: <https://www.smartinsights.com/social-media-marketing/social-media-strategy>)

i)Social Media Marketing :

Social Media Marketing (SMM) is used to produce content that users will share with their social network to help a company to increase brand exposure and broaden customer reach. Social media marketing intends to shift from "trying to sell " and making connection with the consumers. It helps organizations to provide the opportunity with additional sources of information regarding product benefits, product features and provide real time feedback to consumers . Since today's customers are more powerful and busy , hence companies are trying to reach and available in every social media communication channel such as Face book, Twitter, Blogs, Forums at any time .

Characteristics of Social Media Marketing includes proper tone, conversation, reach& control .Golden (2011) lists the characteristics of social media marketing as follows



Fig2: Characteristics of Social Media (Source :<https://www.istockphoto.com/photos/social-media>)

It includes:

- Social Media Monitoring
- Social Aggregation
- Social Book Marking and Tagging
- Social Analytics and Reporting
- Automation
- Blog Marketing

ii)Benefits of Social Media Marketing:

Social Media Marketing (SMM) supports in improving interaction between both customers and organizations. The social media usage has become ubiquitous and organizations with the help of SMM can able to meet strategic goals, as it supports in managing customer relationship management processes. The The usage of social media marketing activities supports in increasing brand awareness as it supports in attracting inbound traffic and supports in improvement of search engine ranking.

- **Increased Brand Recognition:**

Social Media network provides new channels for company’s brand’s voice and content. It provides opportunity for new customers and also makes more familiar and recognizable for existing customers.

- **Improved Brand Loyalty:**

According to a report published by Texas Tech University, brands who engage on social media channels enjoy higher loyalty from their customers. A strategic and open social media plan could prove influential to turn consumers towards selecting a particular brand.

- **More Opportunities to Convert:**

Every post on a social media platform provides opportunity for customers to convert. Every blog post, image, video, or comment on a social media, is a chance for someone to react, and every reaction could lead to a site visit, and conversion.

- **Higher Conversion Rate :**

Social media marketing results in higher conversion rates where brands become more humanized by interacting in social media channels.

- **Increased Inbound Traffic:**

If user will send quality content on social media, it will generate more inbound traffic and more traffic leads more conversions. Every piece of content on social media provides opportunity to a new visitor.

- **Decreased Marketing Costs:**

According to Hubspot, 84% of marketers found that six hours of effort per week is enough to generate increased traffic. Even paid advertising through Facebook and Twitter is relatively cheap depending on goals or targets.

- **Better Search Engine Rankings:**

SEO is the best way to capture relevant traffic from search engines. Google and other search engines calculate their rankings using their presence on social media.

- **Richer Customer Experiences:**

Social media, is a communication channel where every customer interaction on social media is an opportunity to publicly demonstrate customer service

level and enrich relationship with customers. If customer complaints are observed about a product on Twitter, then you can immediately address the comment, apologize publicly, and take action to make it right. It gives impression to the customers that you care about them.

iii) Social Media Privacy and Issues:

While using social media, following things need to remember:

Since social media is public in nature and the decision to post videos, pictures, thoughts, experiences, and observations to social networking sites is personal, hence a single act can create far reaching ethical consequences for individuals.

- Students and youngsters are sometimes not mindful of what are private and public in Social networking sites. Several issues and concerns are being publicized for the students to be aware of the risks of posting private information on the social networks.
- Today's youth indulge their time and resource more into the hollow and many a times fake relationships endorsed by these profit oriented social giants.

- Social media also includes criminal activities such as identity theft and fake contacts which is prevalent today like Cyberbullying which should be avoided.
- Individuals' private information are publicly displayed on some of these social networks and malicious people take advantage and perpetrate all kinds of harassment.

3. Conclusion

Anyone can easily access social media platforms because they are readily available online. Additionally, social media offers businesses a relatively affordable venue to run marketing initiatives. Products and businesses can communicate and interact with followers on social networking sites. Followings and potential consumers develop a sense of loyalty as a result of this intimate engagement. Social media gives marketers the chance to implement more emotional touch points in contexts where customers may interact and share their experiences. Social media marketing is quickly becoming a crucial component of promoting firms due to the rapid advancements in marketing techniques. Because there are so many prospective customers on the online networks, maintaining public relations through social media has become simple. As a result, businesses may create their product promotion plans to draw in new clients while preserving their relationships with current ones.

Works Cited

- 2. Ayda D& Wei Li, (2012) The impact of online social networks on consumers' purchasing decision, Jonkoping international business university.
- . Vivekbajpaysanjaypandey; shwetashriwas (2012), "Social Media Marketing: Strategies & its Impact", International Journal of Social Science & Interdisciplinary Research Vol.1 Issue 7, July 2012, ISSN 2277 3630, PP (214-223).
- . Asad, H. Abu- Rumman&Alhadid, AnasY . (2014).The impact of social media marketing on Brand Equity: An Empirical study on Mobile Service Providers in Jordan ,Review of Integrative Business & Economics Research , Vol 3(1).
- Leon, Sebastian, (2014),"the impact of social media on consumer behavior towards travel planning" national chengchi university.
- Walid Nabil Iblasi, Dojanah M.K. Bader, Sulaiman Ahmad Al-Qreini(2016), "The Impact of Social Media as a Marketing Tool on Purchasing Decisions (Case Study on SAMSUNG for Electrical Home Appliances)", International Journal of Managerial Studies and Research (IJMSR) Volume 4, Issue 1, January 2016, ISSN 2349-0330 , PP 14-28.
- Wang, Z. and Kim, H.G.,(2017),Can social media marketing improve customer relationship capabilities and firm performance? Dynamic capability perspective. Journal of Interactive Marketing, 39, pp.15-26.

- Bhor, H.N., Koul, T., Malviya, R. and Mundra, K., (2018), January. Digital media marketing using trend analysis on social media. In 2018 2nd International Conference on Inventive Systems and Control (ICISC) (pp. 1398-1400). IEEE.
- Ravi. b, Sujaya Kumar s.(2021), “Social Media Marketing: A Conceptual Study”, International Journal of Research and Analytical Reviews , , Volume 8, Issue 1, (E-ISSN 2348-1269,PP 63-71.
- Social Media Marketing by www.wikipedia.com
- <http://smallbiztrends.com/2014/10/influence-consumer-purchase-decisions.html>
- <http://webtrends.about.com/od/web20/a/social-media.htm>
- <http://whatis.techtarget.com/definition/social-media-marketing-SMM>
- <http://www.wordstream.com/social-media-marketing>
- <http://webtrends.about.com>
- www.oasis500.com/arabic/46
- <http://www.forbes.com/sites/jaysondemers/2014/08/11/the-top-10-benefits-of-social-mediemarketing>.