TO STUDY ON INFLUENCE OF SOCIAL MEDIA MARKETING IN INDUSTRIAL IOT AND ALLIED SERVICES

Mr. M Ganesh Kumar ,Kumaraguru School Of Business, Coimbatore, Tamil Nadu

Mr Paul Sibi S, II MBA, Kumaraguru school of business, Coimbatore, Tamil Nadu

ABSTRACT

Social media has become an indispensable tool for businesses seeking to engage with their audience, build brand presence, and drive sales. This article explores the evolving landscape of social media marketing and the allied services that contribute to its effectiveness. It begins by discussing the fundamental strategies for successful social media marketing, including content creation, community engagement, and data-driven insights. It delves into the role of allied services such as influencer marketing, social media advertising, and analytics tools in enhancing the reach and impact of marketing campaigns. Furthermore, it examines emerging trends and technologies shaping the future of social media marketing, such as augmented reality experiences and artificial intelligence-driven personalization. By understanding and leveraging these strategies and allied services, businesses can harness the full potential of social media to achieve their marketing objectives and stay ahead in today's competitive digital landscape.

KEYWORDS : *Social media marketing, Industrial internet of things, Brand awareness, Engage with audiences*

INTRODUCTION

In today's rapidly evolving business landscape, the convergence of industrial internet of things (IoT) and social media marketing has emerged as a powerful force driving innovation and transformation in the industrial sector. For organizations to leverage IoT technologies for improved efficiency, productivity, and competitiveness. Simultaneously, social media has grown to become a dominant communication platform, offering businesses a unique channel for engaging with customers, partners, and stakeholders. The intersection of these two realms- industrial IoT and social media marketing holds immense potential and poses intriguing questions for both researchers and practitioners alike. The industrial internet of things (IoT) refers to the interconnectivity of physical devices, machines, ands systems with in industrial settings, enabling data collection, analysis and automation. This technology has the potential

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to revolutionize industries such as manufacturing, logistics, energy, healthcare, and agriculture by optimizing operations, reducing downtime, and enhancing decision making processes. Social media marketing on the other hand, encompasses a wide range of strategies and activities aimed at leveraging social media platforms like Facebook, Twitter, LinkedIn and Instagram to build brand awareness, engage with audiences, and drive business growth. it has become an integral part of modern marketing strategies, offering unique opportunities for customer interaction and data -driven insights

Social media is primarily internet or cellular phone-based applications and tools to share information among people. It expedites conversation and connection among people. it includes popular networking websites, like Facebook and Twitter; as well as bookmarking sites like Digg or Redditt and uses web page technology.

REVIEW OF LITERATURE

According to **Weinberg (2009),** social media turning into an influential marketing channel is news to many companies and organizations. Hence, when social media developed in accordance with a company's overall strategic objectives, a smaller firm not only needs the ability to communicate its message to its target audience, but also the ability to begin to cultivate meaningful relationship with its consumers. Besides, importance of long-term coordination of marketing communications in such a way that consistent message is communicated at all points of contact between the marketers and the consumer **(Castronovo & Huang, 2012)**. In order to catch consumers' attention in a cluttered advertising environment, firms must begin to plan for synergy among various communication and media outlet. Social media also gives important role for travelling firms. Study by Zheng Xiang (2010), due to the huge amount of information available, searching has become an increasingly dominant mode in travellers' use of the Internet. On one hand, so-called social media Websites, representing various forms of consumer-generated content (CGC) such as blogs, virtual communities, wikis, social networks, collaborative tagging, and media files shared on sites like YouTube and Flickr, have gained substantial popularity in online travellers' use of the internet (Gretel et al, 2006).

According to **Haslinda Musaa (2011) ,** The paper contains sufficient details to support that objective and suitable to be presented at the conference. Besides, this paper examines the relationship between factors influencing effectiveness and SMEs performance and also examined the key determinants of those factors towards SMEs performances. A literature review is presented to explain the effectiveness of social media marketing towards SMEs

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performances. In additional, a survey was carried out through questionnaire in the area of Melaka. The effectiveness of social media marketing contributes to SMEs success and contribute to their growth in the future, although some problems are acknowledged. The limitations of this research includes the limitation of the scale and scope of the survey, hence there is a need for further studies in other locations(**Haslinda Musaa et.al, 2011).**

According to **Hafizah Omar** Thorough literature analysis, nevertheless, can emphasize the significance of artificial intelligence in marketing via social media and suggest areas for future study. The current study uses intellectual network, conceptual, and bibliometric analysis of existing literature to provide an extensive review of Artificial Intelligence in social media marketing. The behaviour of the scientific players, including the most pertinent authors and resources, was identified by a thorough study of numerous works.

According to **Bil Hallaq,** This paper reviews what is meant by Industrial IoT (IIoT) and relationships to concepts such as cyber-physical systems and Industry 4.0. The paper develops a definition of IIoT and analyses related partial IoT taxonomies. It develops an analysis framework for IIoT that can be used to enumerate and characterise IIoT devices when studying system architectures and analysing security threats and vulnerabilities. The paper concludes by identifying some gaps in the literature**.**

According to **Erkan Akar (Published: 23 Mar 2011)**Social media and social media applications that build consumer communities involving rich user-generated content are new marketplaces and/or tools for marketers. This study aims to specify the factors affecting consumers' attitudes toward marketing with social media. Given this context, a 7-factor, consumer-based attitude scale that contains 32 items was developed, and a questionnaire was completed by undergraduate students between the ages of 18 and 24. Frequencies, *t*-test, ANOVA, factor analysis, and regression analysis were used for data analysis. In the end, six factors were found to affect consumers' attitudes toward marketing with social media.

According to **Gil Appel1 & T. Stephen (2019)**Social media allows people to freely interact with others and offers multiple ways for marketers to reach and engage with consumers. Considering the numerous ways social media affects individuals and businesses alike, in this article, the authors focus on where they believe the future of social media lies when considering marketing-related topics and issues. Drawing on academic research, discussions with industry leaders, and popular discourse, the authors identify nine themes,

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organized by predicted imminence (i.e., the immediate, near, and far futures), that they believe will meaningfully shape the future of social media through three lenses: consumer, industry, and public policy. Within each theme, the authors describe the digital landscape, present and discuss their predictions, and identify relevant future research directions for academics and practitioners

According to **Sheshadri Chatterjee (Nov 2017)** Internet technology has flourished in India keeping pace with other developing countries. In keeping pace with this advancement, the Internet of Things (IoT) technology is also spreading in India. Government of India (GOI) has realised IoT's business prospect and published draft policy on IoT in 2015. To achieve a better result, the prospective users are required to be kept aware regarding the prospect of IoT and for this, social media is expected to play a pivotal role. Social media can highlight advantages of IoT and in turn, these advantages would be made known to other potential users through Word of Month (WOM). This would bring in projection of a new business paradigm as contemplated by GOI.

According to **Chien-wen Shen (October 2020**) The IT service industry values the experience of social familiarity, which is based on routine interactions with suppliers and customers and is at the frontier of social media marketing. To further understand how IT service companies use social media to engage their customers or potential leads, the objectives of this research are to delineate the differences between IT service companies' use of social media and users' expectations based on knowledge extracted from user-generated content on Twitter. We applied a text mining approach called two-tier concept-linking analysis to extract patterns in Twitter posts from top IT service companies as well as the related tweets from the Twitter users. We further compare the yearly similarities and differences of the key concepts from the company's official account and from the users.

METHODOLOGY

Descriptive research:

Descriptive research is helped to find out the details of SYMBIOTEQ for the research. Descriptive research is defined as master plan specifying the methods and procedure for collecting and analysing the needed information. Here we use descriptive research for the study

Sampling size and sampling methods:

Sampling size: sample size used for the study was 113

Sampling method: simple random sampling is used for the study. In this technique, every member of the population has an equal change for selected. this is typically done through methods like random number generators or drawing lots.

Data collection:

Primary data collection: primary data were collected through the questionnaire from employees working in SYMBIOTEQ

Secondary data collection: Data collected through company publications, journals, company's website, internets, newspapers, etc

Statistical tools applied

Statistical tools used for the study are,

- ❖ Simple percentage analysis
- ❖ Bar chart
- ❖ One -way ANOVA
- ❖ Chi -square test

RESULTS AND DISCUSSION

- ➢ Almost 68.1% of respondents belong to the age group 20-30.
- ➢ The study reveals that there are about 67.3% of respondents are male
- ➢ 52.2% of respondents are belong to undergraduate.
- ➢ Almost 73.5% of respondents have 0-5 years of experience
- ➢ Majority of respondents are LinkedIn is used as social media platform for professional purpose.
- ➢ Majority of respondents are daily engaged with social media.
- ➢ 68.1% of respondents are come across social media marketing campaigns related to industrial IOT and allied services
- ➢ 52.2% of respondents are social media marketing campaigns in IOT industry is very relevant.

➤ 49.6% of respondents are social media marketing strategy is important in an organization.

➤ majority of respondents show brand awareness is the objective of company in social media marketing efforts.

➤ 46.9% of respondents are company create and source content for social media through in house team.

➤ 46% of respondents are the company engage with followers and customer through direct message.

➤ 40.7% of respondents are visualizing IOT services is the challenges faced by company.

➤ 45.1% of respondents are often come across IOT related brands or products on social media platform.

➤ 96.5% of respondents are follow IOT related brand or company on social media.

➤ 47.8% of respondents are agree social media marketing has an impact on increasing brand awareness.

➤ 83.2% of respondents are signed up for a newsletter or any other IOT related offer.

➤ 48.7% of respondents are stated that social media engagement is important.

➤ 41.6% of respondents are faced challenge is Inability to show case complex IOT functionalities effectively.

➤ 100% respondents are social media marketing is essential for success of IOT companies.

➤ There is no significant difference in social media marketing has an impact on increasing brand awareness and age.

➤ There is significant difference in the social media marketing has an impact on increasing brand awareness and gender.

➤ There is no significant difference in social media marketing has an impact on increasing brand awareness and educational qualification.

➤ There is no relationship between age and engagement with social media.

➤ There is no relationship between educational qualification and social media platform used for professional purpose.

➤ There is no relationship between total experience and engagement with social media.

SUGGESTIONS

➤ Majority of employees are male, the organization also provide more opportunity to female also.

➤ Majority of respondents are belong to undergraduate company can recruit more qualified employees.

➤ Most of respondents have 0-5 years of experience company can recruit more, experienced employees

CONCLUSION

Social media is working more as a search engine these days because people trust people rather trusting companies. Also people think that it would be cheaper to buy from the people directly rather than going to the company website. Hence, an area of interest is searched on a social media and concerned people are found and communicated with social media marketing creates a positive effect on many business markets such as financial institutions , travel and tourism business, retail business, knowledge business, entertainment industry , and so on .since the process of social media marketing saves money , time and is highly engaging and interesting social media marketing seems to be the next big thing to hit the world as a whole .

Social media marketing is a valuable tool for businesses in the industrial IIOT sector and allied services. By leveraging social media platforms, IIOT companies can effectively reach their target audience, build brand awareness, and establish themselves as industry leaders. While challenges exist, a well-executed social media strategy can lead to increased visibility, engagement, and business growth in this dynamic and evolving field.

social media marketing is a game-changer for businesses in the IIoT sector and allied services. It not only facilitates brand visibility and engagement but also enables companies to foster a robust community, deliver excellent customer support, and position themselves as leaders in the industry.

Nevertheless, challenges such as the technical nature of the IIoT industry and the need for data security persist. These challenges necessitate a careful and balanced approach when using social media for marketing purposes. As the IIoT sector continues to evolve, companies should remain adaptable and innovative in their social media strategies.

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