



SOCIAL MEDIA MARKETING: A CONCEPTUAL STUDY

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Abstract

Social media is now pervasive and critical for web accession, content sharing, and social networking in recent years. Social media creates a sizeable market for firms like online marketing because of its reliability, coherence, and immediate advantages. Social media marketing refers to marketing done through social media. Companies may now speedily, evidently and with success stretch out to their target customers all thanks to social media marketing. In addition, social media marketing comes across a number of travail in the industry. This article discusses the gains and drawbacks & difficulties of social media marketing in the recent times & the strategies to overcome them. This study will accumulate the available research on social media marketing & bring to light and potential research directions. Social media marketing is a type of digital advertising that makes use of the capability of well-known social media horizontal surface to further market and achieve branding objectives. In order to understand the overall impact of media on marketing, this article seeks to examine the effects, advantages & pitfalls of using social media as a tools for marketing.

Keywords: *Social Media Marketing, Customer Retention, Engagement, Digital Advertising.*

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Introduction:

The definite quantity of people creating material, sharing it, and networking on social media has increased enormously on popular demand. The opportunity & fortune to market oneself and one's products to active gathering and potential customers is provided by all forms of social media.(Roberts & Kraynak 2008).In technical terms, social media refers to a multitude of applications that let users post, tag, like, comment, blog, etc. People started generating thoughts that the internet will be the next up-to-date relationship marketing tool in the early

1990s, and social media has grown to be recognized as a significant and vital marketing aspect directing the success of a product/service/business. (Hawkins and Vel, 2013). Durkin (2013) Consumers who want to enlighten one another about goods, services, brands, and issues create, share, and use this social media content, which is a type of newly generated resource for online information. (Xiang & Gretzel 2010).Social media became famous for setting the trend in themes ranging from the environment, politics, and technology to the entertainment sector as a result of its simplicity of use, speed, and reach.



Users of social media essentially promote themselves by spreading across a number A. Social media's ability to go viral makes it a desirable tool for businesses to sell their goods and services.(Xiang & Gretzel 2010).Marketers are starting to comprehend how to employ social media as part of their strategy and campaigns to connect with clients. Social media can be studied & analysis into various leading marketing sub subject field: promotions, marketing intelligence, persuasion analysis, public relations, marketing communications, and product and customer management. It is essential to get into the comparative standing of each social media platform and how it is connected to marketing outcome such as performance, returns, output because each social media platform, such as blogs, online forums, and online communities, has an effect on these outcomes.(Stephen & Galak 2009).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 the comfort with which data & information may be accessed and the lack of oversight and regulation, it is clear that it favour various hazards and cyber-crimes. We will go into more detail regarding the benefits and drawbacks of social media marketing in the upcoming chapters. This type of marketing can be considered to be a subset of online marketing initiatives that finish off conventional Web-based promotion tactics, such email newsletters and online advertising campaigns.(Barefoot & Szabo

2010).Social media marketing has given mass communication and mass marketing a new term of exponential distribution and trust.(Hafele, 2011).The development of analytical software by official social network site platforms has improved and increased the effectiveness of social media marketing.(Hafele, 2011).Digital marketing becoming more and more popular, many companies are looking at how social media may help them market their goods and services to both present and future clients. Watson et al. (2002) cited by Sheth and Sharma (2005).

Objective:

1. To understand the benefits of social media marketing strategy
2. To identify the reasons for failure in implementing successful media strategy.
3. To understand the essential of successful media marketing.

Advantage of Social Media Marketing:

The principal advantage of social media marketing are cost savings and increased reach. When compared to other marketing strategies like face-to-face salesmen, middlemen, or distributors, the cost of a social media platform is often scares. Additionally, social media marketing enables businesses to connect with clients that would otherwise be inaccessible due to the spatial and temporal constraints of current distribution methods & locations. The marketing company can collect customers with a abundant amount of data & information without human involvement & participation. The amount of information that may be offered is more than in any other kind of communication, giving this a distinct edge over other means of contact. Also social media marketing



companies can develop interactions by individualize information for each consumer so that they can design goods and services that fulfills their particular needs. Social media platforms can allow business-to-consumer transactions that traditionally involve face-to-face interaction. Cost & deeper market penetration are most important benefit of social media marketing. Comparatively speaking, social media marketing has relatively minimal financial obstacles & difficulties. Most social media platforms offer free access, profile creation, and information posting. The advantage of reaching your targeted market for little or no cash investment is substantial, and the audience wanting your information voluntarily joins or follows you. In addition to changing how frequently people communicate online, new media has also increased the number of people they may communicate with and created new channels for behaviour modification.

Limitations of Social Media Marketing:

Social media sites are free and simple to use, but they do not provide any assurance that your marketing efforts will be having the right impact. Sadly, a lot of marketers put quantity before quality and never really optimize network connection. Marketers run the risk of slipping behind in the process of turning warm leads into customers without a defined strategy and an active plan to engage their networks. One of the main causes of social media campaigns failing is poor execution, which includes efforts that are not targeted or measurable, the lack of a plan for content development, poor-quality content that doesn't connect with the audience, or the distribution of the campaign on the incorrect platform. While brands

may collaborate with ambassadors who are required to produce content, it can be challenging to maintain brand coherence in this situation. People lose patience and stop trying, or they aren't persistent enough to develop brand engagement.

Another thing we frequently observe is businesses employing a shotgun strategy. They just sign up for any platform and begin posting pointless promotional tweets and updates on their Facebook, Twitter, Instagram profile in the hopes of receiving feedback from followers. They are unaware of the fierce competition their feed faces from users who are not brazenly attempting to sell them something. Then, as their message is drowned out, they wonder why they aren't gaining any momentum. Lack of commitment is a common cause of social media marketing strategies to fail. Additionally, marketers need to confirm that whoever is in charge of your account is speaking in the appropriate tone which helps to reach to audience in a more impactful way. Knowing your target audience inside and out will be helpful in this situation as well. Since social media users are constantly flooded with content, information, news & various updates to leads to distortion of information, lack to connectivity, & confusion in the minds of the audience. Interaction to build connection & retention among audiences is also lacking in this situation.

Essentials for a successful social media marketing strategy:

To understand the message the business wish to convey, the content created by the ambassadors and advocates must be managed and utilized well in marketing campaigns. One can keep track of the outcomes, communicate with ambassadors, and give them precise directions so that they can



produce material that adheres to marketing goals aims and brand. Companies must through their social media campaigns be able to keep their audience engaged & for the long run keep them interested. In order to do that, marketers must identify the target market and concentrate on giving rather than taking, offer them reductions, offer them your resources, inform them of interesting uses for your goods or something & in this way they can start to engage them. There are times when even after lots of social media campaigns the interaction rates on social media were could get stagnant rather than increasing. Users at times do not connect with the content material as strongly as they formerly were. Thus a step by step content re-alignment strategy would be the most effective way to address this problem. Effective communicate with the target audience by better understanding their habits and desires by understanding & analysis the demographics assist in setting the write tone & image of the message to make it more interesting & engaging for the long run.

Finding:

Studies on consumer behaviour show that people pay more attention to advice and information given online and spend more time on websites that offer third-party assessments Huang et al. (2009). In fact, many of the cited advantages of using new media (such as improved reputation and anticipated reciprocity) are directly related to its social interaction features. Kollock (1999); Arthur et al. 2006) cited by (Hafele, 2011). The interactivity of modern media allows users to be more than merely passive recipients of stimuli, unlike watching TV or listening to the radio. In the context of online social networking, "interactivity" refers to a user-centered

engagement with devices, messages, or other users that emphasizes the experiencing component of networking. (Liu & Shrum 2002) cited by (Hill & Moran, 2011). If you're not using social media sites like Facebook, Instagram, and LinkedIn, people are missing out on opportunities to discover, learn about, follow, and purchase from brands. According to studies, more interaction can result in greater involvement and along with higher source credibility. With the help of this user interaction, customers can take part in personal social networking by choosing the language, occasion, and mode of contact more positive attitudes toward websites (Bucy, 2003). Additionally, social networking makes it possible for word-of-mouth to promote goods more effectively than only advertising can. You need to learn how to keep your audience interested. In order to do that, you must identify your target audience and concentrate on giving rather than taking. Offer them your resources, inform them of interesting uses for your goods or something they didn't know. Then you can start to engage them. Marketers would be at an advantage when they promote their content and add all the appropriate hashtags. Ultimately a proved successful strategy is to collaborate with a micro-influencer who are in alignment with company's philosophy & image. Reach has been significantly increased by focusing on target audience and selecting the right content mix that would appeal to them. There are many successful brands that have evolved & made a mark in the market with the use of social media such as Starbucks, Nike, Airbnb etc.

Conclusion:

In order to increase user engagement, it is crucial for businesses to create high-quality content and to



correctly grasp the user behaviour dynamics on the social network & role in communication and marketing campaigns. Customers in the younger generations are particularly mindful of brands. To ensure an effective result and to create successful promotional efforts that meet the needs of their fans, they must be aware of the necessary drives. The benefits of social media marketing are self-evident as seen in the increasing brand loyalty and gaps being filled between the business and its customers. Today's corporate environment requires social media marketing, which is the act of increasing website traffic, customer engagement, and sales through social media platforms. Thus for companies of all sizes, social media marketing is an effective way to connect with prospects and clients. Effective social media marketing can help a company achieve extraordinary success by fostering committed brand advocates and even generating leads and revenue.

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