



E-MARKETING THROUGH SOCIAL MEDIA – A CRITICAL STUDY

Umesalma* Dr. Sudheendra Rao L N Dr. Venkatesh Prasad B.G. *****

**Manager in Nexthermal Mfg. (I) Pvt. Ltd, Bangalore, Karnataka, India.*

***Director - MBA Department, SVM VVSS Institute of Management Studies, Ilkal, Bagalkot District, North Karnataka, India.*

****Faculty, Dayananda Sagar University, Bangalore, Karnataka, India.*

Abstract

The purpose of this paper is to investigate the impact of Social Media as a marketing tool on Consumer Purchasing Decisions. Social media marketing uses social media platforms as a communication tool to connect people to connect organizations.

Organizations should use social media to market their products as these websites attract a large category of society. It is an inexpensive platform for organizations to implement marketing campaigns. It is becoming more popular for both practitioners and researchers. Social media has become a platform that is easily accessible to anyone with internet access.

The growing popularity of social media compelled the marketers to think about this media along with Traditional functional areas of marketing. Social media have provided new opportunities for consumers to engage in social interaction on the internet. Social media is based primarily on the internet or cellular phone based applications and tools to share information among people. Consumers use social media, such as online communities, to generate content and to network with other users. The study of social media can also identify the advantages to be gained by the business. The number of social media users is more than the population of some of the countries today. The impact of social media on marketing can be judged by comparing marketing before social media and marketing after the introduction of social media and the type of technologies used in social media.

Keywords: *Marketing Before Social Media, Web Technology, and Impact of Social Media on Marketing.*

Introduction

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 uses web page technology. Surprising to note that Telepathy is another medium of transmitting the information. The people from the moon to earth through telepathy transmitted the information. The first-ever telepathy communication sent by SARADEVI to Sharanya in the 19th Century is witnessed by the world is still alive in the minds of the people.

The 'social' part refers to interacting with other people by sharing information with them and receiving information from them.

The 'media' part refers to an instrument of communication, like the internet (while TV, radio, and newspapers are examples of more traditional forms of media). This

From these two separate terms, we can define

Social media are web-based communication tools that enable people to interact with each other by sharing and consuming information.

Examples: Social News. (Digg, Propeller, Reddit), Social Networking. (Facebook, Hi5, Last.FM), Social Photo and Video Sharing. (YouTube, Flickr), Wikis.



The Five Core Pillars of Social Media Marketing

- Strategy
- Planning and Publishing
- Listening and Engagement
- Analytics and Reporting
- Advertising

Web Technology used in Social Media

Web 1.0

"The read-only web" specializing in read-only content and Static HTML website. There have been 45 million global users in 1995.

Web 2.0

"The widely-read & write web" specializing in user-generated Content and skim and write the website.
- Over 1 billion global users (2006)

Web 3.0

"The Portable Personal web" specializing in the meaning of information, Personalization, intelligent searches, and behaviors. Semantic web Complex searches that return tailor-made solution supported user-behavior and interest.

Benefits of social media are

- Improved Customer Insights
- Establishing Brand Awareness
- Sales
- Comparatively cheaper
- It increases brand awareness
- Help to improve search engine rankings
- Higher conversation rate
- Better customer satisfaction
- Increased Brand Awareness. ...
- More Inbound Traffic. ...
- Improved Search Engine Rankings. ...
- Higher Conversion Rates. ...
- Better Customer Satisfaction. ...
- Improved Brand Loyalty. ...
- More Brand Authority. ...
- Cost-Effective.

Social Marketing Disadvantages

There are five main disadvantages

1. Time intensive
2. Trademark and Copyright Issues
3. Trust, Privacy and Security Issues
4. User-Generated Content (UGC)
5. Negative Feedbacks



Why Social Media Marketing is Important

- Branding
- Customer Loyalty
- Humanization
- Customer Insights
- Customer Service

The Characteristics of Social Media Marketing

- Tone
- Conversation
- Validation:
- Reach
- Control

SOCIAL MEDIA MARKETING TOOLS/ /PLATFORMS

Specialized platforms/tools for social media marketing are:

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

Top 15 social networking sites in the world

Facebook

1. WhatsApp
2. WeChat
3. Tumblr
4. Instagram
5. Twitter
6. Qzone – 632 million MAUs
7. Tik Tok – 500 million MAUs
8. Sina Weibo – 392 million MAUs
9. Twitter – 335 million MAUs
10. Reddit – 330 million MAUs
11. Viber – 260 million MAUs
12. Snap chat
13. Meet up

Social Media Websites

1. Social networking sites- Facebook, Google Plus, CafeMom, Gather, Fitsugar
2. Interact by adding friends, commenting on profiles, joining groups, and having Discussions.
3. Micro-blogging sites- Twitter, Tumblr
4. Publishing tools- Word Press, Blogger, Square space
5. Collaboration tools- Wikipedia, WikiTravel, WikiBooks
6. Rating/Review sites- Amazon ratings, Angie's List
7. Photo sharing sites- Flickr, Instagram, Pinterest
8. Video sharing sites- YouTube, Vimeo, Viddler



9. Personal broadcasting tools- Blog Talk radio, Ustream, Livestream

Popular Social Media Tools and Platforms

- a. **Blogs:** A platform for casual dialogue and discussions on a specific topic or opinion.
- b. **Facebook:** The world's largest social network, Users create a personal profile, add other users as friends, and exchange messages, including status updates. Brands create pages and Facebook users can "like" brands' pages.
- c. **Twitter:** A social networking/micro-blogging platform that allows groups and individuals to stay connected through the exchange of short status messages (140Character limit).
- d. **YouTube & Vimeo:** Video hosting and watching websites.
- e. **Flickr:** An image and video hosting website and online community. Photos can be shared on Facebook and Twitter and other social networking sites.
- f. **Instagram:** A free photo and video sharing app that allows users to apply digital filters, frames and special effects to their photos and then share them on a variety of social networking sites.
- g. **LinkedIn Groups:** A place where groups of professionals with similar areas of interest can share and participate in a conversation happening in their fields.
- h. **Pinterest:** is a social website for sharing and categorizing images found online. Pinterest requires brief descriptions but the main focus of the site is visual. Clicking on an image will take you to the source, so, for example, if you click on a picture of a pair of shoes, you might be taken to a site where you can purchase them.

Social Media Marketing Strategies





Top 7 Social Media Marketing Goals to do Business in 2020

1. Rethink Your Channels
2. Authentic Content
3. Creativity
4. Enhance Your Organic Reach
5. Build Meaningful Connections
6. Effective Social Customer Service

Review of Literature

Chung and Austria (2010) researched with objectives to find out, what gratifications are underlying the usage of social media, the attitudes towards social media marketing messages, and the effectiveness of messages about online shopping value. The base was taken on the Uses and

Gratification theory (**Katz, Bluner & Gurevitch, 1974 and as enhanced by Ruggiero, 2000**), to investigate consumer gratification in social media usage. Online shopping value was examined in a relationship with social media marketing messages. For social media gratifications, entertainment, information, and interaction were taken as exogenous variables. Attitude towards social media marketing messages and online shopping values were the endogenous variables. Minton, Lee, Orth.

Social media is digital content and interaction that is created by and between people. **Sam Decker – Mass Relevance**

Social media is the tools, services, and communication facilitating the connection between peers with common interests. **Chris Garrett – Chrisg.com**

Kim and Kahle (2012) did this very interesting research on sustainable marketing and social media, involving cross-culture populations (subjects) to analyze the motives for sustainable behaviors. South Koreans are representing the collectivist culture and the USA, Germany is more of an individualistic culture, were studied based on their usage of Face book and Twitter about motives for sustainable behaviors. Using Kelman's (1958) functional motives as a basic theoretical foundation, the online survey method was used to cover the subjects belonging to different cultures. The conceptual model for this study tried to analyze how functional motives (responsibility, involvement, and internalization) influence the sustainable behaviors such as recycling behaviors, organic food purchase, green transport use, anti-materialistic views, and charity.

Vinerean, Cetina, Dumitrescu, and Tichindelean (2013) did this exploratory research based on primary data using university students in Romania to explore how to engage with different types of an audience on social media marketing platforms (based on their online behavioral aspects), to maximize the effect of online marketing strategy. A linear model was examined to find out how different predictors related to online users and social networking sites, have a positive impact on the audience's perceptions of online advertisement.

Impact of social media on marketing

As marketers are always interested to grab the attention of the consumer. People have embraced new social media and technologies to allow marketers to reach consumers 24/7. It enhances the chances of messaging being seen. Therefore it is obvious to allure the marketers towards social media.

Traditional campaigning approaches are overshadowed not only by rising social media but also due to increasing difficulty to create an outstanding campaign due to a very competitive market.

The problem lies with the change in the consumer mindset. Social media has led to a culture of active engagement, immediate access to anyone, and for anything, and constant communication.



- Social media is effective and inexpensive
- Branding can be done effectively on social media
- Customer acquisition is easy on social media
- media enables direct customer interaction
- Impact of Traditional Advertising Media v/s Social Media Marketing



Traditional Advertising V/S Social Marketing

Traditional Advertising

It Includes

- Print Media (Magazines and newspaper ads, newsletters, brochures, pamphlets, and other printed material)
- Broadcast media
- (Such as radio and TV ads)
- Outdoor media
- Telemarketing
- Direct mail (Including fliers, catalogs, postcards)

Social Marketing

Includes advertising on various social media platforms such as

- FaceBook
- Instagram
- Twitter
- LinkedIn
- YouTube
- Pinterest



Advanced Social Media Marketing Strategies for Small Businesses

- Strategy 1: Multimedia usage
- Strategy 2: Integrate Offline and online advertising
- Strategy 3: Message Adaptation
- Strategy 4: Local social networks, beyond yelp

Conclusion

Social marketing makes more effective, and incentivize buying. As the popularity of social media is growing and there is no turning back it takes to other functional areas of marketing to a large extent. Social media is trying to fill the gap between marketers and consumers through continual dialogue, building trust, and interacting with the right audience in the right way, as fast as possible.

Recommendations

Modify your website to complement your Social Media Strategy.

- Identify the Actions you want your Customers and Prospects to take.
- Implement your Conversations.
- Provide the Content your Visitors Want.
- Maintain a consistent Communication Style.
- Send Advertisements.

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