



## THE FUTURE OF SOCIAL MEDIA MARKETING

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### **Abstract**

*The Social Media Marketing is an on-demand talk radio show from Social Media Examiner. It's designed to help busy marketers and business owners discover what works with social media marketing.*

*Social media is the modern tool for marketers who try every means to get their message out to their target markets. The medium has many advantages and disadvantages, and companies struggle to find the right way to use it. The average business owner does not fully understand the risks, and the field is still so new that it is difficult to evaluate the qualifications of social media "experts" who offer their services.*

**"If you try and connect to everyone through everything, everywhere then you dilute the sense of your brand on social media."**

### **Introduction**

Social media marketing is the use of social media platforms and websites to promote a product or service. Most of these social media platforms have their own built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address range stakeholders through social media marketing including current and potential customers, current and potential employees, journalists, bloggers, and the general public. On a strategic level, social media marketing includes the management of the implementation of a marketing campaign, governance, setting the scope (e.g. more active or passive use) and the establishment of a firm's desired social media "culture" and "tone". To use social media effectively, firms should learn to allow customers and Internet users to post user-generated content (e.g., online comments, product reviews, etc.), also known as "earned media", rather than use marketer-prepared advertising copy. While social media marketing is often associated with companies, as of 2016, a range of not-for-profit organizations and government organizations are engaging in social media marketing of their programs or services.

### **Social Media Platforms**

Facebook and Twitter are the social media platforms most commonly used for marketing. Facebook offers the option of creating a fan page for a company or product, while Twitter makes use of 140-character posts that users follow. Blogs are online journals written by users, which can be influential in spreading news and information. YouTube is a repository for podcasts and video clips, with a viewership of millions around the globe. Social bookmarking sites such as Del.icio.us and Digg enable users to share links to information with friends and followers. Some sites offer display advertising options, but the majority are simply a method of sharing information with others.

### **Advantages**

The main advantage of social media marketing is cost-related. The majority of social media sites are free to access, create a profile and post information. 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. Pay-per-click advertisements on sites such as Facebook are "geo-targeted" according to specific criteria, to reach the correct audience. The viral nature of social media means that each person who reads your posts has the capability to spread the news farther within his own network, so information can reach a large number of people in a short time.

### **Disadvantages**

Updating your social media accounts takes time and effort. A senior person with knowledge about the company and products should handle your social media presence, and the cost in time means the media is not completely free. It is ongoing work to find new angles about your products continually and to post and re-post information. The information is only visible for a short time before newer posts replace it. In addition, publishing obvious advertising copy is unacceptable in the social media world, therefore you must present the information in the form of conversation or you will lose followers.

### **Risks**

Social media marketing carries several risks. Unless you have someone check your social media accounts several times a day, disgruntled customers or employees can publish negative comments that are not always removable. For example, every post



on Twitter is public and you have no control over what people say. Bad news can go viral as easily as good news and can do your business irreparable harm. IT governance group the Information Systems Audit and Control Association released a report in June 2010 ranking viruses and malware, brand hijacking, lack of control over corporate content, unrealistic customer expectations and non-compliance with record management regulations as the top five risks of social media.

### **how does marketing affect the way you interact with social media**

Social media is the most popular destination for users of the internet, and it makes sense as someone wanting to market their product to want to make the most of the fact. The overwhelming majority of businesses – over ninety percent, according to some sources – take to social media in order to boost their marketing strategies, and this has an effect on how social media is used for interaction.

Marketing via social media calls for a certain manner of interaction. At that point of time, one must keep in mind that they are interacting with potential clients. It is therefore important to put one's best foot forward in order to present themselves as a worthy candidate amongst the ocean of similar offerings.

### **The Importance of Social Media in Marketing**

Social media, as the term implies, is the company's face to a large part of the world. It is their way of interacting with society and improving their brand value. Hence, the most important point is to use social media to develop and strengthen the relationship between the brand and the customer. Social media initiatives are the best bet to accomplish this. However, it is important to have a game plan when marketing through social media that will help forward the goals of the brand. These goals can range from building trust and relationships with customers to generating revenue.

Uniqueness, consistency and personality are, one may say, requisites when it comes to interacting on social media during such initiatives. One's marketing space is, basically, one's advertisement to the world, and it is important that it be distinct as well as reflects what the brand is about. Personal interaction with customers helps promote trust, and gives them a sense of security; it tells them that they are taking with actual humans rather than an inanimate brand. Also, unless one interacts regularly, it is possible that they will be drowned out by the scores of others also clamoring for attention in the social sphere. Another important factor to be taken into consideration is one's intended demographic. Certain social media are used by a particular age group only. It would be pointless and wasteful to market oneself somewhere one will not reach one's target audience. It is thus important to be specific when considering social media interaction. Social media can also be used to keep up with one's peer brands.

### **The difference between ordinary social media interaction and marketing-oriented interaction**

The average person uses social media to network with their friends and acquaintances. As a result, it is common to find informal language and a relaxed atmosphere. When it comes to marketing-oriented interaction, a certain amount of formality is not only expected, but is also healthy. While being too informal can create an unprofessional image, being overly formal can be unwelcoming or undesirable in the eyes of the customer. This can have a negative impact on the brand. It would be ideal to strike a balance between formal and informal.

Another major difference is that marketing-oriented interaction is generally promotional in nature. It is the brand's way of selling itself to the world, and will therefore be in a particular tone. It is beneficial to be tactful, but is also recommended to be as honest as possible. If there are too many hidden costs, it can negatively impact the brand image.

### **How Social Media Has Changed How We Communicate**

As communication and information travel faster and faster, the world seems to get smaller and smaller. As a result, this changes how the world communicates, especially with today's obsession with social media networks. Before social media, we were extremely limited in our means to interact with others and we were limited largely to the people that we knew in-person. There were things we (those my age and older) had to deal with that millennials do not have to – your significant other's parent answering the phone when you called, waiting for a letter in the mail, waiting a week to get your pictures that you sent off to be developed, and so on.

The internet and social media has drastically changed the way people all over the world interacts and communicate.

### **How, you may ask?**

One of the biggest changes in the way that we interact, due to social media networks, is the sheer number of people that we can interact with.



Because of social media networks, we are now able to interact with thousands of people all over the world – this is why we see people who have thousands of Facebook friends or tens of thousands of Twitter followers. Without social media, that would be impossible. Social media networks allow us the opportunity to share opinions with a far wider audience.

**Another big change that has occurred is that there is now no filter on the way we speak.**

In the past, unless you spoke to people directly, you had no way to get your message across regardless of your freedom of speech. Now we can use social media to get our messages out to thousands or even millions of people uncensored. Social media has also changed the way that we interact, mainly the way we have lost some of our social skills. Some people are completely incapable of carrying on a normal conversation or interacting with people in person because of the dependency of social media.

**Conclusion**

Social networks are becoming one of the dominant ways we communicate. Snapchat or Instagram, anyone?? People are more obsessed with checking their Smartphone every 2 minutes than engaging in meaningful conversation with their child or spouse. Social media and technology are double-edged swords. It's awesome to have and can really help us, but it also distracts us to the point of being blind and deaf to everything else going on.

Next time you are out, count how many people you see walking and staring down at their Smartphone.

It can also be argued that social networks have affected our communication by the way we converse and in our writing techniques. The social web has changed the written word in a couple of crucial ways:

1. Writing is more summarized: When Twitter and its 140 character limit were introduced, most of us questioned how we could get anything meaningful across in 25 to 30 words. As we have adapted to Twitter and other social media networks, we have realized that the 140 character limit has actually pushed us to get to the core of what we are conveying. However, this has allowed for shorter sentences or paragraphs and made way for neglecting correct grammar use.
2. Abbreviations are more prevalent: People who communicate via social media or text message aren't necessarily spelling things incorrectly; they are speaking a new language entirely. "TTYL" is commonly used to let someone know you will talk to them later. In today's world, abbreviations are now so common that we do not even have to think twice about what they stand for. Example: "FB is the best way 2 use sm. U have lots of chances 2 advertise ur biz."

There is not a right or wrong way to communicate and/or adapt social language into our lives. However, we are all becoming engulfed in this new world of communication due to technology—and if we haven't done so already, will be forced to learn this new form of language, especially if you are a parent of a tween (I am) or a teen.



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