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# ROLE OF SOCIAL MEDIA IN ADVERTISING

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## **Abstract**

*Advances in information technology are revolutionizing every organization and industry. The method of gaining visibility, driving traffic and engaging your clients and prospects through social media platforms is social media marketing. This research shows the efficacy of ads across social networking sites, amid the recent boom of social networking sites for marketing. However, the perfect medium for direct contact between organization's and consumers is created by a social networking site. Marketing on social networking platforms must follow new rules and guidelines, and each company must explicitly decide whether or not social media marketing is suitable for them. Communication through the internet is more precise, with its users having a successful interactive strategy. Online advertising has taken new forms in recent days, gaining more advantages over conventional media such as print, television and radio. Communication in marketing is becoming accurate, intimate, interesting, interactive and social. Various contact techniques are adopted on various social networking platforms such as Facebook, Twitter, LinkedIn, Orkut, etc. They not only have an impact on users, but also make them engage with the developed marketing statistics. In social networking sites, individuals are more attached to brand contact than normal banners and pop-up advertising. The study finds that the efficacy of social media marketing is strongly affected by the nature of its messages/contents, the presence of the company and its interaction with other marketing channels.*

**Keywords:** Advertising, Marketing, Media, Network, Social, Modern Technology.

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## **I. INTRODUCTION**

The best use of social networks for advertisement on social networking platforms is not to make money directly from them, but to exploit their marketing power and use it to market your own business. The relevant networking features, friend emphasis, search, protection, aid & support were put forward. In some way or another, social networks have the opportunity to customize private profiles. They also have the capacity to report and block users. Only allowing users to

upload profiles and update photos, a strong social network goes above and beyond. Song sections, video uploads, groups and more are additional features [1]. Seeking friends and expanding relationships is the goal of a social network. In a secure and easy-to-use environment, top social networking websites allow users to search for other members. Searching by name, city, school and email address are common search features. Pages for social networks are self-explanatory. There is no question that social networks are an important new way of reaching people, but the competition is far from ripe [2].

The present research identifies the implications of the promotion of business using social networking sites. In this report, we need to better understand how efficient and easy it is for young marketers and entrepreneurs to use social networking sites as their tool to advertise and promote their products and services, as well as how ordinary business owners or marketers do not fully understand the risks and challenges involved. The sector is still so new that the credentials of "experts" in social media who provide their services online are difficult to assess. So, they have to complete full research on social media activities before an organization moves into the world of social media marketing. In order to succeed in the world of social media marketing, a company needs to learn the basic concepts and techniques of using social media as an effective tool [3].

### **Highly Influential Factors on Social Media Marketing Effectiveness**

Content quality, not quantity

Blanchard suggests that millions of fans/followers could act as "ghost followers," which means that the online discourse has never been actively engaged with these followers/fans. In addition, research published by the Advertising Age indicates that the number of brand mentions is not the true indicator of the efficacy of SMM, especially when the word is so generic that the social media monitoring tool can misinterpret it. "For example, a "accident" named by the researcher "The Salt Lake City Effect" or "The Bieber Illusion" when the number of references to the word "salt" on Twitter suddenly increased [4]. The research was caused by the release of Angelina Jolie's latest movie at that time entitled "Salt." "He finally found out after spending some time tracking the individual tweets that the rise was caused by pop star Justin Bieber, who was on tour at the time and just arrived in Salt Lake City, where he tweeted "Salt Lake City is so chill. "Air just feels clean," the word "salt" produced a major boost from his fan retreats. This example also demonstrates that managers do not rely solely on their social media campaign to assess and evaluate the monitoring programmer. The Twitter review reveals that some brands/companies have used their Twitter account to communicate and interact with consumers (e.g. Microsoft, Charmin). Via some personal discussions on subjects that were important to their clients, their tweets were about engaging and interacting with their followers. Consequently, in financial results and Twitter operations, they were able to beat their key competitor [5].

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## **Building Trust and Long-Term Relationship**

Rust, Moorman, and Bhalla (2016) address the shift in the marketing strategy. Via "bombarding" clients with various commercials, it used to be about persuading customers to purchase goods. Marketing today is about building relationships and trust through efficient two-way communication (e.g., communicating about something that consumers are interested in) and developing goods that can help solve issues for customers. Ironically, some of the social media marketing strategies of today are still powered by old-fashioned marketing and concentrate on short-term (sales) effects, which are also known as incentive-induced actions. Blanchard (2015) says that trust and genuine buyer/seller relationships achieved through consistent and engaging conversation will increase the messages (SMM) level of influence [6].

### **Offline community to extend their relationship and customers' loyalty**

By inviting their customers or prospects to join their social media network, firms should begin their involvement. For instance, businesses can post the icons of the social media sites they are part of on their main page, or by giving consumers who become their fans or followers some exclusive offers. Firms can begin to write more productive posts in the online community. Humbleness, integrity, and conciseness, which Woessner (2015) suggests as key elements of an effective post, should represent an effective post [7]. To satisfy the customers' need for knowledge and the views of experts, it should also be insightful. Efficient content should be able to evoke call-to-action from the audience so that fans/followers place an order, subscribe to newsletters, or engage in online polls by the end of this phase. Managers/executives in the offline community should share their experience with their community by volunteering in the local community as a guest speaker, which will help draw more followers or fans and improve their connection with the community. As previously mentioned, it is crucial to preserve the relevance of content within the key interests of consumers and not to confuse customers with too many posts/messages, which is very important to keep customers engaged. In doing so, it will help businesses increase awareness of their brands/products, especially in the smaller community/market, boost their expertise among their peers in their sector, as well as grow their impact, and strengthen the relationships between businesses and current customers.

### **Integration with other marketing platforms**

Many administrators are worried that their social media strategy will impact the number of visitors to their main page, as more and more consumers turn to Facebook or Twitter. If the social media programmer is done right, visitors to the website will not be influenced by the growth of fans/followers of companies on social media platforms. This is because clients should eventually be guided to the main website of the organization. As a consequence, social media marketing is the tool for increasing the traffic of the website as well as the e-commerce of the business. A study shows that "more than two-thirds of the most successful salespeople

believe that social media is an integral part of their sales success," because social media has helped marketers to engage with consumers in their purchase process. AT&T did a decent job of incorporating some of its marketing platforms into its Twitter account from the Twitter/revenue review. AT&T has used its Twitter account as an additional tool to address any questions from its customers about the services of AT&T and to deal with any concerns about its customers/followers (e.g. customer service and customer support), which has obviously enhanced the efficiency and customer satisfaction of its customer service department [8].

## II. CONCLUSION & DISCUSSION

Social networking offers new possibilities, opening the way for brand image businesses who need to place it at their highest priority to change. Social networking will also be used by new and old brands to boost their market position and to build traction among their customers in order to achieve consumer loyalty. Through the use of social media, the user-friendly interactive system can quickly be met, recognizing the special and unique needs of consumers in a way that customers themselves can adapt and understand well. Many customers switched to doing word of mouth for products during data collection, making them the indirect advertising power of a brand. Even so, some businesses assume that the use of social media would dramatically cheapen the way to boost brand image companies because proof is accessible by searching social media accounts, blogs, forums, and so we can understand that consumer loyalty has been enhanced in such a way that while these networks are not the backbone of service providers, they obtained stronger reviews on the use of the social media.

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