

SOCIAL MEDIA EFFECTIVENESS AS A TOOL OF MARKETING

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Abstract

Social networking helps people to connect with each other and create relationships. As businesses enter social networks, customers can connect with them and they can interact directly with customers. It is more than apparent that social media such as Facebook, Twitter, Orkut, MySpace, Skype etc. are used extensively for networking purposes. The online sharing of knowledge and information among different groups of people is one of the most important advantages of the use of social media. Designing a marketing campaign without considering social networks is virtually impossible. In today's marketing mix in general and in promoting the new product and the latest one in particular, social media has become very relevant. To recognize the usefulness of social media as a marketing tool, the paper carries out observational research.

Keywords: Companies, Communication, Marketing, Networking, Social media.

I. INTRODUCTION

People have undergone a profound shift in how business is done and how individuals communicate over the past 40 years. The advent of personal computers, the Internet and e-commerce has had a huge effect on the functioning and marketing of companies. Social networking takes many different types, including magazines, web forums, weblogs, social blogs, micro blogs, wikis, podcasts, photos or images, videos, reviews, and social bookmarking. It is more than evident with the world in the middle of a social media revolution that social media such as Facebook, Twitter, Orkut, MySpace, Skype, etc., are commonly used for networking purposes[1].

Meaning and Definition

The word social media refers to the use of web-based and mobile technology in an immersive conversation to transform communication. Marketing on social media refers to the method of

attracting traffic or exposure from websites via social media platforms. Social marketing involves creating a company through many different channels, such as viral videos and blogs, as these offer exposure to goods for your promotion. In an online world, social media as a means of marketing leads to a positive and direct interaction between brands and their public through its immediacy. Social media is, according to Andreas Kaplan and Michael Haenlein, "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content[2]."

History of Social Media

People usually think of Facebook and Twitter when we think of social media. Nevertheless, it is more than that in fact. Both audio and visual were likely the first ways to transmit messages over long distances. In ancient China, Egypt, and Greece, people used to relay smoke signals by day, and beacon fires by night. Drums have been used to expand the range of the human voice for contact in many parts of the world as well. During 550 BC, when the daily postal system was developed in Iran, where horse riders and horse-drawn waggons carried mail, the seeds of social media were sown. In general, mail consisted of government dispatches and was sent from one area to another[3].

New methods of telegram and letter transportation have emerged with the rising number of express messages between businesses, financial and legal offices and banks in growing cities, as well as busy street traffic. To combat the shortcomings of the telegraphic network in Paris, the pneumatic post was introduced. The invention of telephony and radio brought the concept of communication to a new level. The 20th century was characterized by the internet's growth and development. A period of exchange of messages from one person to another digitally or via the web came with the growth and advancement of the internet[4]. With the introduction of Friendster, Fotolog, Photobucket, Flickr, Orkut, Facebook, Ning, Digg, Twitter, Netlog, YouTube etc., the 21st century saw a spurt in the growth of social networking sites. Since the days of the telegraph and also the more recent days of Internet-relay chats (IRC), social media has come a long way, and it continues to grow. Social media has been a convention in the online landscape in the last few years. Changes and updates are made on a fairly regular basis by major social networks and social media platforms, so it is likely to keep changing in the coming years[5].

Why Social Media Marketing needed

Social media does help get the word out First and foremost

In effect, social media helps get the word out about the brand. But it is far more critical than the publicity that it gives a company the ability to establish relationships with the target audience. Facebook fans, followers of Twitter, and ties to LinkedIn are individuals who know the organization, have possibly done business with the organization in the past, and would most likely tell their friends about the organization. Social networking helps concern social interaction to improve relationships with these connections. And because that engagement is easily visible to the connections of current fans and followers, social media can introduce the business to a whole new audience and enable it to reach your next great customer[4].

Social media is popular

It is necessary to be a dedicated reader of tech blogs or an expert in online marketing to know that social media is really popular among consumers. With more than 1 billion (yes, 1 billion) people on Facebook, 200 million people on Twitter, and 200 million more on LinkedIn social media will touch nearly every customer that walks through the door. For most small businesses, Facebook is the jumping-off point for getting started with social media marketing. With its extensive reach and dynamic functionality there are very few businesses that couldn't benefit from having a presence on Facebook. And starting there will make it easier when they want to try something new.

Social media sites are free

It is absolutely free to get started on social media. There is no catch. Facebook, Twitter, and LinkedIn all provide users and businesses with free accounts and signing up would take nothing more than an email address. Some sites such as LinkedIn have paid accounts with features aimed at more advanced users, but for the purposes of getting started, most social networks do not have an upfront cost[6].

Social media encourages two-way communication

Today, small companies have no marketing tool available that offers the sort of two-way contact that comes with the use of social media. It has the ability to easily and openly take all of the input it can receive by using a platform such as email marketing and supercharge that allows consumers to share their opinions, questions, and suggestions without taking the time to write an entire email[7].

Social media is perfect for customer service

For small companies, delivering stellar customer support is possibly already a top priority. But along with the two-way contact offered by social media, it also provides a unique opportunity to step up the game of customer service and provide the target audience with immediate gratification. This will allow you to demonstrate how careful it is to have a memorable

experience and ensure that no customer request goes unnoticed. And it really helps to drive real business outcomes by tracking social media for client input and providing a response[8].

Increase Product & Brand Awareness

By raising the online visibility of your goods and brand, marketing on social networking sites will increase awareness. With every interaction, the participants are reminded of your brand and website when the organization creates a community or organizes a campaign on a social networking site. Since clients decide what groups they want to join and what data they want to collect, this information is generally received positively[9].

II. CONCLUSION & DISCUSSION

Online collaboration becomes simple as social media technologies promote it. For building social authority, social media can be effective; individuals or organizations can establish themselves as experts in their fields, and then they can start influencing these fields. Thus, one of the basic principles of social media is that one cannot totally monitor one's message with social media, but one can contribute to discourses. The applications of social media are capable of attracting people all over the world.

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