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# IMPACT OF SOCIAL MEDIA ON DIGITAL MARKETING

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## ***Abstract***

*Digital marketing is only gaining popularity over conventional marketing very quickly because of improved speed, cost savings, efficiency and greater consumer focus. Consumers and companies are gradually turning their focus to digital marketing media such as the Internet, search engine optimization, and wireless devices from conventional marketing media such as television & print publications and radio. Current problems such as methods of attracting consumers using e-newsletters and pay-per-click ads, developing an efficient website to generate benefits of online performance and others that increase consumer conversion rates, writing higher-click-through-rate online advertising are the need for the hour. This paper's main area of research is the new IT-enabled social media marketing tools, software and innovations that allow companies to expand through digital marketing and how they help marketing managers and executives to increase their organizations' business base.*

**Keywords:** Business, Communication, Digital, Marketing, Social media

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## **I. INTRODUCTION**

The growth of social media marketing platforms has become a broader part of creating social signals that are very significant in the digital marketing strategy for Search Engine Optimization (SEO). Perhaps this is unaware of the advent of numerous social media platforms that give internet marketers a big marketing opportunity to create brand visibility across the web like everyone else. How anyone's website rates on the search engine can have a very large influence on the consumer and the site's lead acquisition and conversion rate. In building organic website traffic, social media marketing integrated with search engine optimization strategies is successful. There are numerous trends & innovations in social media marketing that will certainly impact the way digital marketers conduct their search engine optimization (SEO) campaign to increase their lead generation process and conversion rates for websites this year[1].

There are some social media marketing patterns & innovations from the perspectives of digital marketing experts that can affect the growth and progress of the push for digital marketing and search engine optimization. About 76 percent of companies use social media networks to achieve marketing goals and objectives. Business retailers experience an increase in revenue of about 133 percent after marketing their business in the mobile market that promotes the value of social media marketing for their business. Smartphones are used for in-store shopping by about 40 percent of online shoppers. About 71 percent of consumers respond to a specific brand or company according to the feedback and recommendations of social users. Shoppers consider customer feedback as more trustworthy than the marketing promotion that comes directly from the brand site. In order to expand their marketing reach to make their brand more available among social media users, the majority of successful brands have a social media profile[2].

#### **A. Significance of Social Media Marketing Tools**

**Improved Brand Recognition:** Social media networking is essentially new platforms for the voice and content of the company. This is important because it makes the product simpler and more available to potential consumers at the same time, and makes the product more familiar and recognizable to current customers. For instance, only after stumbling upon it in a newsfeed could a regular Twitter user learn about your company for the first time. Or, after seeing your presence on multiple networks, an otherwise apathetic client could become better acquainted with your brand[3].

**Increased brand loyalty:** Brands that participate on social media platforms enjoy greater loyalty from their consumers, according to a study released by Texas Tech University. The study concludes that when it comes to communicating with their audience, businesses should take advantage of the resources social media offers them. In morphing customers into brand loyalty, a proactive and transparent social media strategy could prove influential. Another study conducted by Convince & Convert found that 53 percent of Americans who follow social brands are more loyal to those brands[4].

**More Opportunities to Convert:** For consumers, every post on a social media site is a chance to convert. Each blog post, video, picture or comment you share is an opportunity for customers to reply, and each response may lead to a visit to the site and ultimately a successful conversion. Not every brand interaction leads to a conversion, but every positive interaction boosts the chances of an eventual conversion. The sheer number of opportunities someone has on social media is huge, even if the click-through rates are poor. And "opportunity" is the first element of any action, as "The Four Elements of Any Action, And How To Use Them In the Online Marketing Initiative" has been pointed out[5].

**High conversion rates:** In several different ways, social media marketing results in higher conversion rates. Perhaps the most important is its aspect of humanization, the fact that by engaging on social media platforms, brands become more humanized. Social media is a place where brands can behave as individuals do, and this is crucial because individuals like to do business with other individuals, not with businesses[6].

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## **B. Social Media Marketing Tools**

### **1. Quill Engage (For Automatic Google Analytics Reports)**

Google Analytics is a broader platform for useful knowledge, but too much information is often accessible to sift through. For a weekly rundown of your information, there are occasions when it will be better to provide a quick overview. Quill Engage is a cost-free application that links to your Google Analytics account and emails. It informs about the increase or decrease of the site's traffic, where site traffic came from the previous week, which post received the most traffic and much more. But what makes Quill Engage stand out is that it uses an artificial intelligence engine to process and convey the information to you as though someone wrote a report describing all the important information. For example: Your traffic increased 25% week-over-week to 42,500 sessions. Direct sessions drove the biggest increase, growing 84% to 15,689 sessions. If you need a concise report of your Google Analytics data, connect with Quill Engage to get an automatic report sent weekly.

### **2. GitHub (For Open Source Code Collaboration)**

This is one of GitHub's coolest marketing tools for social media. It is a version control system and development platform such as CVS or Subversion. GitHub is free and open source and provides developers who are willing to share their projects & code with source code control. There is also a paying choice for private employment. For Mac and Windows, GitHub is available. It is the sharing aspect that makes GitHub interesting for social media marketers. The code might not be a finished product, but GitHub will meet developers.

### **3. PhotoSync (For Sharing Photos across Devices)**

PhotoSync is the latest and very useful social media application. It's an app that can easily share images with your computer and mobile device as long as the same WiFi is used for both users. Pick the things to share and then sync a quick downloadable app on the operating system and mobile devices. Upload the files instantly to the other device. Uploading several big picture files at once is a very simple way. For iOS and Android devices, as well as Mac and Windows computers, PhotoSync is available[7].

### **4. KingSumo (For Better Blog Headlines)**

The KingSumo WordPress headline testing plugin gives you the option to build additional test headlines right in the editor for some blog posts. It is possible to add around 2 to 10 headlines here. The plugin rotates the headlines after posting the blog to see which one performs better. To reveal the winning headline more frequently, King Sumo will change the headline rotation automatically. The whole process is set-it-and-forget-it until the headlines have been inserted by someone. Based on the number of times the blog post with that headline is posted, King Sumo grades success and selects the winning headline[8].

## 5. Inkybee (For Blogger Research and Relationships)

There is a secret target audience in every organization and in every market, i.e. bloggers and content creators. Inkybee is very useful and more than a tool for blogger discovery. It is also a strong instrument for coordinating research and outreach. Inkybee can be used to construct lists based on requirements that are already defined when someone is ready to develop a network of bloggers. When someone has set the parameters, Inkybee monitors the networking activity with certain bloggers[9].

## II. CONCLUSION & DISCUSSION

In order to attract more clients to improve their business, most companies use both conventional and social media techniques. It can now be seen that the use of social media platforms has helped companies attract more consumers, consider their demands, and better meet their requirements. Through using social media platforms, companies have seen a dramatic shift and increase in awareness of their products and brand reputation in the market. By clearly identifying the message to the targeted consumers and ensuring that there would be no mismatch between their online profile and their brand reputation, companies can use social media better to promote their company. Marketers see social media as a powerful tool in the field of digital marketing to build a large consumer base by offering different online facilities to make it simpler and easy for consumers to fulfill their needs, as well as enabling companies to quickly achieve their cherished goals.

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