

# A Study on the Impact of Social Media Marketing Trends on Digital Marketing

**Dr.S.A. Shamsudeen Ibrahim,**  
M.Com., M.Phil, B.Ed., PGDCA, PGDCM., Ph.D.,  
*Assistant Professor of Commerce*  
*Dr.Zakir Husain College, Ilayangudi*

## OPEN ACCESS

Volume: 6

Special Issue: 1

Month: October

Year: 2018

ISSN: 2321-4643

Impact Factor: 3.122

Citation:  
Shamsudeen Ibrahim,  
S. A. &., and P.  
Ganeshbabu. “A Study  
on Impact of Social  
Media Marketing  
Trends on Digital  
Marketing.” *Shanlax  
International Journal of  
Management*, vol. 6,  
no. S1, 2018,  
pp. 120–125

DOI:  
[https://doi.org/10.5281/  
zenodo.1461321](https://doi.org/10.5281/zenodo.1461321)

**P.Ganeshbabu, M.C.A., M.Phil, TNSET, MBA,**  
*Head – Assistant Professor of Computer Science*  
*Senthamarai College of Arts and Science, Madurai*

## Abstract

*Growing popularity of social media compelled the marketers to think about this media along with traditional functional areas of marketing. Social media is based primarily on the internet or cellular phone-based applications and tools to share information among people. The number of social media user’s is more than the population of some of the countries today. 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, the evolution of social media, social media today, and web technology, the impact of social media on marketing, concerns, and criticism of social media.

## Introduction

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address a range of 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 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.” When using social media marketing, firms can 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.

## **The Objective of the Study**

- To study Social Media Marketing
- To study Digital Marketing
- To study Digital Marketing Trends

## **Methodology**

### **Research Type: Descriptive Type**

Data Collection: Secondary data Collected through leading Journals, reviews, chapter Books.

### **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, 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 collectivist culture and USA, Germany being more of 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, 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 audiences perceptions of online advertisement.

## **The Platform of Marketing**

### **Social networking websites**

Social networking websites allow individuals, businesses and other organizations to interact with one another and build relationships and communities online. When companies join these social channels, consumers can interact with them directly. That interaction can be more personal to users than traditional methods of outbound marketing and advertising. Social networking sites act as word of mouth or more precisely, e-word of mouth. The Internet's ability to reach billions across the globe has given an online word of mouth a powerful voice and far reach. The ability to rapidly change buying patterns and product or service acquisition and activity to a growing number of consumers is defined as an influence network. Social networking sites and blogs allow followers to "retreat" or "repost" comments made by others about a product being promoted, which occurs quite frequently on some social media sites. By repeating the message, the user's connections can see the message, therefore reaching more people. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company.

Social networking websites are based on building virtual communities that allow consumers to express their needs, wants and values, online. Social media marketing then connects these consumers and audiences to businesses that share the same needs, wants, and values. Through social networking sites, companies can keep in touch with individual followers. This personal interaction can instill a feeling of loyalty into followers and potential customers. Also, by choosing whom to follow on these sites, products can reach a very narrow target audience. Social networking sites also include much information about what products and services prospective clients might be interested in. Through the use of new semantic analysis technologies, marketers can detect buying signals, such as content shared by people and questions posted online. An understanding of buying signals can help sales people target relevant prospects, and marketers run micro-targeted campaigns.

In 2014, over 80% of business executives identified social media as an integral part of their business. Business retailers have seen 133% increases in their revenues from social media marketing.

### **Mobile phones**

More than three billion people in the world are active on the Internet. Over the years, the Internet has continually gained more and more users, jumping from 738 million in 2000 all the way to 3.2 billion in 2015. Roughly 81% of the current population in the United States has some type of social media profile that they engage with frequently. Mobile phone usage is beneficial for social media marketing because mobile phones have social networking capabilities, allowing individuals immediate web browsing and access to social networking sites. Mobile phones have grown at a rapid rate, fundamentally altering the path-to-purchase process by allowing consumers to easily obtain pricing and product information in real time and allowing companies to constantly remind and update their followers. Many companies are now putting QR (Quick Response) codes along with products for individuals to access the company website or online services with their smart phones. Retailers use QR codes to facilitate consumer interaction with brands by linking the code to brand websites, promotions, product information, or any other mobile-enabled content. Also, Real-time bidding use in the mobile advertising industry is high and rising because of its value for on-the-go web browsing. In 2012, Nexage, a provider of real-time bidding in mobile advertising, reported a 37% increase in revenue each month. Adfonic, another mobile advertisement publishing platform, reported an increase of 22 billion ad requests that same year.

Mobile devices have become increasingly popular, where 5.7 billion people are using them worldwide, and this has played a role in the way consumers interact with media and has many further implications for TV ratings, advertising, mobile commerce and more. Mobile media consumption such as mobile audio streaming or mobile video are on the rise – in the United States, more than 100 million users are projected to access online video content via mobile device. Mobile video revenue consists of pay-per-view downloads, advertising, and subscriptions. As of 2013, worldwide mobile phone Internet user penetration was 73.4%. In 2017, figures suggest that more than 90% of Internet users will access online content through their phones.

### **Impact of Social Media Marketing Trends on Digital Marketing**

The growth of social media marketing platforms has become a major part of building social signals that are very important in any SEO digital marketing campaign. Perhaps you are unaware that the emergence of different social media channels offers internet marketers like you a wider marketing opportunities in building brand visibility over the web. How your website ranks on the search engine can make a big impact regarding your customer and lead acquisition and conversion

rate for your site. Social media marketing integrated with search engine optimization strategies is effective in building an organic for website traffic. There are different social media marketing trends that will affect the way digital marketers will undertake their search engine optimization campaign to boost their lead generation process and website conversion rates this year.

From the insights of digital marketing experts, here are some of the social media marketing trends that can impact the growth and success of your digital marketing and search engine optimization campaigns. Are you ready to embrace these trends into integrating them to your internet marketing structures?

### **Investing in social media marketing - A need than a want**

Online marketers now view the value of social media marketing for their business from a different perspective. There is a significant explosion in the number of consumers who are using socials as a means of finding products and services that they need. According to prestigious social consumer statistics:

- Social networking is used by about 76% of businesses to achieve their marketing objectives.
- Business retailers experience about 133% increase in revenues after marketing their business in the mobile market that promotes social media marketing value for their business.
- 40% of online shoppers from the US use the Smartphone for in-store shopping.
- About 71% of the consumers respond according to the feedback and recommendation of social users regarding a particular brand.
- Consumer reviews are regarded by shoppers as trustworthy than the marketing promotion coming directly from the brand site.
- The majority of successful brands have a social media page to widen their marketing coverage of making their brand more accessible among social media users.

### **Among the benefits of using social media channels in promoting a brand include**

#### **1. Growing social signals**

Social signals can significantly boost your search engine optimization efforts. The more people in the social media community share, like, recommend and talk about your business the more the search engine finds your website relevant thereby increasing the chance of your web pages to acquire a higher position to the search engine results page.

#### **2. Promote company branding and awareness**

Social media users can always recommend to their social media circles significant quality of your brand. This can be a good marketing boost to your brand image and in growing the number of people becoming more interested in your brand reputation and to become a follower of your brand.

#### **3. Word of mouth advertising is powerful**

Word of mouth advertising tends to have a higher trust rating from the consumers than the product descriptions that your company promotes from your site. Whenever your web page gains more likes and shares from the social media community, the wider your audience reach and influence becomes to your target customers.

Integrating social media into your digital marketing campaign is thus crucial to attaining your marketing goals. From becoming a mere luxurious means of marketing business online, social media marketing becomes an important pillar in SEO with the need of integrating it to digital marketing in an effort of making small to medium businesses at par and competitive with their competitors.

### **The social advertising trend becoming indispensable in digital marketing**

Digital marketers are being lured towards social media advertising due to the trend in the shopping behavior of the consumers. Social media surveys reveal that a big percentage of the consumers spend an average of 37 minutes a day on popular social media channels like Facebook and Twitter and 10% of the internet users are spent on social media sites. Imagine the potential market gain that social media can offer to online marketers. In 2013, about 53% of digital marketers were already positioning their brand in the social media market and by 2014 social advertising investment will continue to grow. If your business is not taking this marketing step to grow your market coverage by now, your competitors are probably taking advanced steps with a better and large market opportunity to play around.

To leverage social advertising to your business advantage, it is essential to implement the following:

- Define measurable goals for your business
- Integrate social advertising into your search engine optimization strategy to optimize your marketing efforts and results.
- Identify your target customer behavior, needs, and activities by using SEO analytics. This will help measure the potential effectiveness on the kind of social advertisement approach to using when engaging your target audience.
- Optimize the landing pages of your website by combining SEO and social media marketing strategies. Don't underestimate the influence of social media buttons in making your landing pages more engaging to your website visitors.

### **Image-Centric content for social media marketing**

Social media users are becoming more engaged in sharing images and liking them. For an internet marketer, this is a good opportunity to grow the social signals that will give their brand a better search rank. Image content can be very enticing among the social media users that offer a good online exposure of a brand. The image-centric content has become one of the social media marketing trends embraced by Atlanta's social media marketing companies that are likewise integrated to their search engine optimization campaigns under the principle that images are known to boost a brand's exposure to the search engine users.

### **Social integration to email marketing**

Email marketing is viewed by digital marketers as one of the pillars for successful lead conversion. The widespread use of email marketing remains to be prevalent despite the latest trend in digital marketing and marketers are taking the initiative of integrating social media marketing to further strengthen their business lead conversions. By using social media, your leads will find it easier to make a buying decision if they see your brand within their friends' social feeds. Social media marketers usually employ the process of updating their email marketing content in their social media status updates which effective in promoting brand marketing updates.

### **Conclusion**

The study started with the aim to analyze the different issues related to digital marketing. Based on the discussion it has been found that in the case of digital marketing the most important aspect is to connect with the users. The ladder of engagement has shown the approaches to attach to the customers. The study has also revealed that to utilize digital marketing effectively, the companies are required to design an effective platform. With the example of Interest, the effectiveness of a social media platform has been discussed. The current trends in digital marketing have also been discussed in the study. It has shown that in the current context, it has become important to integrate all the systems with that of the digital platform. The transition of a newspaper from the printed version to the online version has been exemplified the current trends of the digitalization.

## References

[https://en.wikipedia.org/wiki/Social\\_media\\_marketing](https://en.wikipedia.org/wiki/Social_media_marketing)  
<https://www.socialmediatoday.com/content/impact-social-media-marketing-trends-digital-marketing>  
[www.google.com](http://www.google.com)  
Marketing Management

## Web Sources

<http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.434.2756&rep=rep1&type=pdf>  
[https://play.google.com/store/apps/details?id=com.shahabfktech.socialmediamarketing&hl=en\\_US](https://play.google.com/store/apps/details?id=com.shahabfktech.socialmediamarketing&hl=en_US)  
<http://25razor.com/social-media-experts-information/>  
<http://howchoices.blogspot.com/2017/08/how-to-start-social-media-business.html>  
[https://en.wikipedia.org/wiki/Electronic\\_word-of-mouth](https://en.wikipedia.org/wiki/Electronic_word-of-mouth)  
<http://www.mainesocialmedia.com/>  
<http://pluminternet.weebly.com/>  
<https://www.socialmediatoday.com/content/impact-social-media-marketing-trends-digital-marketing>