

# Marketing and Social Media

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## Abstract

*The 21<sup>st</sup> century has brought both opportunities and challenges in our global, boundary-less world. Importantly, managers face a dynamic and interconnected international environment. As such, 21st-century managers need to consider the many opportunities and threats that Web 2.0, social media, and creative consumers present and the resulting respective shifts in loci of activity, power, and value.*

*To help managers understand this new dispensation, we propose five axioms: Social media are always a function of the technology, culture, and government of a particular country or context; Local events rarely remain local; Global events are likely to be (re)interpreted locally; Creative consumers' actions and creations are also dependent on technology, culture, and government; and Technology is historically dependent. At the heart of these axioms is the managerial recommendation to continually stay up to date on technology, customers, and social media.*

*To implement this managerial recommendation, marketers must truly engage customers, embrace technology, limit the power of bureaucracy, train and invest in their employees, and inform senior management about the opportunities of social media. There has been an increase in social media marketing in sport, as sports teams and clubs recognize the importance of keeping a rapport with their fans and other audiences through social media*

*Social media marketing is the use of social media platforms and websites to promote a product or service. Social networking websites allow individuals, businesses and other organizations to interact with one another and build relationships and communities online. This type of message encourages other locals to follow the business on the sites to obtain the promotional deal. In the process, the business is getting seen and promoting brand visibility.*

## Marketing and Social Media

Social media marketing is the use of social media platforms and websites to promote a product or service.[1] 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.

### **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.[4] Social networking sites act as word of mouth or more precisely, e-word of mouth.

Social networking sites and blogs allow followers to “retweet” or “repost” comments made by others about a product being promoted, which occurs quite frequently on some social media sites. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company.

### **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.[9] 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.

### **Passive approach**

Social media can be a useful source of market information and a way to hear customer perspectives. Blogs, content communities, and forums are platforms where individuals share their reviews and recommendations of brands, products, and services. Businesses can tap and analyze the customer voices and feedback generated in social media for marketing purposes;[15] in this sense the social media is a relatively inexpensive source of market intelligence which can be used by marketers and managers to track and respond to consumer-identified problems and detect market opportunities.

### **Active approach**

Social media can be used not only as public relations and direct marketing tools but also as communication channels targeting very specific audiences with social media influencers and social media personalities and as effective customer engagement tools.[15] Technologies predating social media, such as broadcast TV and newspapers can also provide advertisers with a fairly targeted audience, given that an ad placed during a sports game broadcast or in the sports section of a newspaper is likely to be read by sports fans.

## **Engagement**

In the context of the social web, engagement means that customers and stakeholders, such as consumer advocacy groups and groups that criticize companies (e.g., lobby groups or advocacy organizations) are active participants rather than passive viewers. Social media use in a business or political context allows all consumers/citizens to express and share an opinion about a company's products, services or business practices, or a government's actions.

## **Local businesses**

Small businesses also use social networking sites as a promotional technique. Businesses can follow individuals social networking site uses in the local area and advertise specials and deals. These can be exclusive and in the form of "get a free drink with a copy of this tweet." This type of message encourages other locals to follow the business on the sites to obtain the promotional deal. In the process, the business is getting seen and promoting itself (brand visibility).

Small businesses also use social networking sites to develop their market research on new products and services. Also, customers will feel the company has engaged them in the process of co-creation—the process in which the business uses customer feedback to create or modify a product or service the filling a need of the target market. Such feedback can present in various forms, such as surveys, contests, polls, etc.

## **Twitter**

Twitter allows companies to promote their products in short messages known as tweets limited to 140 characters which appear on followers' Home timelines.[40] Tweets can contain text, Hashtag, photo, video, Animated GIF, Emoji, or links to the product's website and other social media profiles, etc.[41] Twitter is also used by companies to provide customer service.

## **Facebook**

Facebook pages are far more detailed than Twitter accounts. They allow a product to provide videos, photos, and longer descriptions, and testimonials as other followers can comment on the product pages for others to see. Facebook can link back to the product's Twitter page as well as send out event reminders.

## **LinkedIn**

LinkedIn, a professional business-related networking site, allows companies to create professional profiles for themselves as well as their business to network and meet others.[48] Through the use of widgets, members can promote their various social networking activities, such as a Twitter stream or blog entries of their product pages, onto their LinkedIn profile page.

## **Whatsapp**

WhatsApp was founded by Jan Koum and Brian Acton. WhatsApp joined Facebook in 2014 but continues to operate as a separate app with a laser focus on building a messaging service that works fast and reliably anywhere in the world. WhatsApp started as an alternative to SMS. Whatsapp now supports sending and receiving a variety of media including text, photos, videos, documents, and location, as well as voice calls.

## **Instagram**

In May 2014, Instagram had over 200 million users. The user engagement rate of Instagram was 15 times higher than of Facebook and 25 times higher than that of Twitter.[57] According to

Scott Galloway, the founder of L2 and a professor of marketing at New York University's Stern School of Business, latest studies estimate that 93% of prestige brands have an active presence on Instagram and include it in their marketing mix.

### **Snapchat**

Snapchat is a popular messaging and picture exchanging application that was created in 2011 by three students at Stanford University named Evan Spiegel, Bobby Murphy, and Reggie Brown. The application was first developed to allow users to message back and forth and also to send photographs that are only available from 1-10 seconds until they are no longer available.

### **YouTube**

YouTube is another popular avenue; advertisements are done in a way to suit the target audience. The type of language used in the commercials and the ideas used to promote the product reflect the audience's style and taste.

### **Blogs**

Platforms like LinkedIn create an environment for companies and clients to connect online.[71] Companies that recognize the need for information, originality/ and accessibility employ blogs to make their products popular and unique/ and ultimately reach out to consumers who are privy to social media.[72] Studies from 2009 show that consumers view coverage in the media or from bloggers as being more neutral and credible than print advertisements, which are not thought of as free or independent

### **Tumblr**

Blogging website Tumblr first launched ad products on May 29, 2012.[75] Rather than relying on simple banner ads, Tumblr requires advertisers to create a Tumblr blog so the content of those blogs can be featured on the site.

### **Marketing techniques**

Social media marketing involves the use of social networks, consumer's online brand-related activities (COBRA) and electronic word of mouth (eWOM)[81][82] to successfully advertise online. Social networks such as Facebook and Twitter provide advertisers with information about the likes and dislikes of their consumers.[67] This technique is crucial, as it provides the businesses with a "target audience." [67] With social networks, information relevant to the user's likes is available to businesses; who then advertise accordingly.

Electronic recommendations and appraisals are a convenient manner to have a product promoted via "consumer-to-consumer interactions. A good service would result in a positive review which gets the hotel free advertising via social media. However, poor service will result in a negative consumer review which can potentially harm the company's reputation.

### **Implications for traditional advertising**

Traditional advertising techniques include print and television advertising. The Internet has already overtaken television as the largest advertising market.[95] Web sites often include the banner or pop-up ads. Social networking sites don't always have ads. Television commercials often end with a spokesperson asking viewers to check out the product website for more information.

## **Leaks**

The Internet and social networking leaks are one of the issues facing traditional advertising. Video and print ads are often leaked to the world via the Internet earlier than they are scheduled to premiere. Social networking sites allow those leaks to go viral and be seen by many users more quickly. The time difference is also a problem facing traditional advertisers.

## **Ethics**

The code of ethics that is affiliated with traditional marketing can also be applied to social media. However, with social media being so personal and international, there is another list of complications and challenges that come along with being ethical online. With the invention of social media, the marketer no longer has to focus solely on the basic demographics and psychographics given from television and magazines, but now they can see what consumers like to hear from advertisers, how they engage online, and what their needs and wants are.

## **Social Media Marketing in Sport**

There has been an increase in social media marketing in sport, as sports teams and clubs recognize the importance of keeping a rapport with their fans and other audiences through social media. [117] Sports personalities such as Cristiano Ronaldo have 40.7 million followers on Twitter and 49.6 million on Instagram, creating opportunities for endorsements.

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