

# A Study on Social Media Marketing

**OPEN ACCESS**

Volume: 6

Special Issue: 1

Month: October

Year: 2018

ISSN: 2321-4643

Impact Factor: 3.122

Citation:

Al Mahroofa, M. &.,  
and M. Al Hamdiya. “A  
Study on Social Media  
Marketing.” *Shanlax  
International Journal of  
Management*, vol. 6,  
no. S1, 2018,  
pp. 210–214

DOI:

[https://doi.org/10.5281/  
zenodo.1461357](https://doi.org/10.5281/zenodo.1461357)

**M.Al Mahroofa**

*I- BBA, Syed Hameedha Arts and Science College, Kilakarai*

**M.Al Hamdiya**

*Kilakarai*

## 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.

## Platforms

### Social Networking Websites

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 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.

### **Purposes and Tactics**

One of the main purposes of employing social media in marketing is as a communications tool that makes the companies accessible to those interested in their product and makes them visible to those who do not know their products. These companies use social media to create buzz and learn from and target customers. Marketing through social media has other benefits as well. Of the top 10 factors that correlate with a strong Google organic search, seven are social media dependent. While platforms such as Twitter, Facebook, and Google+ have a larger number of monthly users, the visual media sharing based mobile platforms, however, garner a higher interaction rate in comparison and have registered the fastest growth and have changed how consumers engage with brand content. Instagram has an interaction rate of 1.46% with an average of 130 million users monthly as opposed to Twitter which has a .03% interaction rate with an average of 210 million monthly users. Unlike traditional media that are often cost-prohibitive to many companies, a social media strategy does not require astronomical budgeting.

To this end, companies make use of platforms such as Facebook, Twitter, YouTube, and Instagram to reach audiences much wider than through the use of traditional print/TV/radio advertisements alone at a fraction of the cost, as most social networking sites can be used at little or no cost (however, some websites charge companies for premium services). This has changed the ways that companies approach to interact with customers, as a substantial percentage of consumer interactions are now being carried out over online platforms with much higher visibility. Customers can now post reviews of products and services, rate customer service, and ask questions or voice concerns directly to companies through social media platforms.

### **Twitter**

Twitter allows companies to promote their products in short messages known as tweets limited to 140 characters which appear on followers’ Home timelines. Tweets can contain text, Hashtag, photo, video, Animated GIF, Emoji, or links to the product’s website and other social media profiles, etc. Twitter is also used by companies to provide customer service. Some companies make support available 24/7 and answer promptly, thus improving brand loyalty and appreciation.

### **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. As of May 2015, 93% of businesses marketers use Facebook to promote their brand. A study from 2011 attributed 84% of “engagement” or clicks to Likes that link back to Facebook advertising. By 2014, Facebook had restricted the content published from businesses’ and brands’ pages. Adjustments in Facebook algorithms have reduced the audience for non-paying business pages (that have at least 500,000 “Likes”) from 16% in 2012 down to 2% in February 2014.

### **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. Whatsapp messages and calls are secured with end-to-end encryption, meaning that no third party including WhatsApp can read or listen to them. Whatsapp has a customer base of 1 billion people in over 180 countries. It is used to send personalized promotional messages to individual customers. It has plenty of advantages over SMS that includes an ability to track how Message Broadcast Performs using blue tick option in Whatsapp. It allows sending messages to Do Not Disturb(DND) customers. Whatsapp is also used to send a series of bulk messages to their targeted customers using broadcast option. Companies started using this to a large extent because it is a cost-effective promotional option and quick to spread a message. Still, Whatsapp doesn’t allow businesses to place ads in their app.

### **Yelp**

Yelp consists of a comprehensive online index of business profiles. Businesses are searchable by location, similar to Yellow Pages. The website is operational in seven different countries, including the United States and Canada. Business account holders are allowed to create, share, and edit business profiles. They may post information such as the business location, contact information, pictures, and service information. The website further allows individuals to write, post reviews about businesses, and rate them on a five-point scale. Messaging and talk features are further made available for general members of the website, serving to guide thoughts and opinions.

### **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. 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. When it comes to brands and businesses, Instagram's goal is to help companies to reach their respective audiences through captivating imagery in a rich, visual environment.

Moreover, Instagram provides a platform where user and company can communicate publicly and directly, making itself an ideal platform for companies to connect with their current and potential customers. Many brands are now heavily using this mobile app to boost their marketing strategy. Instagram can be used to gain the necessary momentum needed to capture the attention of the market segment that has an interest in the product offering or services.

Instagram has proven itself a powerful platform for marketers to reach their customers and prospects through sharing pictures and brief messages. According to a study by Simply Measured, 71% of the world's largest brands are now using Instagram as a marketing channel. For companies, Instagram can be used as a tool to connect and communicate with current and potential customers. The company can present a more personal picture of their brand, and by doing so, the company conveys a better and true picture of itself.

## **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. Also, the ads on this platform are usually in sync with the content of the video requested; this is another advantage YouTube brings for advertisers. Certain ads are presented with certain videos since the content is relevant. Promotional opportunities such as sponsoring a video are also possible on YouTube, "for example, a user who searches for a YouTube video on dog training may be presented with a sponsored video from a dog toy company in results along with other videos." YouTube also enable publishers to earn money through its YouTube Partner Program. Companies can pay YouTube for a special "channel" which promotes the companies products or services.

## **Advantages**

### **Increased brand Awareness**

Given in the current world almost every person owns a smartphone, desktop or a laptop, and they spend a lot of time in social media sites, implementing social media marketing strategy greatly improves product recognition since you will be interacting with a broad audience. To get started one can request employees, Instagram followers and friends to like and share your post or page. Getting people to interact with your product creates awareness among the public. Hence they may end up being potential customers.

### **Better Customer Satisfaction**

It is human nature to attract attention. Establishing social media marketing allows one to respond to a specific customer at a time. Customers do appreciate when they know they will get personalized response when they post comments on your page rather than get automated message response. It shows that you are attentive and caring. This puts you as a marketer at an advantage position since more customers will be attracted

### **Cost-effective**

Social media marketing is possibly the most cost-effective mode of advertising any product. Creating a new profile and signing in is free for almost every social media. Those that usually charge, the amount is minute compared to the overall returns. Saving on advertisement expenses ensure greater returns and investments.

## **Disadvantages**

### **Exposure to Competitors**

Social media marketing enables you to study your competitor’s strategy. However, they can still study your business methods through your social media platform. This puts your business at the risk of being outdone.

### **Needs Qualified Personnel**

To focus on core business issues, you will have to employ qualified personnel to manage your account and have the traffic under control. This implies that you have to invest both in apparatus and salary for quality outcome.

## **Conclusion**

Social media can be established anywhere with an Internet connection, and it should be considered by marketers, advertisers, and online content creators as a basic part of their communications because social media affects all aspects of the Internet and transforms the role of the Internet in people’s lives (Universal McCann 2008).

Today, consumers gain a new role with social media. Consumers are becoming “Content Creators” and, thus, functional consumers instead of just consuming, as in the past. Social media applications or tools that facilitate this are blogs, micro blogging applications (such as Twitter), social networking sites (such as Facebook), podcasts, and video and photo sharing sites (such as YouTube and Flickr). Given this reality, it is useful for companies, especially marketers, to integrate social media into marketing and their marketing strategies.

## **References**

- Felix, R., Rauschnabel, P.A.; Hinsch, C. (2016). “ Elements of Strategic Social Media Marketing: A Holistic Framework.” Journal of Business Research.
- Shaltoni, AM (2016-07-01). “E-marketing education in transition: An analysis of international courses and programs.” The International Journal of Management Education.
- Zhang, M., Jansen, B. J., and Chowdhury, A. (2011) Influence of Business Engagement in Online Word-of-mouth communication on Twitter: A Path Analysis. Electronic Markets: The International Journal on Networked Business.

## **Web Sources**

- <https://howchoices.blogspot.com/2017/10/how-to-advertise-business-on-facebook.html>
- <https://marketinchoices.blogspot.com/2017/09/social-media-platforms-for-marketing.html>
- <http://www.mainesocialmedia.com/>
- [https://en.wikipedia.org/wiki/Electronic\\_word-of-mouth](https://en.wikipedia.org/wiki/Electronic_word-of-mouth)
- <https://followerbox.com/social-media-marketing/>
- <https://wiretrip.net/marketing/internet-based/>
- <https://www.docsity.com/en/social-media-marketing-49/2612830/>