

SOCIAL MEDIA MARKETING: PLATFORM & ITS IMPACT

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ABSTRACT

Today, we are in 21st century and people do not find time to come & interact with each other. Social media helps in connecting themselves with social networking sites through which now people can stay far and yet remain connected. It helps to develop the business promotional activities and creates and awareness among brands with less budget. It increases the site popularity to run a reputed business on the internet. In 2019, it is estimated that there will be around 258.27 million social network users in India, up from close to 168 million in 2016. The most popular social networks in India were YouTube and Facebook, followed by social app WhatsApp. Facebook is projected to reach close to 319 million users in India by 2021. Social media is a vital element for the online business. It is used as a branding tool and to increase sales tracking and add exposure. Social media is highly accessible and scalable to the public which means the social media has lot of users and offers plenty of opportunities for companies because social media is easy to access. It is a type of communication that takes place outside of in-person meetings, phone calls etc. This research paper emphasizes on the strategies which can take this viral marketing mode beyond then ormal social media at present. As are sultit can also help in building your community strong enough to make your marketing effective & initiative buying.

Keywords: Social Media, LinkedIn, Twitter, Facebook, Instagram, Social Advertising.

II. INTRODUCTION:

Social media marketing is about a building a conversation with clients and consumers. It is something that takes place online. It is type of communication; it is unlike any other technology in history it has created a modern day renaissance for several reasons which are broken here. Social media a shift in how people discover, read and share news, information and content. Unfortunately many small business struggles to use social media and have no strategy going into it. Social media marketing refers to the process of gaining website traffic or attention through social media sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media. Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively in expensive platform for organizations to implement marketing campaigns.

A. Objectives:

- 1) To know the impact of social media in marketing.
- 2) To analysis the common mistakes that the companies are making through social media.

B. Methodology:

The research paper is conceptual in nature; the information is collected from secondary data sources. The following networking sites: Twitter, Facebook, LinkedIn, and Other Medias.

C. Social Media Platforms:

Social Media Marketing is having a tremendous impact on business and market as business growth and performance are taking place at an astronomical rate. Social media helps in developing business tactics. Social media platforms like Facebook, Twitter, LinkedIn etc., show an opportunity for businesses to grab the attention of the customers while simultaneously building a brand image. These social networks allow businesses to use tactics to build and create brand profiles like fan pages, contests etc. Through Social media marketing, one can figure out the likes and preferences of customers as well as the latest trends adopted by the public. Social media marketing helps a brand/company to build a strong online presence by innovative social media marketing techniques and customer satisfaction.

Social networking websites allow individuals to interact with one another and build relationships. When products or companies join those sites, people can interact with the product or company. That interaction feels personal to users because of their previous experiences with social networking site interactions. Social networking sites like Twitter, Facebook, Google Plus, YouTube, Pinterest and blogs allow individual followers to “retweet” or “repost” comments made by the product being promoted. By repeating the message, all of the users connections are able to see the message, therefore reaching more people. Social networking sites act as word of mouth.

Through social networking sites, products/companies can have conversations and interactions 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.

D. Some of the major social media platforms are:

- **Facebook** is a popular free social networking site on which registered can create profiles, upload photos and videos, send messages and keep in touch with friends, family, and colleagues. People can also create Facebook pages related to businesses, brands, and services. There are 2.07 billion monthly active Facebook users with an increase of 16% increase year over year.
- **Twitter** is a famous social networking website that allows registered members to write their messages through short posts called tweets. There are 330 million active Twitter users.
- **LinkedIn** is a social networking site designed for the business community, professionals, managers etc. LinkedIn has 467 million members connected. Basically, this site allows the registered member to connect and make a network of people they know and trust professionally.
- **Instagram** is a fast-growing social media platform that allows users to share their images, stories and promote their business. Instagram has 800 billion monthly active users. Instagram is used by many brands to promote their products, target their audience and drive real social value.

E. Social Media Marketing Using Twitter

- It focuses on brand promotions.
- Filling up the pages with quick techniques and tips.
- We can post a product, link etc... and ask for opinion and reviews.
- Create an awareness and necessity of new product
- Create a banner about products, organisations etc.
- We can post promotional codes for products such as discount coupons etc.
- Build a relationship with the customer and create trust worthiness among them.

F. Social Media Marketing Using Facebook

- Create advertisement about the new and existing and upcoming products.
- We can create page for products, organisations etc...
- We can create events like recent activities, upcoming events.
- It provide classified add services.
- We can upload photos; post links that directly to the sites.
- We can send offers, promotional codes discount coupons to the member groups etc.

Linked In:

- We can create group and make others to follows us.
- Ask for ad vice.
- Improve your connect ability.
- We can create professional networks ask for reviews.

G. Social media has countless benefits some of them are:

- **Improved Customer Insights**
Businesses get a better understanding of their customers by allowing them to share their insights, knowing that the brand is listening. Social media allows them to see what potential customer’s opinions are and network with them as well.
- **Better Customer Service**
Social media allows businesses to respond to customer grievances, questions, and concerns almost instantly. Customers want to be assured that, if they have a problem they will receive assistance at the earliest possible time.

- **Cost Efficient**

When a business is running on a fixed marketing budget, social media is the most cost-efficient way to market and promote the business. Websites like Facebook, Twitter, Pinterest etc., allow any business to share their content for no cost at all. Hence Social media is an affordable advertising platform.

- **Connectivity**

Businesses will always be connecting with the customers in terms of changing preferences, lifestyles, and resources and adapt to the changing interest of the consumers.

- **Establishing Brand Awareness**

Through social media, it is possible to increase brand awareness among customers as businesses can create awareness by building company image.

- **Sales**

Increased exposure through social media drives traffic to the company. This, in turn, converts potential customers to actual customers.

H. Five Pillar Models that Teaches How To Use Social Media to Make Success

PILLAR 1 Social media

PILLAR 2 Common mistakes companies make with social media.

PILLAR 3 Different ways companies use social media.

PILLAR 4 How a frame with for developing a social media strategy.

PILLAR 5 How to measure return on investment.

This is about building a conversation with your clients and consumers there is a common mistakes that most of the companies will do it not using the social media tools and not controlling the message. Following different ways some companies use is to reach potential employees, to reach and consumers and there should be developing strategy like public relations, brand awareness, social networking sites etc... Once your strategy is said it's time to execute by either building a team or hiring outside consultants to implements. This is the most important part of social media marketing that most important that you get it right.

III. COMMON MISTAKES COMPANIES MAKE WITH SOCIAL MEDIA

- **Not Developing A Social Media Strategy** because it is the hottest trend in marketing company assume that all here have to do set up a twitter account and a Facebook fan page. This is equal of pulling random magazines out of off. It requires a well thought out marketing strategy plan.
- **Perfecting a Social Media Strategy** even though social media is important. But reserve your company name on various social media sites is of most importance. It takes more time to build social media accounts. It is not a quick way to make more sales in fact. Social media actually add cycle time to the sales process.

IV. MISTAKES WITH SOCIAL MEDIA TOOLS

- **Not Using the Tools Correctly** It takes long time to build credibility. Especially as a company because individual is a thought to be wary of anything that looks like marketing or spamming. Unfortunately it only takes one to do damage to a company's reputation.
- **Not Using Tools At All** Every tool holds opportunities for companies. Companies must be willing to experiment. So don't tell them set the tone or build equity without having your own presence.

V. MISTAKES WITH MESSAGING

- **Not Controlling The Message** Company should be careful about trying to exercise too much control over the message. Companies often site "CONTROL OVER THE MESSAGE" As a reason not to participate in social media. But the behind truth is the companies have lost control of the message whether they participate or not.
- **Abusing Permission** it is one of the worst mistakes a company can make with messaging. For example: collect e-mails from various blogs and sending weekly newsletters. While this seems harmless. None of bloggers sign up for the companies e-mails. The company may lose the credibility and damage relationships.

VI. CONCLUSION

Social platforms each have an ecosystem of their own. Creating a basic social media presence is easy enough, getting your community to actually do something is more difficult. Make sure your site is

included in local business directories in order to help ensure that consumers find you when they need you. Customizing messages across sites help the message spread but it keeps users from receiving multiple identical communications. By giving exclusive coupons to your social community, you're rewarding and reminding them that you is not only a brand to engage with, but also to buy from. Taking advantage of these strategies can help you build your community, make your marketing more effective, and incentivize buying.

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