



The influence of social media marketing in present scenario

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Abstract

In present scenario social medias like Facebook, WhatsApp, twitter, bebo, flicretc are getting more popularity. Especially youths addicts much on social medias for communication, entertainment purpose entrepreneurs can make it en cash towards the improvement of their business, before moving towards digital marketing one should know the influence of the social media marketing this study mainly concentrate on the positive impact on marketing from social marketing.

Keywords: marketing, improvement, entrepreneurs, WhatsApp

Introduction

People depending on social media has been increasing day by day, current scenario indicates that a business enterprise need to reach their customer by many mode social medias through digitalizing their business, this study mainly describes that influence of social medias on encouraging potential buyers to attract potential customer towards their products, it also denotes how a business has to analyze their market to in the present digital world

Necessary for Investing in social media marketing

The investment in social media enlarging their market is need in

- 76% of businesses are using social medias to achieve their marketing objectives.
- Business retailers are experiencing about 133% increase revenues after marketing their business in digital markets by using many social media platform
- 40% of customers are using mobile phones for shopping in present scenario
- Its about 71% of the consumers buys and rejects the brands according to recommendations and suggestions by the buyers.
- Buyes review are trustworthy which are available on the brandsite
- UsallyThe majority offamous brands have a social media page to extend their to social media users

Reasons to supports of social medias on business prospectus

1. Increased brand awareness

By Following of social medias marketing will reach the unknown persons by the way of well known digital media, in such a way the popularity of the products, name of brand will reach the potential customers, Social media is one of the most stress-free and profitable digital marketing platforms that can be used to increase your business visibility. To get started, create social media profiles for your business and start networking with others. By applying a social media strategy, it will help you significantly increase your brand recognition. By spending only a few hours per week, over 91% marketers claimed that their social marketing efforts greatly increased their brand

visibility and heightened user experience.

2. Social media helps you deliver better customer service

Twitter is often a first port of call for many customers who have pre-sales or support related questions. Leaving customer questions to go unanswered makes a business look unprofessional and like they just don't care, so it's crucial that you are visible on the social networks that your customers are using, and that you are regularly monitoring all of your channels for brand mentions and customer questions.

Real-time communication helps to make happy customers which in turn creates brand evangelists who drive positive brand sentiment. I've seen customers converted time and time again thanks to businesses answering pre-sales questions promptly; being active on social media really is a great way of positively influencing sales.

3. Social media drives brand building & differentiation

Social media makes it so easy to improve brand awareness and build your brands identity. You can effectively establish your brands popularity and give your business a human voice that people can relate to. Connecting showing some personality are both effective ways of helping your brand stand out from your competitors.

4. Reduced Marketing Costs.

According to Hubspot, 84% of marketers found as little as six hours of effort per week was enough to generate increased traffic. Six hours is not aimportant investment for a channel as large as social media. If a business man can lend just one hour a day to developing his content and syndication strategy,he could start seeing the results of your efforts. Even paid advertising through Facebook and Twitter is relatively cheap (depending on your goals, of course). Start small and you'll never have to worry about going over budget—once you get a better feel for what to expect, you can increase your budget and increase your conversions correspondingly.

5. Social media can increase to reach audience via experts quotes.

A business can reach the potential customer by adding some

quotes experts who are very expert in digital marketing by using of social media, customer can be attracted by such a way usually customer can be influenced by the experts quotes along with the suggestions of the existing buyer For ex. "When you interact with customers on a one to one basis on social media, it makes them more with you, stay with you longer and tell their friends about you"

-Dan gingiss, Marketing & customer experience executive

6. An active social media marketing builds relationships with customer.

Consumers see Twitter, Facebook and Instagram as social networks, not marketing machines. That can be a challenge when entrepreneur first developing his social media marketing strategy. A lot of companies instinctively take a hard sell approach, inundating their followers with discount offer codes, new product announcements and customer reviews. Then, when the account only brings in modest traffic gains, they assume social just isn't a good fit for their brand. If entrepreneur following social media marketing best practices, he'll get a ton of exposure. That exposure brings in new leads. Over time, those leads become followers, followers become customers and customers become dedicated brand promoters, continuing the cycle.

7. Social media is the perfect mode to business market strategy.

Press releases are an important part of any marketing strategy, especially when business launching a new product or making a huge change in company, but most people get the distribution part terribly wrong. If what you're accustomed to is writing a press release and sending it out on personal it's a waste of time, Social media, on the other hand, provides with a space where he can reach his target audience in a more personal, conversational way. And if his customers have questions, they can ask him right then and there.

Marketing techniques

Social media marketing involves the use of social networks, consumer's online brand-related activities (COBRA) and electronic word of mouth (eWOM) to successfully advertise online. Social networks such as Facebook and Twitter provide advertisers with information about the likes and dislikes of their consumers. This technique is crucial, as it provides the businesses with a "target audience". With social networks, information relevant to the user's likes is available to businesses; who then advertise accordingly. An activity such as uploading a picture of your "new Converse sneakers to Facebook" is an example of a COBRA. Electronic recommendations and appraisals are a convenient manner to have a product promoted via "consumer-to-consumer interactions. An example of eWOM would be an online hotel review; the hotel company can have two possible outcomes based on their service. A good service would result in a positive review which gets the hotel free advertising via social media. However, a poor service will result in a negative consumer review which can potentially harm the company's reputation.

Social networking sites such as Facebook, Instagram, Twitter, MySpace etc. have all influenced the buzz of word of mouth marketing. In 1999, Misner said that word-of-

mouth marketing is, "the world's most effective, yet least understood marketing strategy" (Trusov, Bucklin, & Pauwels, 2009, p. 3). Through the influence of opinion leaders, the increased online "buzz" of "word-of-mouth" marketing that a product, service or companies are experiencing is due to the rise in use of social media and smartphones. Businesses and marketers have noticed that, "a persons behaviour is influenced by many small groups" (Kotler, Burton, Deans, Brown, & Armstrong, 2013, p. 189). These small groups rotate around social networking accounts that are run by influential people (opinion leaders or "thought leaders") who have followers of groups. The types of groups (followers) are called: reference groups (people who know each other either face-to-face or have an indirect influence on a persons attitude or behaviour); membership groups (a person has a direct influence on a person's attitude or behaviour); and aspirational groups (groups which an individual wishes to belong to).

Marketers target influential people on social media who are recognised as being opinion leaders and opinion-formers to send messages to their target audiences and amplify the impact of their message. A social media post by an opinion leader can have a much greater impact (via the forwarding of the post or "liking" of the post) than a social media post by a regular user. Marketers have come to the understanding that "consumers are more prone to believe in other individuals" who they trust (Sepp, Liljander, & Gummerus, 2011). OL's and OF's can also send their own messages about products and services they choose (Fill, Hughes, & De Francesco, 2013, p. 216). The reason the opinion leader or formers have such a strong following base is because their opinion is valued or trusted (Clement, Proppe, & Rott, 2007). They can review products and services for their followings, which can be positive or negative towards the brand. OL's and OF's are people who have a social status and because of their personality, beliefs, values etc. have the potential to influence other people (Kotler, Burton, Deans, Brown, & Armstrong, 2013, p. 189). They usually have a large number of followers otherwise known as their reference, membership or aspirational group (Kotler, Burton, Deans, Brown, & Armstrong, 2013, p. 189). By having an OL or OF support a brands product by posting a photo, video or written recommendation on a blog, the following may be influenced and because they trust the OL/OF a high chance of the brand selling more products or creating a following base. Having an OL/OF helps spread word of mouth talk amongst reference groups and/or memberships groups e.g. family, friends, work-friends etc. (Kotler, Burton, Deans, Brown, & Armstrong, 2013, p. 189). The adjusted communication model shows the use of using opinion leaders and opinion formers. The sender/source gives the message to many, many OL's/OF's who pass the message on along with their personal opinion, the receiver (followers/groups) form their own opinion and send their personal message to their group (friends, family etc.) (Dahlen, Lange, & Smith, 2010, p. 39).

The platform of social media is another channel or site that business' and brands must seek to influence the content of. In contrast with pre-Internet marketing, such as TV ads and newspaper ads, in which the marketer controlled all aspects of the ad, with social media, users are free to post comments right below an online ad or an online post by a company about its product. Companies are increasing using their social media strategy as part of their traditional marketing

effort using magazines, newspapers, radio advertisements, television advertisements. Since in the 2010s, media consumers are often using multiple platforms at the same time (e.g., surfing the Internet on a tablet while watching a streaming TV show), marketing content needs to be consistent across all platforms, whether traditional or new media. Heath (2006) wrote about the extent of attention businesses should give to their social media sites. It is about finding a balance between frequently posting but not over posting. There is a lot more attention to be paid towards social media sites because people need updates to gain brand recognition. Therefore, a lot more content is need and this can often be unplanned content.

Planned content begins with the creative/marketing team generating their ideas, once they have completed their ideas they send them off for approval. There is two general ways of doing so. The first is where each sector approves the plan one after another, editor, brand, followed by the legal team (Brito, 2013). Sectors may differ depending on the size and philosophy of the business. The second is where each sector is given 24 hours (or such designated time) to sign off or disapprove. If no action is given within the 24-hour period the original plan is implemented. Planned content is often noticeable to customers and is un-original or lacks excitement but is also a safer option to avoid unnecessary backlash from the public. Both routes for planned content are time consuming as in the above; the first way to approval takes 72 hours to be approved. Although the second route can be significantly shorter it also holds more risk particularly in the legal department.

Often buying on social media

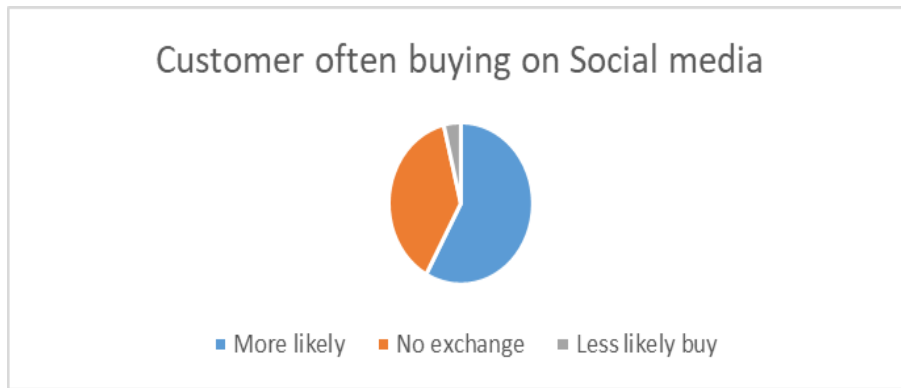


Fig 1

Social media marketing in present scenario

- 76% of business using to acieve business objectives
- 64% of business persons integrating degital media into their marketing technics
- 11% of business following for socila media marketing exceed than 3 years
- More likely buying on social media 57.5%
- Less likely buying on social media 3.8 %

Conclusion

By concluding this study its clear that now generation has been shifted from traditional mode of buying to modern style of online buying, increase in marketing of a branded products much depending on social media to reach their potential customeras well as existing customer too. One should understand that following digital mode for marketing

Unplanned content is an 'in the moment' idea, "a spontaneous, tactical reaction." (Cramer, 2014, p. 6). The content could be trending and not have the time to take the planned content route. The unplanned content is posted sporadically and is not calendar/date/time arranged (Deshpande, 2014). Issues with unplanned content revolve around legal issues and whether the message being sent out represents the business/brand accordingly. If a company sends out a Tweet or Facebook message too hurriedly, the company may unintentionally use insensitive language or messaging that could alienate some consumers. For example, celebrity chef Paula Deen was criticized after she made a social media post commenting about HIV-AIDS and South Africa; her message was deemed to be offensive by many observers. The main difference between planned and unplanned is the time to approve the content. Unplanned content must still be approved by marketing managers, but in a much more rapid manner e.g. 1–2 hours or less. Sectors may miss errors because of being hurried. When using unplanned content Brito (2013) says, "be prepared to be reactive and respond to issues when they arise." Brito (2013) writes about having a, "crisis escalation plan", because, "It will happen". The plan involves breaking down the issue into topics and classifying the issue into groups. Colour coding the potential risk "identify and flag potential risks" also helps to organise an issue. The problem can then be handled by the correct team and dissolved more effectively rather than any person at hand trying to solve the situation.

let them to sustain in market for long, otherwise he will be wiped out from the market.

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