

# A Study of role of Social Media in Marketing

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## Abstract

Social media allows people to freely interact with others and offers multiple ways for marketers to reach and engage with consumers. Marketing strategists have utilized social media platforms to increase sales, establish brand identity, and raise awareness. The author alluded the role of social media in marketing as it has found a constant.

Online social networking platforms allow people to freely express their ideas, opinions, and emotions negatively or positively. social media which started off as a platform for human interaction, now has been developed into a platform that can effectively be used for brand positioning, advertising and many others aspects of marketing management.

Social media is a phenomenon that has transformed the interaction and communication of individuals throughout the world. Especially, social networking websites are very popular and have become daily practice in a lot of people's lives. These sites have made significant impact on the individual's life. There is a constant rise in social networking and therefore impact of social networks is becoming stronger every day, into each kind of business. Social media are often used as a source of information and spread of knowledge changing people's views and opinions.

**Keywords:** Social media, marketing, social media plat form, online branding.

## Introduction

### What Is Social Media Marketing?

Social media marketing is a mechanism that empowers people through online social networks to advertise their websites, goods, or services and to engage with and tap into a much wider audience that would not have been possible through conventional advertising channels. Most notably, social media emphasizes the group rather than the individual. Communities exist on the Internet in various shapes and sizes, and people speak to each other. In order to effectively connect with group members about specific product and service offerings, it is the responsibility of social media marketers to exploit these communities properly Social media marketing also includes listening to the groups as a representative of business and building relationships with them. [1]

In today's day and age, industry is dominated by consumers and their demands. Prior to buying a product, people like to see referrals, feedback of Google search results, or a website. It is important to learn what people think about us to stand by the flow. In order to connect and influence the masses, businessmen need to actively participate in relevant communities and need to communicate with social media to manage their online reputation. In order to reach a broader consumer base and grow your business, social media marketing is a must. The task of driving website traffic through social media sites is Social Media Marketing. [2]

India has 840 million Internet users as of 2022. India is the second-largest online market, behind China. It was estimated that by February 2022 there will be around 658 million active internet users in India. The majority of India's internet users are mobile phone internet users. [1]

Social media can also make it easier for consumers to know product specifications, quality and prices of goods produced by creative economic actors without having to deal directly. In addition, communication of

business transactions between consumers and producers can be done easily without business strategies that are used by business actors in addition to promoting their production results also to improve number of business transactions. [2]

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 inexpensive platform for organizations to implement marketing campaigns.[3]

Social media marketing efficiently fosters communications between customers and marketers, besides enabling activities that enhance brand awareness. For that reason, SMM remains to be considered as a new marketing strategy, but how it impacts intentions is limited. But, to date, a lot of research on SMM is focused on consumer's behavior, creative strategies, content analysis and the benefits of user-generated content, and their relevance to creating virtual brand communities. [4]

## The different types of social media platforms:

1. Social networking (Facebook, Linked In, Google+).
2. Micro blogging (Twitter, Tumblr).
3. Photo sharing (Instagram, Snapchat, Pinterest).
4. Video sharing (YouTube, Facebook Live etc.)[5]

### 1. Social networking:

#### A. Facebook

Facebook is a web provider for social networking. It helps you to invite friends and communicate, send messages and photographs, like them and comment or share them. Since its launch, Facebook has seen

excellent growth and is poised to retain its social networking supremacy.

### **What is Facebook marketing?**

Facebook marketing is the practice of promoting a brand and maintaining its presence on Facebook. Facebook marketing refers to both organic (free) postings/interactions, and paid, or "boosted" posts. It is mainly a social networking platform, but it can be used as a useful tool to promote and advertise a business. To promote a brand, market a business, or build awareness of a service or a product, marketer can use Facebook.

### **B. LinkedIn**

It is a forum for social networking designed for professionals in industry. It helps you to share work-related information and keep an online list of professional contacts with other users. Marketing on LinkedIn is the process of using LinkedIn to communicate, generate leads, increase brand awareness, encourage business relationships and collaborations, share content and drive traffic to your website.

### **How is LinkedIn used for marketing?**

LinkedIn is a strong instrument that can support creators, sales representatives, advertisers and even developers enormously. With LinkedIn, you can create connections and effectively develop your company. This platform was traditionally used only to establish professional connections, but LinkedIn can now be used for business marketing.

There are 2 ways of LinkedIn Marketing:

#### **Organic Marketing:**

In this, people connect you through your organic activities like through your content, through your posts, etc.

#### **Paid Marketing:**

In this, business leads or people connect you through paid advertisement.

### **C. GOOGLE+**

It is a forum for social networking through Google. The Google+ design team aimed to mimic more closely the way individuals communicate offline than other social networking sites.

Google+ is the flagship social network of Google, enabling users, through interests and friendship, to interact quickly and frequently. It is not an individual service, but is incorporated and linked as part of the 'ecosystem' across all Google services.

### **What is Google+ Marketing?**

It is a social network operated by Google that helps brands to create relationships with prospects, consumers and other companies. You can exchange information and photos, promote yourself as a person

and, if used correctly, Google+ can be a powerful tool for social media marketing, similar to other networks. Google+' significance should be judged on an individual basis, since it is based on your particular appeal. It should be used as part of your overarching social media plan if it is considered to be of value to your brand.

## **2. Micro blogging**

### **A. Twitter**

Another social networking site that enables registered users to read and write messages of 140 characters called 'tweets' is Twitter. It is accessible on all computers, including mobile phones, desktops, laptops, and tablets.

### **What is Twitter Marketing?**

For businesses of all sizes and systems, Twitter marketing is a powerful tool to reach out to new customers, support their brand, and communicate with the rest of the companies. Users will find out whether they are being spoken about by clients, and the company can respond accordingly. For the company that appears in the search engine results, tweets create another example. Twitter serves as a solid base for branching the company into other social sites. Twitter is a great forum for projecting what your business is doing and reaching a wide audience, where goods and activities can be advertised through your tweets.

### **B. TUMBLR**

It is a tool for blogging and social networking that enables users to publish a "tumble log" or brief blog posts. The biggest differentiator for Tumblr is the free-form design of the platform and the willingness of users to customize their own pages extensively.

## **3. Photo sharing:**

### **A. INSTAGRAM:**

Instagram is an online service for sharing images. It enables you to add various types of photo filters with a single click to your images, and then share them with others. Although it's a very simple service, the simplicity of Instagram has helped it gain widespread popularity.

### **Instagram Marketing**

It is a form of social media marketing in which marketers employ their business to promote their business using the Instagram platform. A variety of different techniques and methods can be used in Instagram marketing, used to achieve all sorts of objectives in a business.

Selling your goods or services, having more followers and interaction, establishing partnerships with potential customers and other brands, and generally improving the credibility of a company may be traditional business objectives.

**Instagram Marketing Activity split into two main categories:**

- Paid tactics like advertising and influencer marketing.
- Unpaid tactics like creating organic content such as posts, Instagram stories, comments and as well as engaging with other users content.

**B. PINTEREST MARKETING**

Similar to Instagram, Pinterest is a social media network that allows users to share visual content, but it varies in that each Pin can be connected back to your website or other content. Currently, Instagram only allows links in advertisements or in the biography section, so if you are searching for traffic to your website, product pages or blog, it is not useful.

Pinterest marketing is using Pinterest to lift the company's awareness as a tool. Pinterest marketing is not only for bloggers, but also for any company that uses a visual medium to expand their audience. Pinterest brings organic traffic back to a website and helps raise a brand or company's overall visibility.

**4. VIDEO SHARING:**

**A. YouTube Marketing**

YouTube Marketing is a key strategy for both internet marketers and online business owners to profit from the huge shift of the network towards video. Every day, the enormous traffic obtained by this site only justifies the fact that YouTube Marketing is a rising phenomenon and a very efficient means of achieving your target segment.

**B. Facebook Live Marketing**

Facebook Live is a live Facebook video streaming feature that allows you to broadcast a live video from your company page or personal profile to your audience. In April 2016, Facebook Live was released, and while many marketers are still getting their heads around it, the ones who use it seem to be reaping the advantages.

**IMPORTANCE OF SOCIAL MEDIA MARKETING:**

**1. Wide access to target customers**

Fast and wide access to target consumers is one of the big advantages of social media marketing. It takes a bit of searching, however, to find the perfect communities on social networking sites and post relevant content. [6]

**2. Comprehensive marketing**

Marketer gets extensive marketing services when opt for SMM services, many of which also operate with regard to SEO. On social networking sites, video sharing sites and photo sharing sites, etc., the company is promoted. This helps to improve the company's coverage and exposure. [5]

**3. Improved search engine ranks**

With an increase in traffic to your site due to SMM companies' successful implementation of SMM, along with other strategies that support link building, marketer note website's search engine rank is steadily increasing. Better visibility, better page rating, and better inflow of one-way connections, among many others, are the advantages of greater ranking. [7]

**4. Quick return time**

The turnaround time appears to be lower when marketer approaches potential customers via social media sites. This implies that, as opposed to the time taken by other methods of marketing, marketer will see results in a much shorter time. Although results are not obtained immediately, with regard to greater exposure on the internet, the website continues to gain a gradual advantage.[4]

**5. Strong business-to-business marketing**

Social media marketing can be very useful in generating good leads for business-to-business marketing when done effectively. For one, for identity building and spreading awareness about your brand, social media can be used effectively. One of the most productive ways to establish business relationships has proven to be direct communication with other companies via social media. [6]

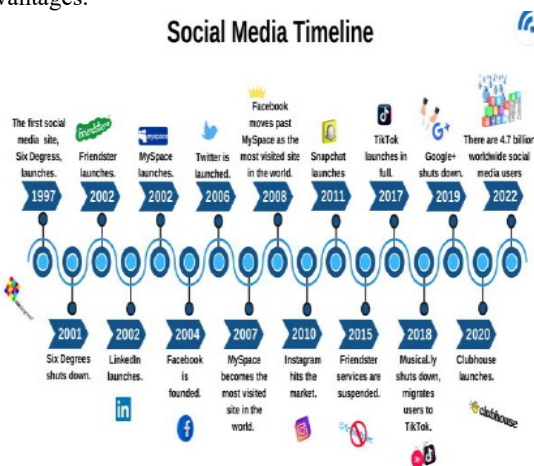


Figure No. 1(Social media timeline)<sup>6</sup>



**Figure No.2 Steps for developing social strategy.<sup>6</sup>**

**BENEFITS OF SOCIAL MEDIA MARKETING:**

**Social media can help business to:**

- Achieve sustained Competitive advantage.
- Attract customers, get customer feedback and build customer loyalty.
- Increase company market reach, including international markets.
- Do market research and reduce marketing costs.
- Increase revenue by building customer networks and advertising.
- Develop company brand.
- Exchange ideas to improve the way to do business.
- Recruit skilled staff for example through job networking sites like LinkedIn.
- Increase traffic to company website and improve its search engine ranking.
- Keep an eye on competitors.

**LITRATURE REVIEW**

Social Media Marketing most businesses use online marketing strategies such as blogger endorsements, advertising on social media sites, and managing content generated by users to build brand awareness among consumers. Social media is made up of internet-associated applications anchored on technological and ideological Web 2.0 principles, which enables the production and sharing of the content generated by users. Due to its interactive characteristics that enable knowledge sharing, collaborative and participatory activities available to a larger community than in media formats such as radio, TV, and print, social media is considered the most vital communication channel for spreading brand information. Social media comprises blogs, internet forums, consumer’s review sites, social networking websites (Twitter, Blogger, LinkedIn, and Facebook), and Wikis.<sup>8</sup> Social media facilitates content

sharing, collaborations, and interactions. These social media platforms and applications exist in various forms such as social bookmarking, rating, video, pictures, podcasts, wikis, micro blogging, social blogs, and weblogs. Social networkers, governmental organizations, and business firms are using social media to communicate, with its use increasing tremendously. Governmental organizations and business firms use social media for marketing and advertising. Integrated marketing activities can be performed with less cost and effort due to the seamless interactions and communication among consumer partners, events, media, digital services, and retailers via social media. [9] Although social media marketing is a well-researched topic, it has only been studied through experimental and theoretical research; studies never precisely describe the benefits retailers gain from this marketing tactic. In reviewing the rich plethora of multi-disciplinary literature, it is has become clear that studies are focusing on describing what social media marketing is as well as examining what factors affect consumer behavior relative to social networking. Despite the initial progress made by researchers, development in this area of study has been limited. Research needs to expand by providing a deeper understanding of the long-term promotional gains retailers obtain from social media marketing. More formalized studies are also needed to progress beyond theorized or predicted outcomes in order to gain knowledge of real life applications. This review of literature touches upon the gaps that currently exist within social media marketing research and points out the need for future studies to explore the benefits gained by marketing on social networking sites, especially for small retailers.[2]

**METHODOLOGY**

Research methodology that are commonly used by researcher in gathering information. The needs and purpose of the study was explained to all social media.

**Research approach**

“Research approach is the way of plan to investigate the problem under study”.

**Research Design**

Research design is a collective plan for addressing a research question including specification for improving the studies honest. Research design is plans and the procedure for research. Research question is the overall plan of blueprint and researchers select to carry out the study. Descriptive study design using secondary method. (Non experimental descriptive research design). [10]

**DATA COLLECTION**

Data collection is a term used to describe a process of preparing and collecting data for example as part of a process improvement or similar project. A methods of data collection in which the situation of interest is

watched and the relevant facts, action and behaviors are recorded.

**Primary Data collection methods**

In primary data collection, you collect the data yourself using methods such as interviews and questionnaires. The key point here is that the data you collect is unique to you and your research and, until you publish, no one else has access to it.

**Secondary data collection methods**

All methods of data collection can supply secondary data (usually words or text).

Quantitative data may often be presented in tabular or graphical form. Secondary data is data that has already been collected by someone else for a different purpose to yours. For example, this could mean using:

Data Type: Secondary Data

Data Source: Books, Internet Websites11

**Conclusion**

Social media sites are capable of mediating information and thereby impacting democracy. They and everyone must be kept responsible for their acts that have broad social implications.

In communication and marketing campaigns, social media has acquired a fundamental position. The new generations of customers have a very high degree of brand awareness, they use the internet to function on foreign markets and their views can have a significant influence on people in various parts of the world. Therefore, when managing the presence of fan pages and brands on Facebook, it is very important for businesses to produce high-quality content and to correctly understand the behavioral dynamics of users on the social network in order to achieve greater user engagement. They need to know what drives are needed in order to ensure an effective outcome and to build successful promotional campaigns things in line with their fans' needs. Posts of brands' Facebook fan pages can have different characteristics and their content can have different effects on different consumers. The advantages of social media marketing speak for themselves: by generating a high degree of brand loyalty and reducing the company's contact gap with its customers.

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