

# Role of Social Media in Marketing

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**Abstract-** *Social media marketing (sometimes referred to by its acronym, SMM) connects service providers, companies, and corporations with a broad audience of influencers and consumers. Using social media marketing, companies can gain traffic, followers, and brand awareness—and that is just the tip of the iceberg.*

## I. INTRODUCTION

*Social media marketing* (sometimes referred to by its acronym, SMM) connects service providers, companies, and corporations with a broad audience of influencers and consumers. Using social media marketing, companies can gain traffic, followers, and brand awareness—and that is just the tip of the iceberg.

Social media marketing is a process that empowers individuals to promote their websites, products, or services through online social channels and to communicate with and tap into a much larger community that may not have been available via traditional advertising channels. Social media, most importantly, emphasizes the collective rather than the individual. Communities exist in different shapes and sizes throughout the Internet, and people are talking among themselves. It is the job of social media marketers to leverage these communities *properly* in order to effectively communicate with the community participants about relevant product and service offerings. Social media marketing also involves listening to the communities and establishing relationships with them as a representative of your company. As we will discuss later in this book, this is not always the easiest feat.

A strong market presence is beneficial for getting business from customers who need your product or service today. However, creating brand awareness today can also help you in the future. Consumers who

become aware of your brand now, even if they are not actively seeking your product or service, are likely to remember you in the future and seek you out when they actually do need your product or service. If you leave a positive first impression on your diverse audience, you will likely reap benefits from exposing it to your product early, especially since one of the key ideas of social media marketing is recommendations: the idea behind social media is that friends recommend links, websites, and products to their peers.

Now that we've established some of the benefits of social media marketing, it should be clear that traditional marketing tactics are not as effective as they once were, because consumer trust in these media forms has declined. Today, information is more easily accessible online, and more significantly, that information is a lot easier to find. Generations are becoming increasingly digital-savvy. Text messaging and web activity are becoming second nature (and are claiming addicts daily). If a consumer is seeking out information about a particular product, she won't necessarily sit down with a cup of coffee and read her favourite magazine to find information about the product; she is more likely to turn on her computer and look for reviews and endorsements from other individuals just like her.

- History And Background

The importance of understanding the history of social media marketing is not only the development of the platforms but how they also offer something unique for the customers and offer a personal, yet sometimes interruptive form of advertising for businesses. Knowing how to use social media marketing for your business properly and acknowledge upcoming platforms as well as out-of-date sites gives you advantage over others. At the moment Video is a hot trend but images do still have more engagement on

social media, so be sure to use the right method for your business. There are so many different trends available and with the platforms continually updating it is more important than ever to make sure that you are creating content that your audience will see. Your audiences are now more accessible than ever with the help of these social media sites providing advertising and specific targeting opportunities.

Most of the sites that are still relevant are using Paid Advertising on their platforms, this is increasingly important as businesses want to be where consumers are, and if your platform is good enough it will have the people. Using Paid Advertising on social media allows you to target specific demographics, choosing the right social media marketing strategy will determine the success of your campaign. For example, Facebook's demographic has shifted over the years and now 73% of 30–49-year-old are using the social network! If you are wishing to target this audience, it would be illogical to put money into advertisements on Instagram for example where the demographic is much younger.

As well as primarily using social networks to advertise, they will allow you to monitor audience trends and adapt to them. Social networks also let you to communicate with your audience directly, by doing this you are making your brand more personable; breaking down the impression that your accounts are being run by corporate robots. Overall, social networks allow you to get your name out there, by interacting with your target demographic this can create a chain effect in growing your business.

Social media marketing first started with publishing. Businesses were sharing their content on social media to generate traffic to their websites and, hopefully, sales. But social media has matured far beyond being just a place to broadcast content.

Nowadays, businesses use social media in a myriad of different ways. For example, a business that is concerned about what people are saying about its brand would monitor social media conversations and response to relevant mentions (social media listening and engagement). A business that wants to understand how it is performing on social media would analyse its reach, engagement, and sales on

social media with an analytics tool (social media analytics). A business that wants to reach a specific set of audience at scale would run highly-targeted social media ads (social media advertising).

These are often also known as social media management.

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analysing your results, and running social media advertisements.

The major social media platforms (now) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.

There are also a range of social media management tools that help businesses to get the most out of the social media platforms listed above. For example, Buffer is a platform of social media management tools, which can help you achieve success with your social media marketing.

- Purpose Of The Study

The invention of social media has radically changed the way we interact with the world, including the way we get news, make and keep friends, find out about products and services, and where we spend our money.

In fact, nearly one third of the entire world's population uses social media regularly!

What this means is that social media wields incredible influence. It can make or break businesses overnight.

A career in social media is not just about messing around on Facebook, and it is not something that anyone can just "pick up."

Social media marketing roles require specific skill and knowledge sets that involve psychology,

sociology, statistics, analytics, and a strong understanding of marketing principals.

Social media has become the most influential and important virtual space where the platform is not only used for social networking but is also a great way of digitally advertising your brand and your products.

Social media's power is commendable as you get to reach many people within seconds of posting an ad, helping you reduce your costs, and making your ads reach out to your potential audience through these social media advertisements.

With the huge number of online users, which is almost 59% of the world's population, marketers must not miss out on their chance of marketing on these digital forums where they can reach all the maximum number of potential buyers compared with print or television media marketing.

#### Definition

1. Social media marketing (SMM) is a form of internet marketing that uses social media apps as a marketing tool.

These social media platforms enable brands to connect with their audience to:

- build a brand;
- increase sales;
- drive traffic to a website; and
- build a community of followers to share and engage with content.

#### 2. A/B Testing

A/B Testing or split testing is one of the basic social media tests to identify what marketing strategy works for your brand or service. The testing compares two variants on your social media posts to measure which one drives more conversions.

#### 3. Algorithm

An algorithm is a mathematical system used to solve problems and deliver results. In social media, an algorithm refers to a set of rules that help search engines to rank, filter, and organize search results and advertisements.

#### 4. Blog

A blog is a truncation of 'weblog' and refers to a discussion or informational website published on the web and updated frequently by an individual or enterprise. Blog entries or posts are often informal, diary-style text displayed in reverse chronological order. Digital marketers and business owners stay updated on the latest social media developments by reading social media blogs.

#### 5. Engagement Rate

Engagement rate is a metric that tells how much interaction a social media content earns from followers. It is calculated as the percentage of users who engaged with your post of the total number who viewed it. A good engagement rate (1-4%) indicates an effective social media marketing campaign.

- Description of the Product/Service/Process/Practice

Social media marketing (SMM) (also known as digital marketing and e-marketing) is the use of socialmedia—the platforms on which users build socialnetworks and share information—to build a company's brand, increase sales, and drive website traffic. In addition to providing companies with a way to engage with existing customers and reach new ones, social media marketing (SMM) has purpose-built data analytics that allow marketers to track the success of their efforts and identify even more ways to engage.

The power of social media marketing (SMM) is driven by the unparalleled capacity of social media in three core marketing areas: connection, interaction, and customer data.

- Connection: Not only does social media enable businesses to connect with customers in ways that were previously impossible, but there is also an extraordinary range of avenues to connect with target audiences—from content platforms (like YouTube) and social sites (like Facebook) to microblogging services (like Twitter).
- Interaction: The dynamic nature of the interaction on social media—whether direct

communication or passive “liking”—enables businesses to leverage free advertising opportunities from eWOM (Electronic word-of-mouth) recommendations between existing and potential customers. Not only is the positive contagion effect from eWOM a valuable driver of consumer decisions, but the fact that these interactions happen on the social network makes them measurable. For example, businesses can measure their “social equity”—a term for the return on investment (ROI) from their social media marketing (SMM) campaigns.

- **Customer Data:** A well-designed social media marketing (SMM) plan delivers another invaluable resource to boost marketing outcomes: customer data. Rather than being overwhelmed by the 3Vs of big data (Volume, variety, and velocity), SMM tools have the capacity not only to extract customer data but also to turn this gold into actionable market analysis—or even to use the data to crowdsource new strategies.

- **How Social Media Marketing Works**

As platforms like Facebook, Twitter, and Instagram took off, social media transformed not only the way we connect with one another but also the way businesses are able to influence consumer behaviour—from promoting content that drives engagement to extracting geographic, demographic, and personal information that makes messaging resonate with users.

- **SMM Action Plan:** The more targeted your social media marketing (SMM) strategy is, the more effective it will be. Hootsuite, a leading software provider in the social media management space, recommends the following action plan to build an SMM campaign that has an execution framework as well as performance metrics:<sup>5</sup>
- Align SMM goals to clear business objectives
- Learn your target customer (age, location, income, job title, industry, interests)
- Conduct a competitive analysis on your competition (successes and failures)
- Audit your current SMM (successes and failures)
- Create a calendar for SMM content delivery
- Create best-in-class content

- Track performance and adjust SMM strategy as needed
- **Customer Relationship Management (CRM):** Compared to traditional marketing, social media marketing has several distinct advantages, including the fact that SMM has two kinds of interaction that enable targeted customer relationship management (CRM) tools: both customer-to-customer and firm-to-customer. In other words, while traditional marketing tracks customer value primarily by capturing purchase activity, SMM can track customer value both directly (through purchases) and indirectly (through product referrals).
- **Shareable Content:** Businesses can also convert the amplified interconnectedness of SMM into the creation of “sticky” content, the marketing term for attractive content that engages customers at first glance, gets them to purchase products, and then makes them want to share the content. This kind of word-of-mouth advertising not only reaches an otherwise inaccessible audience, but also carries the implicit endorsement of someone the recipient knows and trusts—which makes the creation of shareable content one of the most important ways that social media marketing drives growth.
- **Earned Media:** Social media marketing (SMM) is also the most efficient way for a business to reap the benefits of another kind of earned media (a term for brand exposure from any method other than paid advertising): customer-created product reviews and recommendations.
- **Viral Marketing:** Another SMM strategy that relies on the audience to generate the message is viral marketing, a sales technique that attempts to trigger the rapid spread of word-of-mouth product information. Once a marketing message is being shared with the general public far beyond the original target audience, it is considered viral—a very simple and inexpensive way to promote sales.<sup>6</sup>

- **Customer Segmentation:** Because customer segmentation is much more refined on social media marketing (SMM) than on traditional marketing channels, companies can ensure they focus their marketing resources on their exact target audiences.
- **Characteristic of the Product/Service**
- **Participation** social media encourages contributions and feedback from everyone. Social media includes the delivery of ideas at the time of online conversation. It tries to bridge the gap between companies and their audiences. People are enjoying this process of participation where they feel they have a voice, an impact.
- **Openness** What you do, what you say, everything is out there in the open. People are quick to call out any contradiction, foul play, or mistakes. Brands have to be honest, transparent, and authentic as negativity can destroy a brand's online reputation.
- **Build relations** social media is a two-way communication channel, requiring participation from both brands and customers. It is a must for businesses to make good connections with their target audience. Online conversation through various social media tools happens in real-time with real people. Engaging to build relations can go a long way for businesses.
- **Trust-building** You need to consistently show your online presence to come off as reliable. Effective social media marketers actively use target social platforms to get involved with new users and promote their offerings. They talk to their target audience regularly. Use social media as a means of trust-building.
- **Community Building** Social media platforms are the right place to build communities quickly. This helps you communicate more effectively. Communities have common interests. These communities help you learn about your target audience. You can also support other communities that you think are good for your business.
- **Customer service** Customers must be taken care of. Social media networks are all about connecting with them and helping them

understand how your service or product adds value to their lives. Social media is for providing value to customers, not just for blatant promotion.

#### Current Structure of the Market

- **Content Marketing:** This marketing service refers to the promotion of content creation and distribution for the target audience. Content marketing aims at developing, creating, and distributing valuable, relevant, and real content for the purchaser's sort of completely different blog posts, travel blogs, case studies, etc.
- **Search Engine Optimization:** SEO or Search Engine Optimisation is the technique or methodology for optimizing the search traffic on completely different search engines like google, Bing, etc. SEO provides you organic or optimized or upmost relevant results for a specific search. Search engine optimization is the most significant and highly used digital marketing service because the variety of web users is growing day by day and the stream of traffic over the net is rising at a really quick pace.
- **Search Engine Marketing:** This type of digital promoting service is employed for paid advertisements and paid searches. Organizations/companies or the different brands who would like to show or advertise their product and services over different digital media pay to the service suppliers. In alternative words, search engine optimization visibility of paid advertisements over digital media so that it reaches out to a bigger number of consumers/customers.
- **Social Media Marketing:** It refers to the promoting of products and services over social media or social networking websites to draw in customers and search traffic. Social media marketing helps to achieve the trust of the customers because it inculcates the communication with the customers and helps to grasp the necessity of the customers in a more effective way.
- **Pay Per Click Advertising (PPC):** This type of digital marketing service in that advertising in which the marketers or the advertisers pay every single time once their advertisement is clicked by the individual searching online which is once

more a kind of paid search that can be clubbed under search engine marketing.

- **Affiliate Marketing:** In this digital marketing service, a person or a tiny firm collaborates with other business teams to earn commission or incentive for traffic they generate over the internet and it is one of the most widely used digital marketing services used nowadays.
- **E-mail Marketing:** E-marketing refers to the marketing of products and services through e-mail. Bulk emails containing a link to look at the products and services details are sent so that a big number of consumers are attracted.

The scope of Digital Marketing in India and globally has seen drastic growth in the years 2020 and 2021. Even despite the pandemic affecting us for 2 consecutive years, the growth has been nothing less than amazing.

As per Weblinkindia.net, with new developments and variants like Omicron and Delta, there is a significant fluctuation in the trend patterns across the industry but digital marketing remains to stand strong. Further, it is predicted to take an even higher leap in 2022.

When we think of the key indicators of success in marketing, the first thing we think of is the number of people reached through marketing practices. The internet's penetration has reached outstanding numbers. Looking at India has the 2nd largest number of internet users in the world. By 2023, the number of active Indian internet users will grow to almost 666 million in India and more than 5.3 billion globally. Thus, this indicates that a larger share of people is shifting online and hence it makes complete sense to start marketing online.

- **Market Overview of the Product/Service**

The global social media market grew from \$159.68 billion in 2021 to \$221.29 billion in 2022 at a compound annual growth rate (CAGR) of 38.6%. The Russia-Ukraine war disrupted the chances of global economic recovery from the COVID-19 pandemic, at least in the short term. The war between these two countries has led to economic sanctions on multiple countries, surge in commodity prices, and

supply chain disruptions, effecting many markets across the globe. The social media market is expected to grow to \$777.64 billion in 2026 at a CAGR of 36.9%...

Rising penetration of mobile, tablet, and other electronics and rising data consumption will drive the social media market. An increase in sales of internet-accessible electronic devices such as smartphones and tablets lead to an increase in time spent on social media websites. For example, the total number of smartphone devices across the world reached 6 billion in 2020, that is eight people out of 10 owned a smartphone in 2020, eventually driving the revenues of social media companies. This increasing use of smartphones is expected to increase internet usage, hence driving the social media market.

The outbreak of Coronavirus disease (COVID-19) has acted as a significant restraint on some of the social media markets in 2020 as businesses were disrupted due to lockdowns imposed by governments globally. COVID 19 is an infectious disease with flu-like symptoms including fever, cough, and difficulty in breathing. The virus was first identified in 2019 in Wuhan, Hubei province of the People's Republic of China, and spread globally including Western Europe, North America and Asia. Steps by national governments to contain the transmission have resulted in a decline in economic activity and restricted movement of goods and services with countries entering a state of 'lock down'. The outbreak had a negative impact on businesses throughout 2020 and into 2021. However, many media markets have been unaffected or benefited from this as they transmit their content remotely through digital channels. It is expected that the social media market will recover from the shock across the forecast period as it is a 'black swan event and not related to ongoing or fundamental weaknesses in the market or the global economy.

- **Competitors Analysis**

Social media competitor analysis is the process of evaluating your competitors on social media to find opportunities and build strategies for brand growth. Performing this analysis allows you to identify your competitors' strengths and weaknesses to develop a working social marketing strategy. It also reveals

relevant information about your target audience, why they're interested in competitor brands, and how these brands do better at social media marketing.

Figure out your brand goals and metrics

Before examining and comparing competitors' performances, figure out what you want. It's important to always start with the end — your brand goals — in mind.

Determine the answers to questions like:

- What are your goals for marketing on social media?
- How do these fit into your overall brand goals?
- What key performance indicators (KPIs) will you track to measure success?
- Who are the ideal clients you want to reach?

## 2. Identify your brand competitors

It is impossible to analyse your competitors on social media if you don't know who they are or which social platforms they use.

Watch out for both direct and indirect competitors — that is, businesses that offer similar products or services and those that solve the same problem as you.

### Local vs. National vs. Global Analysis of the Market

- One of the biggest shifts we've since seen in the last year for social media marketing has been the increasing use of international campaigns. This is not very surprising when you consider how globalized our economy has become and the fact that US companies are voraciously spreading their brands to new territories for easy profits. Mirroring this trend is the online move for social media to spread people's awareness in new territories as well as handle support and complaints efficiently overseas.
- The statistics are clear: Around 80% of Facebook's users are outside the US and Canada and roughly 70% of Twitter's user base too. This just goes to show how many people are currently being left out in the cold.
- The real challenge here is to tackle the situation exactly the same way you would back home; with

people deep inside your organization who speak the language and understand the culture. This is essential to build social media trust and will prevent anyone on the receiving end of your messages feeling like they were just an afterthought in a cold, corporate strategy drummed up in a board meeting.

### Legal Process

- Learning the social media marketing:
- Setting up of website and social media accounts for your social media marketing agency.
- Getting the first client.
- Getting your agency registered as a private limited company.
- Maintaining the Regular Compliances for your Company.
- Research Gap

Although the growth of social media marketing in the developing countries is promising, there are obvious challenges in reaching diverse customer groups from this marketing channel due to fragmented industries, low literacy rates and the relatively underdeveloped mobile infrastructure. Despite the acknowledged impact of the internet on integrated marketing communication, very few studies have investigated the specific requirements and prospects for IMC in the online environment (Durkin and Lawlor, 2001; Reich, 1998). The increased fragmentation of media and customers, as well as the revolution introduced in mass communication by the new communication channels – internet and mobile communication technologies – has called for the need for a new approach to marketing communication (McArthur and Griffin, 1997; Semenick, 2002; Smith, 2002). Pickton and Broderick (2001) claim that synergy is the principal benefit of bringing together the various aspects of marketing communications in a mutually supportive way. From this perspective, marketing communication decisions should focus on the marketing communications channel that offers the highest benefit for all the stakeholders. Vollmer and Precourt (2008), said that customers are turning away from the traditional sources of advertising, such as radio and television, and that they consistently insist on more control over their media consumption. Lindberg, Nyman & Landin (2010), examined how to

implement and evaluate an online channel extension through social media, which compares conventional marketing practices with social media marketing in the context of micro firms and then suggests these micro firms as which tools are more suitable for them.

- Future Growth Trends of the Market

Over the past few years, social media marketing has completely transformed. From just one social media platform to manage and market on, there are now numerous social media platforms, each having its own identity and content niche. A well-crafted social media strategy as per the emerging trend is the key to successful social media marketing. Some of the emerging social media marketing trends include social media chatbot communication, brands are becoming more adaptive to AR and VR technologies, growing market for influencer marketing, local targeting through voice search, rising consumption of short videos, engagement with ephemeral content (stories which last only 24 hours), user-generated content, etc

- Socio, Economic and Political Determinants of the Market (PESTLE Analysis/Porters Five Forces Analysis)

This is a detailed PESTEL analysis of the social media industry. It aims to examine several important factors that impact on this industry in a number of countries, particularly the USA, the UK, the EU, China, and India. Social media come in many forms from traditional blogs to modern day social networking sites. However, the main focus of this article will be on the social networking sites.

- Political factors that impact on the social media industry

Political environment often influences and is influenced by social media. For instance, some of the top social networking sites are banned in countries such as China and North Korea. On the contrary, they are free to operate virtually in the rest of the world without any or little political influence.

Social media have been used for political purposes globally. Political parties use them in election

campaigns and other political activities. Viral videos, ads, and other digital campaigns have been proven efficient in many instances to sway people's views and opinions. People can also openly express their views, joys, and frustrations without going to the traditional press.

- Economic factors that impact on the social media industry

Many people work in the social media industry thereby addressing their economic needs. Similarly, many people run different types of business on them as well. Therefore, it can be argued that social media have empowered people and boosted the global economy.

Personal use of social media is usually free, and therefore, subscription is high as well. This helps networking platforms grow fairly quickly. However, businesses need to pay to run their advertising campaigns. In fact, advertising is the main source of income for many social networking sites. However, some sites may restrict some features and offer to paid and premium users only.

Whether the economy is in turmoil or not does not much impact on the personal use of social media. In fact, the more time people have due to economic inactivity, the more time they may spend on the Internet. However, economic turmoil forces organisations to reduce their digital marketing budgets, hence reduced income for social media companies.

- Social factors that impact on the social media industry

Exploring social factors is the next stage in the PESTEL analysis of the social media industry. Use of social media is increasing everyday globally. By 2023, the number of active monthly users will be around 3.43 billion (Yankovski, 2021). Interestingly, around 800 millions of those users will come from China and 450 million from India.

- Technological factors that impact on the social media industry

Technology is key in social media development. Consumers always look for something better and



new. Their demands are the driving force behind new technological trends. Therefore, social media companies are in constant pursuit of innovation and development. No wonder, why Facebook took over WhatsApp!

Social messaging, gaming, and videos are becoming increasingly popular. Many social networking sites have already incorporated these in their systems. Likewise, they also sometimes impact on which software programs get developed in the first place.

- Environmental factors that impact on the social media industry

How do social media impact on the environment? Well, to get an answer to the question, two things need to be considered i.e., manufacturing and background infrastructure. Computers, smartphones, laptops, and tablets are some of the devices to get access to social media. Similarly, infrastructure such as data centres and the Internet routers are also necessary. Certainly, all these affect the planet.

- Legal factors that impact on the social media industry

Social networking sites contain a lot of personal information of their users. Therefore, they must follow certain rules and regulations. For instance, GDPR (General Data Protection Regulation) is an EU regulation for strengthening data protection which social media companies and others must follow.

## II. LITERATURE REVIEW

- Literature review – 1

In today's day and age, the industry is dominated by consumers and their demands. Before buying a product, people like to see referrals, and feedback from 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. 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.

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. The marketer gets extensive marketing services when opting for SMM services, many of which also operate on SEO. On social networking sites, video-sharing sites and photo-sharing sites, etc., the company is promoted.

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. 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. With many benefits associated with it, Facebook is undoubtedly the most popular social media site available.

LINKEDIN: It is a forum for social networking designed for professionals in the industry. It helps you to share work-related information and keep an online list of professional contacts with other users. 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.

TWITTER: Another social networking site that enables registered users to read and write messages of 140 characters called 'tweets' is Twitter. 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.

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.

**SNAPCHAT:** It is a one-to-one and group messaging app for sending photos, videos, and text messages that disappear in seconds. It has several features including Stories (photos or videos that can be replayed for 24 hours), Memories (saved photos for future viewing and sharing), and filters and stickers (to embellish messages).

**PINTEREST MARKETING:** Like 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 the biography section, so if you are searching for traffic to your website, product pages or blog, it is not useful. Therefore, social media can help businesses to achieve sustained Competitive advantage, attract customers, get customer feedback and build customer loyalty, and Increase company market reach, including international markets. Do market research and reduce marketing costs, increase revenue by building customer networks and advertising and develop the company brand

- Literature review – 2

In today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Chi (2011, 46) defines social media marketing as a "connection between brands and consumers, [while] offering a personal channel and currency for user centred networking and social interaction." The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a

way that is consistent with their business plan (Mangold and Faulds 2009). This is especially true for companies striving to gain a competitive advantage. This review examines current literature that focuses on a retailer's development and use of social media as an extension of their marketing strategy. This phenomenon has only developed within the last decade, thus social media research has largely focused on (1) defining what it is through the explanation of new terminology and concepts that makeup its foundations, and (2) exploring the impact of a company's integration of social media on consumer behaviour. This paper begins with an explanation of terminology that defines social media marketing, followed by a discussion of the four main themes found within current research studies: Virtual Brand Communities, Consumers Attitudes and Motives, User Generated Content, and Viral Advertising.

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 behaviour 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.

Above review of literature shows how social media is slowly becoming an important marketing tool offering different organizations opportunity to engage with their markets and to learn about customer's needs, important segments, and profile. However, the implications are that this is an uncontrolled

environment and therefore it requires a robust social media strategy that also manages the comments posted by consumers whether positive or negative. As these social network sites can pose a threat as well as an opportunity to companies by rapidly spreading the views of dissatisfied customer's comments.

Different research papers discussed above suggests that the peer group online social network effect can potentially influence purchase decisions because of its viral nature. Therefore, for an effective social media strategy augmenting it with other traditional media channels like radio, newspaper, or TV is mandatory. The review also reflects how social media has become an important tool for marketing and creating brand awareness. In fact, it is foreseen that in the near future there will be a paradigm shift from traditional advertising to social media platforms.

To conclude an effective social media strategy may include the following process:

1. Clarify the social media goals:

Without a clear idea of what we want to accomplish with social media, it is unlikely to achieve anything at all because all the efforts will be scattered or aimless. Therefore, a specific, realistic and measurable goal is must. Measurable goals help to track the business progress towards each goal. Moreover, social media goals should tie in with the overall sales, marketing and productivity goals.

2. Auditing current social media status:

Audit of current social media status requires figuring out who is currently connecting to via social media, which social media sites the target market uses and a comparison with the competitor's strategies.

3. Developing the content strategy:

The content strategy should include:

- a) What type(s) of content company intend to post and promote via social media?
- b) How often the content is posted?
- c) Who is target audience for each type of content?
- d) Who will create the content?
- e) How will be the content promoted?

4. Use of Analytics to Track Progress

checking analytics frequently to see how the campaign is performing is must. This can be done by using tools such as Facebook Insights and Google Analytics.

5. Adjusting the strategy as needed:

After analysing the current campaign, next step is to resolve what is working. Then things are revised which are not working. Reflecting the new understanding, fresh content strategy is rewritten based on the analysis. This is a continuous step throughout the social media campaign.

This way organizations can create some deeper relationships with customers and draw meaningful insights from the social media data.

• Literature review –3

ROL...

Social media marketing is a new version of networking which individuals make use of it with the help of internet as a medium in the 21st century. It reaches large numbers of people all over the world without the limitations of distance. Hence it become a highly effective. Tools for businesses to communicate with customers. Examples of social network include Wikipedia (for reference), Facebook (for social activities), YouTube (for video sharing), and many more medias for the other uses. Social media defined as a group of internets -based applications built on the ideological and technological foundation of 2.0. It allowed the production and exchange of the content generated by users. The way people communicate with one another have changed as a result of social media although social media networking existed right from the onset of humanity, with the advancement of technology the concept of social marketing has become similar to other innovations and it is sophisticated increasingly in the today world. In fact, the telegram was used to transmit messages over a long distance in the era. This now has developed into reality in which users communicate and market using tools such as google buzz which help users to link, share photos. Messages, branding, marketing products and services, videos and their views on a specific issue which is visible to the world

- Literature review –4

This study carries out content analysis and systemizes articles on social media marketing in the Web of Science database. Forty-four studies were analysed in accordance with a variation on the systematic review approach, involving synthesis- and interpretation-based assessment. The results demonstrate how most of the studies analysed focus on the consumer perspective in terms of usage, share, and influence of social media on consumer decisions, and perceptions. The studies focusing on the firm's perspective centred not only on the usage of social media, but also on their implementation, optimization, and measurement of results. Most studies are quantitative and published in recent years. This study not only reached certain conclusions for both theory and practice, but also defined future lines of research according to the gaps detected by the study's results.

#### Conclusion

the scarcity of studies systematizing the information conveyed by the research done thus far on the field of social media marketing, we carried out this systematic review of the literature on this theme. The results show that most studies have hitherto focused either on analysing the consumer perspective on social media marketing to perceive how they react to these means or on how companies can extract the maximum possible value from recourse to such channels for managing their relationships with clients. However, more studies are necessary to explore the perspectives of companies as they engage in social media marketing, especially in terms of understanding the key barriers and obstacles to their usage. The results also point to the need for qualitative studies to better grasp recourse to social media marketing utilization within the framework of marketing strategies. The main limitation of this study would be the fact that the research was limited to the term “social media marketing,” considering only the Web of Science database, and only including articles in journals. Therefore, complementary analysis including other databases would be necessary to confirm this study's conclusions.

### III. METHODOLOGY

#### Research Methodology

- Objective of the study

The objective of this study is to show that, With the rise of the digital age, brands are becoming more acutely aware of the value of investing in social media strategies. Social media networks are no longer an isolated marketing channel solely dedicated to communication and promotional efforts. Social media has provided measurable results with strategies such as lead generation and social selling, in addition to useful points of contact between brands and consumers.

In our research for social media marketing, we have realised that any company which promotes themselves on social media eventually sets a huge base for costumers in today's time.

In Research Methodology there are 5 key objectives any brand should integrate into their social media marketing strategies:

1. Develop Brand Awareness
2. Increase Size of Social Communities and Accurately Target Audiences
3. Strengthen Engagement Strategies to Increase Customer Loyalty
4. Monitor Customer Feedback
5. Convert Social Followers into Qualified Leads and New Business

- Data collection

Our team collected primary data from a list of multiple websites, which we had shortlisted and individually went to each website and checked the website dynamics and info, and we used a pre-defined set of parameters we had set for each website through which all the research was done.

Our research comprises of the summary which was individually written by each of our group members based on the research one chose.

The data we have collected is also very descriptive in the sense that we did not intervene with the websites

or companies working in any way or shape to collect our data.

Therefore, these are the links of the research referred to:

<https://www.weblinkindia.net/blog/how-digital-media-marketing-affected-the-market-structure-in-india-and-globally>

<https://howandwhat.net/pestel-analysis-social-media-industry/>

<https://www.techtarget.com/whatis/definition/social-media-marketing-SMM>

<https://www.oreilly.com/library/view/the-new-community/9780596804237/ch01.html>

[https://scholar.google.com/scholar?hl=en&as\\_sdt=0%2C5&q=%22social+media+marketing%22+research+paper+AND+%22review+of+literature%22&btnG=#d=gs\\_qabs&t=1666702357513&u=%23p%3DPDA2qcsMDqsJ](https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=%22social+media+marketing%22+research+paper+AND+%22review+of+literature%22&btnG=#d=gs_qabs&t=1666702357513&u=%23p%3DPDA2qcsMDqsJ)

<https://www.ijrar.org/papersIJRAR1BXP009.pdf>

[https://www.researchgate.net/publication/310473000\\_Social\\_Media\\_Marketing\\_A\\_Literature\\_Review\\_and\\_Implications\\_IMPLICATIONS\\_OF\\_SOCIAL\\_MEDIA\\_MARKETING](https://www.researchgate.net/publication/310473000_Social_Media_Marketing_A_Literature_Review_and_Implications_IMPLICATIONS_OF_SOCIAL_MEDIA_MARKETING)

[https://digitalcommons.uri.edu/tmd\\_major\\_papers](https://digitalcommons.uri.edu/tmd_major_papers)

- Scope of the Study

From the research we have studied and learnt that social media marketing (SMM) techniques, target social networks and applications to spread brand awareness or promote products. Creating shareable content and advertorials.

If a company does not have a presence on social media or is not online, it is missing out on a significant channel to communicate with new customers and get a qualification in social media marketing to give you the skills to build and maintain effective social media channels and make you attractive to employers and also creating shareable content and advertorials. Social media marketing

helps us study by offering a personalised experience and give results.

Also, we have learnt to understand the social marketplace, build strategy, plan and execute effective campaigns, analyse successes and failures, and implement improvements. Which will lead us to master multiple social media platforms as well as social media management

Few Social media marketing companies and platforms chosen for this study:

#### Social Media marketing Companies

- Neil Patel Digital — Best for Paid Social
- Viral Nation — Best for Influencer Marketing
- Pan Up Productions — Best for Social Video
- Joseph Studios — Best for Organic Social
- Social Media 55 — Best for Niche-Specific Marketing
- Sculpt - Best for B2B
- Socially in — Best for Community Management
- Bratton — Best for Package Add-Ons

#### Social media marketing platforms

- Instagram
- Twitter
- Pinterest
- Snapchat- TikTok
- LinkedIn
- Facebook
- Reddit

#### IV. DATA INTERPRETATION

From Our study we come to know that, today's consumer spends his or her time on social media platforms such as Facebook, Instagram, and Twitter daily to be informed and connected with their peers and create an emotional bond with brands. As such, the role of social media has grown tremendously over the last two years. The same role was earlier played by media which was readily available as print newspapers and television. The role of social media has moved from being a communication tool to being an activation tool and as such data on how the

consumers are responding to a brand has become even more critical.

"For marketing strategy in the coming years, the role of social media and information is also going to become increasingly important. With digital marketing becoming increasingly complex, the role of data analysis will become increasingly important. Marketers will need to understand the consumer response to a brand and how they perceive a brand to deliver a consistent marketing message. Data on brand behaviour will play an important role in providing an insight into what consumers want from a brand. Social media will provide this insight. It has already become an important tool to increase sales and accelerate growth," said Prof. Amit Sood, Head of Marketing Department at Agha Khan University, USA.

Researchers have already begun exploring how social media data can provide valuable insights for marketers. Social media marketing data has been used to give a deeper insight into consumer behaviour which can provide valuable insights into the market dynamics and provide valuable insights on how consumers are responding to different communication strategies. In the end, data is a means to an end but it is a process which needs to be facilitated. As more and more social media applications emerge, the data will be further complicated, with each application providing more insights.

"As social media companies release more and more user data on their platforms, there will also be challenges to measure social media data such as relevance, proper analytics, privacy and overall interpretation. The consumer data on social media is often distributed in multiple databases and therefore, interpretation is often complex," said Dr. Kamal Jhunjhunwala, Group Director, RAHMAT Corporation and the faculty of Marketing at Agha Khan University.

"Social media is the new marketing battleground. In 2016, social media was just the tool of choice and marketing strategists didn't have access to the data that could be used for the desired effects of marketing strategies. In 2017, data analysis will become even

more important," added Prof. Maha Babu, Chair of Marketing Department, SRC, Indian Institute of Management, Bangalore.

Prof. Maha Babu concluded with the statement, "Social media is the most powerful marketing tool in the country today. Using it well is crucial for marketing strategy to be successful in the coming years."

The event was organized by Retail and Advertising Club of Agha Khan University (RAHMAT), India's premier consumer market research and marketing management institution and was sponsored by KMC Textiles Ltd.

## V. FINDINGS

- A significant 93% of all marketers indicated that their social media efforts have generated more exposure for their businesses. Increased traffic was the second major benefit, with 87% reporting positive results.
- Most Popular Platforms
- Facebook and Instagram are the top two platforms used by marketers, by a long shot. All other platforms lag behind these top two.
- B2C vs B2B Platform Use
- Nearly all business-to-consumer (B2C) marketers are focused on Facebook. Interestingly, B2C marketers reduced their use of Twitter and increased their use of Instagram.
- Most business-to-business (B2B) marketers also use Facebook and not surprisingly a significant percentage use LinkedIn. The choice of Facebook over LinkedIn. B2B marketers have also increased their use of Instagram.
- Facebook Is Marketer's First Choice
- Despite Facebook's troubles of late, the platform is still overwhelmingly the first choice for marketers.
- Social Media Platforms Marketers Want to Learn More About
- We asked marketers to identify which social media platforms they want to learn more about. Instagram surpassed Facebook for the first time. Interest in learning more about Facebook marketing dropped to 69% from 79% in 2018.

Messenger bots dropped to 45% from 70% in 2018.

- YouTube was the number-one video channel used by 57% of marketers, followed by Facebook native videos (50%).
- B2C marketers use more Instagram stories (42% B2C vs. 32% B2B) and Facebook native video (53% B2C vs. 45% B2B), than their B2B counterparts. B2B marketers use more LinkedIn native video (21% B2B vs. 8% B2C).
- The most popular video length was 1–3 minutes (39%) followed by 16–59 seconds (30%). A significant 80% of marketers are creating videos that are 3 minutes or less.
- Horizontal video is the most popular orientation (68%).
- Marketers mostly plan on increasing their use of YouTube video (71%), Instagram video (69%), and Facebook video (68%). YouTube and Facebook were the top video platforms marketers wanted to learn more about, tied at 75% each.
- B2C marketers are more interested in learning about Instagram video (75% B2C vs. 64% B2B) and Facebook video (78% B2C vs. 68% B2B) than their B2B counterparts. B2B marketers are far more interested in learning about LinkedIn video (66% B2B vs. 41% B2C).
- most interest to us in planning my social media workshops, these are the questions marketers are looking for answers to.
- Achieving better engagement is the topmost priority for markers, followed by best tactics to use, and organic reach.

## CONCLUSION

In the world with over 70% of internet users active on social networks, who spend at least one hour a day on average on those social networks, we have to conclude that social networks have become a sort of reality in which people communicate, interact, and obviously trust. We also have to be aware that over 60% of those users access social networks via mobile devices, with strong indicators that this percent will only increase in the future years.

In such world, we have to admit that social networks are a new dimension of reality that has become a part

of the business world as well. Over 90% marketers report they are or will be using social networks for business, while over 60% of them claim to have acquired new customers over social networks.

The findings published by business professional and marketers support the fact that businesses can have a lot of benefits from using social networks, which is why implementation of those has become a part of business practice. This is why social media marketing is no longer considered to be on probation, but instead it has become an important part of the business world.

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