

## IMPACT OF SOCIAL MEDIA MARKETING ON SMALL BUSINESS

---

Dr. Payal Goyal\*

### ABSTRACT

*Presently Social media marketing is very significant for small business these days that it became the modern buzz as the structural cause has substituted the social source for the companies that pursue and engage with their spectators via the online platforms.*

*With Social media supporting the development in social and cultural help which congregate provincial markets in maximum sales by their advancing ideology of modernizing contemporary business and transforming traditional business that make an opportunity in shaping exclusive market for consumer attentive communication. It is also a very operative way of encouraging relationship and preserving them with new and existing consumers which will create in more work.*

*Social media marketing is a powerful online marketing instrument. It became more common with the increased popularity of websites such as Twitter, Facebook, Linked In, and YouTube etc. Marketing done via social media or social networking websites where social media is a two-way street which provides the ability to communicate and exchange information and ideas through a virtual communities and network platform that becomes extremely beneficial for small enterprises to drive their business to more successful one. Whenever, Entrepreneurs launch their new product or service one always would like to have certain ideas about people thoughts by getting to know their demands, so by engaging with the prospects and customers via social media their absolute businesses changing market strategies gets based completely on the information they find on social media feeds and also from their competitors by knowing their strengths and weakness and determining their marketing efforts.*

**KEYWORDS:** *Social Media, Marketing, Small Business, Advantage, Disadvantage.*

### Introduction

Small business are growing in prominence hence this sector is very important in most nations of the world as it's a vital and strategic part of industrial sector. Contributing significantly to the country, it also meets social objectives including the creation of employment opportunities to millions of people throughout the country. It plays a crucial role in a developing economy from traditional enterprises to modern industries

Small medium enterprises (SMEs) is a key role in the development of economy with their effective, efficient, flexible and pioneering entrepreneurial spirit. These small enterprises, thus can enhance their social media marketing skills to reach out to the customers and achieve better future prospects.

Social media is created in larger volumes than traditional media, it has a sizeable effect on performance and is also vitally important for small business to stay on top of the changes in order to get the most value from their social marketing initiative on investments and is emerging as a key marketing platform.

---

\* Department of Business Administration, S.S. Jain subodh (Autonomous) P.G. College, Jaipur, Rajasthan, India.

Increasing number of marketers and businesses are utilizing social media as a channel to directly connect and communicate with consumers. According to the state of small business report, approx. 75% of small business have their own company page on social networking website with 68% of them posting status updates and 53% of them monitoring from consumers.

Social media has become the best social instrument of communication, it's interaction among people in which they create, share or exchange information and ideas in a virtual communities and network. Andreas Kaplan and Michael Haenlein define social media as a "group of internet based application that build on the ideological and technological foundations of web2.0, and that allow the creation and exchange of user-generated content". Social media is different from traditional or industrial media in many ways including quality, reach, frequency, usability, immediacy, and performance.

The main advantage of social media marketing for small entrepreneurs is that it provides limited financial resources, lack of marketing skills and knowledge and low visibility which opens up many opportunities and resources for them. It is also beneficial for small businesses that has cost related problems because the majority of social media websites are free to access, the only requirement is to create a profile and post information so they reach their targeted market for little or no cash investment. This advantage alone develops more benefits that can help stimulate or contribute to the growth of an organization. Even though with so many advantages through social media there are some disadvantages that appear with it as social media consume most of the time and the cost in time means the media is not completely being free and the information is only visible for a short time before a newer post replace it.

#### **Small Business and on line marketing**

The definition of "Business" is pretty simple - It means, providing goods or services to a customer or to set up a corporation, partnership, other type of legal entity and sole proprietors is known as business. Small business usually means the size definition, based on either the number of employees or the amount of money or both. Sometimes, it's also based on the size of the assets on the company's balance sheet, today many of small businesses are considering of usage of social media in order to market / branding some product. These type of businesses use social media application as a marketing tool for the branding and marketing of their products. It is the best platform for marketing and advertisement of product for growing new business entrepreneurs because it is perfect as it easily reach to the targeted customers and using in right proportion and social media is more concerning communication to purchaser in the conventional awareness branding, community relation and lead generation rather than communication with the customer, understanding the customer and internal communications assume blogging to market straight link with specific individual who has the same interest in their business. Nowadays, small businesses use variety of applications in social media to improve their business growth as well as for promotion. When the large number of related pitch join in their pages they earn more and share information with each other resulting in enhancement of their businesses. With the passage of time, no doubt that the technology is growing faster and becoming a medium for making lives of individuals easier, as well as providing opportunists to take benefit of this proficiency and bring in new concepts on the statistics.

Entrepreneur uses social media to connect to its weak ties or try to expand contacts with existing strong stakeholders. Such small business use social media more because it is all about mixing and sharing views and these views can be expressed as written entries in the form of blog posts, comments, video presentations, likes or votes on social media sites, because of social media it is now more easy to introduce relationship between business and customers.

#### **Objectives**

The study purpose of this paper is to explore the impact of the internet, specifically websites and social media have on small business. It aims to investigate the advantage or disadvantage which impacts on social media marketing from the use of internet and social media sites for the small business that operates in underserved regions. Study for the objectives is:

- To identify the various types of small business using social media for marketing.
- To examine the effects of social media marketing strategies on online small business and their performance.
- To investigate the impact of social media marketing advantages and disadvantages of small business.

## **Advantages**

- **Customer Engagement**

Customer engagement is positively related to sales performance of online small business. Customers may get positive towards the content created by the company on social media platform when they are engaged in it. Consumer's positive attitude towards the company may affect their behavior in the interaction with companies. Consumers that have higher level of online engagement are more likely to share, like and give positive response on the messages posted by the company and by sharing the positive response might increase the popularity of the brand among consumers. Customer engagement is a behavioral construct that goes beyond purchase and it is as repeated and satisfying interaction between the customers and the company product of brand, also it enhances the customer emotional connection with the company product.

- **Brand Awareness**

Brand awareness can increase the sales performance of an online small business. Brand awareness serves as a cue for consumers to evaluate the product and company when making purchase decision; it also helps reduce the risk for consumers. It has been suggested that brand awareness is an indicator of high product quality and the main benefit for consumers is that they can obtain more products and company's information from messages with video and animation format which also adds up into the knowledge of the product that overall helps company to increase. Therefore, the increased knowledge in turn helps consumer remember and recall the brand.

- **Changing the Marketing Tradition**

Social media gave a huge change to traditional marketing. The traditional techniques of marketing using print and electronic media along with internet marketing and lead generation were used to drive traffic to business and its website but as the search engine algorithms evolve, website owners have to stay on their toes to make sure their website is constantly updated with relevant and current information to prevent it from being devalued in search results. Today social media marketing is a great change in the word marketing.

Ñ **Public Relation and Human Resource**

Another important benefit for business implementing in social media strategy is concerning the domains of public relations and human resources. Public relation specialists are some of the first people to embrace the power of social media, they use it every single day to get the word out about client and to communicate with customers by responding to questions or problems. By social media anybody can connect with people in their professionalism.

Ñ **Business to be more Transparent**

Social media is changing people's opinions about business by providing message that open transparent and helpful to social audiences as they get to learn that the business cares about its customers and as well as potential customers. One can position their company as a valuable resource by simply sharing information like advice, tips, or just answering question about the industry.

Some other benefits from social media are like brand reputation management; increase targeted traffic, competitor monitoring, customer service and recruitment, communication in real-time and business networking etc.

Ñ **Demographic Targeting**

Online marketing also provide demographic platforms that benefit to goal and measure the reaction from different demographic regions. It concedes to target identifiable people or identifiable consumers that are likely to purchase product.

Ñ **Tracking Results**

Additional advantage of online marketing is that path the results will be illustrated in detailed graphics that will give traffic growth, leads and sales conversions from marketing search campaigns. Using free traffic tracking analysis tools like Google Analytics can help easily track how to expose the product in the comparative marketing translates into traffic.

## **Disadvantages**

In light of the overwhelmingly positive evidence supporting the use of social media in business world, it can be said that no actions are without a risk. The large variety of significant that has seen but

some limitations of social media marketing will also be listed in order to keep a complete and objective opinion of this new marketing technique. Taking a closer look into the possible disadvantages or negative effects of social media marketing from the business perspective is that the social media marketing does also present some legal, reputational and operational risk for business, which need to be taken into account and managed during the planning of the social media strategy. Some disadvantages are:-

### **Too Many Options**

The Internet proposals are extensive assortment of websites on which companies can place advertisements. This can be irresistible, especially for small business entrepreneurs: With so many options, it's difficult to narrow down the choices to the websites that will attract the most potential customers and sales. Once a company selects a website, it is then presented with a variety of ways it can advertise its products or services on the site, such as through banner advertisements, video marketing or by sponsoring a post. Companies have to determine which type of advertisement yields the best response from their target markets.

### **Viewing Problems**

Online marketing has a big problem of loading and browser obstacles can reduce the number of time clients can't see the advertisement properly. When network issues occur companies lose the opportunity to broadcast advertisements for their products and services and lose potential sales also. Viewing problems can occur because of problems with a website or if a consumer is using a smart phone or other mobile device to view a website, has a slow connection speed or does not have the correct applications and programs installed on his computers for proper viewing.

### **Expensive Advertisement Prices**

The cost for banner, text and video ads vary depending on the amount of traffic and the type of readership a website or blog receives. Online advertising through pay-per-click campaigns and social media sites can also wreak havoc on a company's marketing budget, potentially yielding little to no return on investment

- Ñ Negative comments or feedback.
- Ñ Constant monitoring necessity.
- Ñ Time investment.
- Ñ Measuring result.
- Ñ Linking to the update website.

### **Conclusion**

Social media marketing is a great track to all type of businesses. Small businesses and non-profit organization can especially benefit from all of the tools of social sites have to offer. Most organizations can secure the benefits of the social sites if they understand the pros and cons and then plan their usage consequently.

Viewing from a business perspective, it goes without saying that social media marketing has offered a large variety of new opportunities for companies to promote their brand, products and services. People are actively connecting with each other and talking about their experiences, sharing their opinions about products and services, though it seems unclear which real benefits social media marketing has brought to business and which particular technique were used to achieve this success. Social media is now evolving at an implausible speed which is why it is extremely significant for micro and small business to stay on top of the changes in order to get the most value from their social marketing initiatives and investment.

### **References**

- Aaker ,D(1996), building, strong brands , free press, new York,NY,pg. 150
- Advantest (2013) sinewe lbo and Alibaba announced a strategic alliance to cooperate in social shopping 2.0. Accessed on 2014 from [http:// www. Advantest. Com /zh/2013/08/13/sine-we lbo-taboo-social- commerce-2-0/](http://www.Advantest.Com/zh/2013/08/13/sine-we-lbo-taboo-social-commerce-2-0/)
- Advantest (2013). China microblog- marketing report. Accessed on 2014 from [http:// .slide share. net/ advangent2013- china-microblog- marketing- report](http://.slide share. net/ advangent2013- china-microblog- marketing- report)

- 16 Inspira- Journal of Modern Management & Entrepreneurship (JMME), Volume 08, No. 02, April, 2018
- Kerr.Schultz,D., Patti, c.&l., 2008 an inside –out approach to integrated marketing communication: An international analysis. International journal of advertising. (Online), 27(4) pg. no. 511-548.
  - Neti , S(2011) social media and its role in marketing .international journal of enterprises computing and business systems, 1(2), accessed on feb 15, 2014 from <http://www.ijecbs.Com/july2011/13/pdf>
  - Websadmin posted on may can social media have impact on small businesses and how? Articles
  - [www.webopedia.com](http://www.webopedia.com)
  - [http:// www.wisdomportal. Com /26409/integrate- marketing-communication-iMac](http://www.wisdomportal.Com/26409/integrate-marketing-communication-iMac)
  - <http://decidedlysocial.com/13-types-of-social-media-platforms-and-counting/#sthash.pyL7j2Q8.dpuf>
  - <http://www.socialmedia examiner.com /26-facebook-fan-engagement-tips>
  - [http://Wikipedia.org/wiki/social\\_media](http://Wikipedia.org/wiki/social_media)

