

MARKETING THROUGH SOCIAL MEDIA

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ABSTRACT

The success of the business depends on marketing, there are many types of marketing, out of which social media is a platform where at present all the people of the country and abroad come in contact, so social media can be used as a marketing platform. where low cost and time is used. SMM Activities like:-Posting and sharing images, text, videos, Many social networks allow users to provide their detailed geographical, demographic and personal information so that marketers can tailor their content in such a way that it is beneficial for the users. BENEFITS :- This will increase sales/products, increase brand value, increase per share earnings, increase popularity, build a better relationship with the customer, quick redressal of customer complaints etc.

KEYWORDS: *Social Media, Tools, Benefits and Disadvantages of Social Media Marketing, Social Media Integration, Social Media Communication.*

Introduction

The success of the business depends on marketing, there are many types of marketing, out of which social media is a platform where at present all the people of the country and abroad come in contact, so social media is a marketing platform where little cost and time is used. Social media is an e-marketing done using the internet where many people come in contact and do activities like sharing images, text, videos etc.

Social media marketing is adopt as a form of new technologies. Social media is the new marketing idea and all businesses try to generate value by using social media. Nature of people is social and It is important to share information among people through social communication. Every consumer whether for personal use or business use, uses social media in every aspects of their daily life.

This type of marketing includes many activities such as :- chat and messages, watching and listening music/video, publish/share of content etc.

Generally marketer adopts several strategies to promote their content on social media websites. Many social sites also allow users to share their personal information, so that marketers can develop a good strategy from the information and this is also beneficial for the users.

As Internet users expand more, marketers may to easily target their consumer that is why the strategy of these social media should be made in such a way that it can attract more attention to the users. If social media is used properly, it can increase the sales of the product as well as increase its brand value.

Some of the elements of social media marketing are as follows:

- Community blogs
- Voice mail
- E - Video/photos or Image
- Wikis
- Online Forums

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- Podcasts (webcast, audiocast, onlineradio, vodcast, godcast, mobcast etc.)
- Online Wall-Posts
- E-communication
- Online correspondence
- Weblogs (newsletter, diary, podcast, record etc.)
- Chat message
- Blogging
- Share of content
- Discussion forum (Reddit, Quora, Digg etc.)
- Bookmarking Networks

Literature Review

In present business situation social media has been discovered as one of the most successful tool used in marketing. Social media channel is a easy way to promote a company and its products. For reaching to targeted customer it's a new trend and rapidly growing way. At present, the attention of many researchers has been drawn to Social media.

This types of marketing should be considered of as a subdivision of online marketing platform that complete traditional Web-based development planning, such as e-mail, message, newsletters and online advertising, marketing (Barefoot & Szabo 2010).

Peter Drucker (1991) presented a new economy which is the network economy that maintains important social campaigns and features around information processing.

According to Nickson (2009), The social platform debuts on Friendster by the BBC. BBC is a platform where people of similar interest come in contact with each other.

By motivate consumers to extend messages to personal information, social media marketing has promoting a new term growing dissemination and trust to mass-communication and mass marketing (2011,hafele).

There have been some experiments in pharmaceutical, restaurant and manufacturing companies to prove that e-social media is a place for business and customer as a combination. [Gupta and udupa (2009)].

The first social network platform that was web based is Sixdegeers.com (1997). It permit to users to create personal profile, request to friend, make group and search for other profile etc. (2007, Boyd and Ellison)

Advantages

- **Cost Related:** The key advantage of social media is that its cost low compared to others. The major social media platform/sites are free for access. It is useful for big business as well as small business. If a new marketer can start marketing on social sites without any investment.
- **Social Iteraction:** Through social media has extended and created new forms of contact. Here people spend their maximum time online involved in communication activities (Ex. WHATSAP, LINKEDIN, SNAPCHAT, INSTRAGARM, EMAIL, MEMECHAT and other social networks). A world has arisen through social media where people without know anyone but after contact on social sites get to know each other.
- **Customer Service:** Customer service is a another important area of social media marketing. Feedback and complaint sought from social media, and All the problems can be solved immediatly by contacting the responsible person with immediate effect.
- **Increase Sale & Production:** Through this, the company can sell its sale to the local area as well as to other district, state as well as at the international level through our social media marketing and this not only increases the brand value of the company but also increases the sales.
- **Time Value:** Time has a lot of importance in today's modern Era. The market can be reached by the media in a very short time, and people can also be influenced in a short time.

Disadvantages

- **Copyrights & Trademarks Issues:** It is extremely essential for companies to protect their own trademarks and copyrights when using social media to recommend their brands and products. The ability of social media to facilitate informal and immediate communication, often on a real-time basis, can help companies promote their brands and disseminate copyrighted material, but it also provide facility to third-party abuse of business trademarks and copyrights.
- **Security Issues:** While social media has advantages, it also has disadvantages. Brands, products, services are promoted through social media, along with trust, privacy and data security issues also arise. It is critical for companies to be aware of these issues and take immediate action to reduce their risk of liability related to data collection, uses and maintenance.
- **Face to Face Communication Skills:** Due to social media marketers are becoming less capable of face-to-face communication. Marketers does not properly identify the important information to achieve the marketer's goal and Due to lack of face-to-face communication the customer does not even know what information he needs which may influence his decision.

Research Objectives

What factors affected or unaffected by a company's social media network? To solve this query, the research objectives are as follows:

- Identifying usability of social media platforms and deciding whether it suits the business opportunity or not.
- To identify various factors to affect customer's ability to make a purchase.
- To study on various reasons for customer rejection of products of a particular brand.
- Finding the appropriate social media platform for the product and service.
- Estimating the success and failure of social media marketing.
- To estimate the cost incurred for social media marketing.
- To estimate proper compare with traditional and digital marketing.

Recommendation

- New business can easily promote their product through social media because it takes less time and less cost effect.
- Investing in digitization for new business is profitable.
- Through social media network People from other places can also be contacted in very less time and in less cost.
- Many businesses do not know about the paid service provided by the social media platform Facebook, whatsapp, snapchat, linkedin, instgram etc. which is related to online manage business.
- Through social media, the business can promote itself by creating its own profile or it can also take advantage of the service provided by social media.
- Online as well as offline expenses should also be taken care of both. Take to proper compare with traditional and digital marketing and take the right decision.
- Along with the advantages, one should also focus on its disadvantages. so that more attention can be given on this social media marketing.
- Social media is also very useful for fast customer acquisition and fast service delivery.

Conclusion

The company makes a big mistake by not marketing through social media. Research believes that marketing and promotion through social media can make more profit. For this, businessmen should prepare marketing strategy and adopt goals and objectives by incorporating them with social media. Research further analyses social media management and handling. Businesses can stay in touch with their customers 24*7 time through social media. The most important is information for social media marketing that is constantly receiving through feedback and messages from the consumers. Therefore, in present along with competition, the market has also become worldwide, because of which social media is such a tool which is very helpful in making the business stable.

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