



MEETING RELATIONSHIP MARKETING GOALS THROUGH SOCIAL MEDIA-A CONCEPTUAL MODEL FOR FASHION BRANDS

Ramandeep kaur

Asst prof at GGNIMT, Ludhiana

ABSTRACT

Social media represents potentially seductive opportunities for new forms of communications and commerce between marketers and consumers. Advertiser typically want to find some way to follow their target audience. Many new media opportunities are presented to advertisers. Various brands have always been fashion industries leaders, with admirable values and innovative yet traditional business management. The recent entry of numerous fashion brands in the market coupled with decreased sales related to economic downturns have led to new challenges for brand firms. While the boom in social marketing appears persuasive with an estimated 70% of consumers visiting a social website for information. Ultimately, advertiser will be forced beyond the traditional business approach to adopt many of the principles and techniques of relationship marketing in order to effectively use social media and likely the multiple co-creations of products and services. Social media are two way communication platforms that allow users to interact with each other online to share information and opinions. Use of social media sites such as Twitter and Facebook has already expanded to almost every brand and have evaluated as almost take off tools. Thus in this paper the effect of social media marketing is represented.

KEYWORDS : fashion brands, social media, Marketing communication, Customer relationship

Literature Review:-

According to Miller, Fabian, and Lin (2009), the importance of social media lies in the interaction between consumers and the community, and in the facilitation of immediate, interactive, and low-cost communications. Nowadays, internet communities, Blogs, and social networks have become a part of life for most people, so that social media have become alternative communication tools supporting existing relationships and activities in a joyful way that can enrich the users' experience.

Intimacy refers to feelings of closeness, connectedness, and bondedness (Sternberg, 1996). It is possible that consumers forge an emotional relationship such as intimacy with a certain brand, and perceptions of intimacy are required before the consumer will make an emotional investment in the brand and develop perceptions of trust (Elliot and Yannopoulou, 2007). Intimacy is a matter of knowledge that accumulates over time (Carroll and Ahuvia, 2006) and lasts longer than other emotional relationships (Sternberg, 1996).

Purchase intention is defined as the consumer's possibility of purchasing in the future. Since it is expressed as a customer's will to promise certain activity related to future consumption, many studies have employed purchase intention to estimate a brand's future profits. Understanding consumers' purchasing behavior is essential to a firm in order to attract and retain its customers (Ko, Kim, and Zhang, 2008).

The McCann tracker study (2008) found that active users reading blogs grew from 54%-77% within two years. The number having written a blog increased from 28% to 45% and also notably people watching video clips online jumped from 32% in 2006 to 83% in 2008 (Smith, 2009).

Kaplan (2001) further suggests the transition of social media to a significant marketing communications medium is due to a combination of; technological drivers such as bandwidth; economic drivers such as user access to more tools to develop User Generated Content (UGC); and social drivers such as the generation of IT savvy youth recently become consumers with purchasing power. (Kaplan, 2010).

Online relationship marketing requires the facilitation of the processes of interaction, communication, dialogue and value (Harridge-March & Quinton 2009, p.174).

Emerging social media tools for marketing include real-time video training and webinars that can provide marketers with applications more consistent with the social nature of the selling relationship

(Oracle, 2009) by opening the relationship to a dialogue. Social marketing technologies also permit marketers to customise their messages and have a dialogue with customers.

Another area of opportunity for social marketing is "brand building" - connecting enthusiastic online brand advocates with the company's product development cycle (Ferguson 2008, p.181). Here, research becomes marketing; product developers are now using social forums to spot reactions after they modify an offer, a price, or a feature in a product or service. Such brand managed communities can have real success. One well-documented example is Idea Storm, Dell's community discussion and "brainstorming" website, which saw a measurable increase in sales following its launch, by providing a forum for meaningful dialogue and "to gauge which ideas are most important and most According to Collins (1999), marketers must understand consumers' value system and recognize the role of internal processes. Value judgments based on the worth or importance perceived by consumers is embedded throughout the exchange process. For example, product design elements and organizational processes must be consistently aligned with the needs of consumers.

Gronroos (2004) suggested that value is transferred and also created during the interaction process as customers look to fulfill important needs on an ongoing basis. The value process is built on the continued interactions that provide additional worth over time. Gummesson (1999) Meeting Relationship-Marketing Goals 425 also highlighted the importance of opportunities for joint value creation that could be used to create a long-term "win-win" for both parties. Effective management is needed to ensure that the combined effects of planned communication and meaningful interactions lead to value-added outcomes for consumers (Gronroos, 2004)

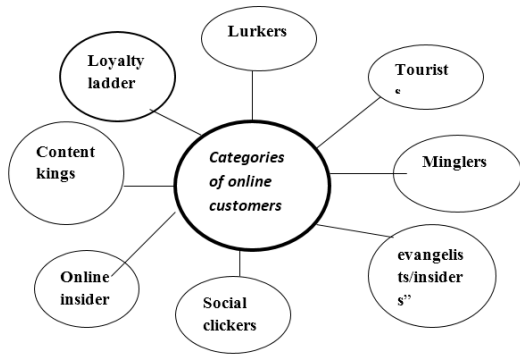
Customer Categories and Bandwagon effect

Marketing communications practitioners are inundated with new ideas and technologies that often provide great promise but do not live up to their hype.

In Australia, the Internet reaches a potential audience of over 11 million users of which more than 70% use a social network; Facebook has over 6 million registered users and Twitter has 800,000 registered followers (Comscore 2009). Moreover, the McCann tracker study (2008) found that active users reading Blogs grew from 54%-77% within two years. The number having written a Blog increased from 28% to 45% and also notably people watching video clips online jumped from 32% in 2006 to 83% in 2008 (Smith, 2009). Kaplan (2001) further suggests the transition of social media to a significant marketing communications medium is due to a combination of; technological drivers such as bandwidth and social

drivers such as the generation of IT savvy youth recently become consumers with purchasing power. (Kaplan, 2010). However, the social media are no longer the domain of Generation Y; older generations are heavy social networkers with Facebook's largest demographic now women aged 55 and older (Angel & Sexsmith 2009, p.2). If the maxim that advertisers will ultimately follow audiences holds, then social media's appeal to expansive and difficult to reach audiences should somehow translate into commercial success for marketers and social media operators

Flow chart 1- categories of online customers



As shown in the above mention flowchart One stream of research suggests the existence of a **“loyalty ladder”** in social networking communities that splits users into categories such as: **“lurkers”** (those who are reticent to contribute to sites); **“tourists”** (those who post comments but demonstrate no commitment to a network); **“minglers”** (those who post with no regularity or frequency); and **“evangelists/insiders”** (those who are enthusiastic, expert and regular in their contributions) (Harridge-March & Quinton 2009, p.176). Other researchers split users into slightly different sets, for example: **“social clickers”** (users who communicate with friends and create content on message boards and review sites); **“online insiders”** (avid online shoppers who vocalise product preferences); and **“content kings”** (young men addicted to online entertainment) (Riegner 2007, pp.439-440). These groupings demonstrate the complexity and lack of uniform measurements for marketers targeting users of social media. By contrast, the established media like television offer well established and accepted means to measure and manage marketing campaigns that facilitate investment in marketing communications campaigns.

Steps of social marketing strategy

In this article We'll share what you need to include in your social media marketing strategy in order to create brand awareness

Identify business goals:-

you simply can't move forward without knowing what you are working towards. Look closely towards company's need and decide how you want to use social media to contribute to reaching them. The goals may include:-increasing brand awareness, retaining customers and reducing marketing cost are relevant.

Set marketing objectives:-

objectives define how you get from point A (an unfulfilled goal) to point B (a successfully fulfilled goal).make your objectives SMART (specific, measurable, achievable ,relevant and time bound)

Identify ideal customers:-

if business is suffering from low engagement on their social profiles, it's usually because they don't identify ideal customer profile know your target audience age,occupation,income,interest,pains, problems,habits,likes,dislikes etc, then it's easier to target them on social sites.

Research competition:-

When it comes to social marketing, research your competition, to

appraised their activities. Look at their number of fan followers, posting frequency and time of day also pay attention to the content they are posting and its context (humorous, promotional etc) you are looking at competitor last 20-30 facebook. Updates. Take the total number of engagement activities for a post and divide it by page's total number of fans. Engagement activities include likes, comments and share etc. it provides you general picture of the competition ,so you can compare how you stack up each other .



By checking the likes on the pages we can see our customer followers and also find out the position we stand in competitive world.

Choose channels and tactics:-

you can use information from buyers persona to determine which platform is best for you. if your prospects or customers tell you they spend 40 of their online time on facebook and 20% on twitter . you can know which primary and secondary social networks you should focus on.

Create a content strategy:-

the type of content you should post on each social network relies on form , which is how you the information- text only, images, links ,videos etc. posting frequency is also as important as content. you should not annoy your fans and followers .use Facebook insides to see when your fans are online and engaging with your content



Like the above mentioned picture shows follow option for customer's convenience

Allocate budget and resources:-

according to recent data 30% of respondents say that social media has its own new and distinct budget. of these respondents 8.7% says their social media budget pulled from traditional marketing media . lwe found interesting that2/3 of respondents say that they plan to increase the social media budget in up coming cycle.

Assigning roles:-

knowing who is responsible for what increases productivity. when everyone knows his or her role ,its time to start planning and execution process.

Conclusion:-

Social media is a potentially powerful medium for finding key consumer influencers, engaging them, and generating brand advocates. However, in order to build viral campaigns trust must be established and subsequently reinforced in order to overcome any reluctance on the part of the would-be consumer and building virtual environments in which customers can connect with each other to share insights and relevant information. By tapping into or

creating their own online social networks, social media marketers can influence a brand community and potentially influence consumer behaviour. To capitalise on currently available opportunities, marketers need to find or establish customer relation, listen to them, and then create special programs. Creating relationship through social media is by focusing on providing such features, customer relationships and purchase intention will be enhanced.