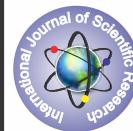


A STUDY OF SOCIAL MEDIA MARKETING STRATEGIES AT NIVENSOFT TECHNOLOGY DELIVERD IN CHENNAI REGION



Marketing Management

KEYWORDS: Social media marketing, corporate companies, customer, marketing strategies

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ABSTRACT

A study of the effectiveness and strength of social media marketing is an important process, the social media refers to the use of web based and mobiles technologies to turn communication into an interactive conversation between the technology and corporate people, the social media applications like Face book, Twitter, My space, Skype etc., are used extensively for the purpose of people communication to promote our marketing features and our strategies efficiently. One of the most important advantages of social media is the online sharing of knowledge and information among the different groups of people. This online sharing of information also promotes our needs regarding the people marketing strategies very easy manner. It increases the communication level among the business people of Corporate Companies, the term marketing is not just about advertising and promoting your business that provides overall direction to the enterprise and involves specifying the organization's objectives, developing policies and plans designed to achieve these objectives.

In order to empirically examine the effectiveness of social media, survey method was used for investigation, as this was found to be the most appropriate method to carry out a survey in order to find out the growing importance and the use of social media as a tool for marketing. Online tools and technology has not only mediated communication in countless ways. So that here we have started our study and analysis of the strength of modern marketing strategies to find the efficiency of sales and customer needs towards public promotions.

INTRODUCTION

People today are more and more dependent on the internet to gather information and their networks to help sift through this information and make decisions. Consumers today get connected online and make decisions based on what their colleagues, peers, networks and through people they know share. Companies that want to succeed today need to use social media smartly to reach their potential customers and the 'influencers' that these customers turn to. Strategy needs to be worked out keeping in mind Clear Client Objectives, and Goals that they are looking at achieving. So, the study of the Benefits about Social Media Marketing according to Social Media Industry Report from Corporate companies is important to know the current industry culture and to understand the business development fundamental techniques.

REVIEW OF LITERATURE

Tamil Kannan (2014) conducted a research to analyze the important features about social media marketing strategies. The author also examined the most and least perceived sources of digital marketing along with the effect of special techniques. For this purpose, data was collected from more interactive business websites and business survey report articles. The results showed that there are 95% of sales in corporate companies belong to the output of Internet Marketing **through Social Media**.

Ramesh (2014) conducted a research to examine the corporate companies business promotion techniques. The author wanted to evaluate the experience of digital marketing among professionals in Corporate Companies. For this purpose authors took a survey of 10 working professionals in business development team. The results showed that the most of the professionals giving their best marketing service only on social media for the digital marketing.

Vijitha (2013) has conducted a research to determine the effectiveness of digital marketing through online. The Internet marketing helps drive your larger marketing and business plans. So that the research fully monitored the corporate marketing on internet, for this purpose ten more CMM 5 level corporate companies marketing techniques has analyses frequently. The result shows and proof nearly every business will benefit from having an internet presence and its marketing techniques. It allows the companies to save money don't require a large amount of investment.

A research was conducted by Arun Raj (2011) to examine the role of Social media marketing persons how express the product quality based on online marketing strategies to customers, The study analyzed how role responding and role conflict (via self-efficacy and job satisfaction) affect employee creativity directly and indirectly. For this purpose the author has interviewed a sample ten more employees from five manufacturers or service sector was taken. The results showed that there is the entire marketing employee creates their creativity level based sales, by using the preferred techniques on digital marketing.

Vimala Kannan (2010) has conducted a research to analyze the marketing of Online Product sellers. The study normally gives the better ideal to enhance the online business development instead of direct marketing. The important segment has find from here, the role of Digital Marketing process has increased the sales ratio, For this purpose a sample of ten more business websites was used to get marketing data report on the basis of how the product supports to fulfill their needs. Results showed that Digital marketing through Social Media is a very sufficient process to reach the sales ratio.

OBJECTIVES OF THE STUDY

1. To analyze how the corporate companies increase the sales growth with the help of social media marketing strategies.
2. To analyze how the corporate companies get study report about the demands of customers

STATEMENT OF THE PROBLEM

It provides the context for the research study and generates the questions which the reach aims to answer. As per the problem statement we have to find out what the problems currently available to use digital marketing for Chennai based corporate companies. The corporate companies are most innovative organizations in India here they have worked with huge set of marketing strategies with social media marketing. So the research describes the overall problems and advantages and production growing techniques & planning and implementation feasibility all those things, such a manner the business development managers get the detailed report of the product sales performance by social media marketing strategies. To know the quality of service and improvement to be made in the service provide by Corporate Companies. Companies need to be consistent with their social participation. So that the survey system helps to monitor their current marketing situation.

SCOPE OF THE STUDY

The scope of the research study has been wide concerning almost all the aspects that determine corporate company preferences towards digital marketing through social media. It is also focused to study the intensity and willfulness of the company in enhancing the marketing activities towards social media. So the research would help to know about current status of the company development through the digital marketing.

RESEARCH DESIGN

Sampling Techniques: The procedure of sampling adopted during the course of project was simple random samplings.

Population: This study means that the total number of people which has been surveyed by the researcher, for this survey more than 42 corporate companies has been interviewed in some particular places in Chennai to get the conclusion over the Digital Marketing Services.

Method of Data Collection: The data collection methods consists various methods to collect the research data to analyze the Digital Marketing Services effectively, the validity of any research depends upon the reliability of data. In this study, the researcher has done very reliable data collecting process by using common preferable methods like.,

- Primary Data Collection
- Secondary Data Collection

Primary Data has collected from sample respondents through Questionnaires.

Secondary Data has collected from the referred websites which has been explained in the References.

Tools for Analysis: The main method used for analysis is Simple Percentage method and Chi-Square test

LIMITATIONS OF THE STUDY

- The study was conducted the companies doing digital marketing through social media in Chennai city only. It cannot be generalized to other cities.
- The results applicable to the limited period only. Due to time constraint, the study could not be taken in depth. The study period is limited for 3 years only.
- As it was a unit owned by private companies, the researcher could not also compel the proprietor to supply all records available in the industry. In between the preferred area we have taken the enough results belongs to our study.
- Here the respondents has selected very random from the overall Chennai city corporate companies and the Branch wise classification also used. Only the company's viewpoint has been studied.

DATA ANALYSIS AND INTERPRETATION

TABLE 1: RATING OF DIGITAL MARKETING SERVICES

Rating of Digital Marketing Services	No. of respondents	Percentage
Excellent	7	17%
Very good	35	83%
Good	0	0%
Fair	0	0%
poor	0	0%
Total	42	100%

INTERPRETATION

From the table, it represents that 83% of respondents gives the rate of Digital Marketing Services are Good, 17% of respondents gives that the rate as Excellent.

FIGURE 1: RATING OF DIGITAL MARKETING SERVICES

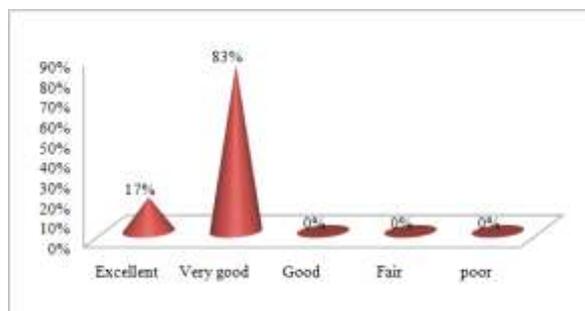


TABLE 2: OVERALL SATISFACTION LEVEL

Overall satisfaction level	No. of respondents	Percentage
Excellent	7	16%
Very Good	19	45%
Good	15	36%
Fair	1	3%
Poor	0	0%
Total	42	100%

INTERPRETATION

From the table, it represents that 45% of respondents gives the rate of that satisfaction level are Very Good, 36% of respondents gives that the rate as good, 16% of respondents says that it is excellent, where as either 3% of the respondents gives the rate of fair.

FIGURE 2: OVERALL SATISFACTION LEVEL

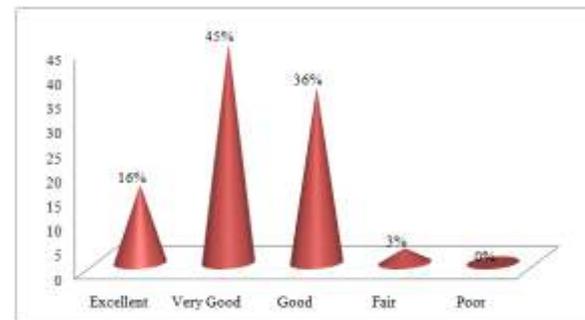


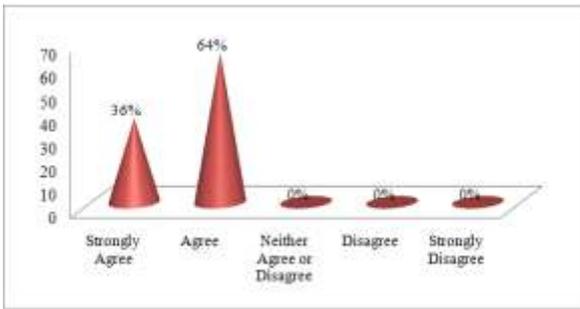
TABLE 3: ACKNOWLEDGEMENT OF FULFILLMENT

Acknowledgement of Fulfillment	No. of respondents	Percentage
Strongly Agree	15	36%
Agree	27	64%
Neither Agree or Disagree	0	0%
Disagree	0	0%
Strongly Disagree	0	0%
Total	42	100%

INTERPRETATION

36% of the respondents strongly agree the social media for Business Marketing, where as 64% of the respondents simply agree the social media for Marketing

FIGURE 3: ACKNOWLEDGEMENT OF FULFILLMENT



CONCLUSION

Now –a –days in the modern world, everything that are by internet. So It must be necessary to the social media website to improve their option for the customer during the study period the respondents have co-operated well and answered best of their knowledge. This research helped the researcher for gaining practical experience in over the social marketing, application of statistical tests and finding the solutions for a marketing problem. The major factors of this research are that the people network plays the vital role for marketing about the companies in Internets. Also it is found that the Companies feel, satisfied over the Online marketing.

ASSOCIATION BETWEEN PREFERENCES FOR DIGITAL MARKETING AND OVERALL SATISFACTION FOR SOCIAL MEDIA

Null Hypothesis (H₀): There exists no association between preferences for digital marketing and overall satisfaction for social media.

Alternative Hypothesis (H₁): There exists association between preferences for digital marketing and overall satisfaction for social media.

TABLE: 4

Preference	Excellent	Very good	Good	Fair	Poor	Total
Face book	3	17	14	1	0	35
Twitter	0	0	1	0	0	1
Linked in	2	1	0	0	0	3
You tube	2	1	0	0	0	3
Total	7	19	15	1	0	42

Calculated value = 12.04

Degree of freedom = 12

At 5% significance level, the table value is 21.026

Calculated value < Table value (12.04 < 21.026), Null hypothesis (H₀) is accepted & Alternative hypothesis (H_a) is rejected.

There exists no association between preferences for digital marketing and overall satisfaction for social media.

SUGGESTIONS

- The respondent feels that in order to promote the companies, the Social media should provide the following option to interact the people and to establish the marketing trends over internet.
- The major factors for marketing online is to reach people frequently, so it should provide the email sending option, notification messages for all the advertisement provided by the company.
- For and foremost of the Social marketing is Security, the Social networks should increase the security level more by giving alert on authentication or when the account has been accessed.
- As far as respondents it should increase the advertisement are satisfaction. But in order to increase, the network in the chain of people.

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