



## ORIGINAL RESEARCH PAPER

## Management

### PERSPECTIVE ON SOCIAL MEDIA MARKETING

**KEY WORDS:** social media, advertising, networking sites

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#### ABSTRACT

Social networking is the group of online interchanges channels devoted to group-based information, association, content-sharing and coordinated effort. Sites and bookmarking, applications committed to gatherings, microblogging, person to person communication, social curation, and wikis are among the diverse kinds of online networking. Web-based social networking is turning into an integral part of life online as social sites and applications multiply. Most customary online media incorporate social parts, remark fields for clients. In business, online networking is utilized to advertise items, advance brands, associate with current clients and cultivate new business. The objective is to create content that clients will impart to their informal organization to enable an organization to build mark presentation and widen client reach. Social media networks are substantial for both small and big organizations that are hoping to promote their brands on the Internet.

#### 1. Introduction:

Social media marketing refers to the process of gaining traffic or attention through social media sites. Social media itself is a catch-all term for sites that may provide radically different social actions. Social media networking is a term that depicts sites that interface individuals and include client produced content. At the present time web-based social networking is a massive chance to achieve the intended interest group and to expand deals on the web. Online adults aged 18-34 are most likely follow a brand via social networking. 71% of consumers who have had a good social media service experience with a brand are likely to recommend it to others. 96% of the people that discuss brands online do not follow those brands' owned profiles. Companies need to go beyond their own channels and monitor those unbranded conversations in order to gain valuable insights and manage brand health. Visual content is more than 40 times more likely to get shared on social media than other types of content. Customers are turning to social media outlets to unleash their frustration or questions. Social networks, sometimes called "relationship networks," help people and organizations connect online to share information and ideas. A social system is a social structure made up of an arrangement of performing artists like people or associations and the dyadic ties between these characters. A social system point of view is utilized to demonstrate the structure of a social gathering.

#### 2. Review of literature:

According to Belch and Belch (2004), the world is facing the most unique and progressive changes of any time in the historical framework of marketing and promoting. They went ahead to state that these progressions are being driven by forces in innovation and improvements that have prompted the fast development of communication through intuitive media, especially the internet. Social networking is one part of social media, where people are in groups that offer thoughts, interests, or are hoping to meet individuals with relative thoughts and interests.

According to Perreaut, Cannon and McCarthy (2009), advertising on the internet takes a collection of forms, yet the intention is for the most part to pull in light of a legitimate concern for individuals in the advertiser's target market so they will navigate to the firm's site. Numerous websites charge advertisers an expense in light of the extent to which a promotion is appeared. They additionally utilize the pay per click advertising where advertisers just pay when a client clicks on the advertisement and connects to the advertiser's website.

Advertising is one of the receivers of this changing passage in marketing as exemplified by internet innovation. The fundamental goal of advertising is to make attention to the promoted product and give awareness that will help the customer to make purchase decision. In the words of Kotler and Armstrong (2010). Advertising is a garbed method to induce, regardless of whether the object is to offer Coca-Cola worldwide or to get customers in a developing country to utilize birth control. Consequently, numerous companies consume an immense measure of money on advertising and brand administration.

Social networking sites allow more major connection with the online group through communicating consumer significant information (Fischer & Reuber, 2011).

There are various ways how organizations advertise in the Social Media. These days, even blogs are being utilized as a promoting tool. Organizations that perceive the requirement for data, creativity, and openness utilize websites to make their items well known and remarkable, and ultimately reach out to purchasers who are conscious of Social Media. (Ping and Chung, 2011).

There are several social media marketing tools available for advertising; however, Stelzner (2012) listed the most regularly utilized social media tools. According to him, Facebook, twitter, LinkedIn, blogs and YouTube were the top social media marketing tools used by marketers, with Facebook leading the group.

A Facebook page or Twitter account can inform all its followers of particular subject rapidly and simultaneously (Berselli, Burger, & Close, 2012).

The social media is effectively open and takes negligible or no expenses to utilize. Social media is easy to use and does not require any unique skills, abilities, knowledge to use. It is tied in with conveying your message plainly to the general population, building up acceptability for what you say or do, associating truthfully with your target audience, rousing the purchaser and producing loyal clients. The social media gives a good platform to all organizations to network and contact their target audience, interface with them specifically and create trust by listening in to what they need to state. (Taprial, & Kanwar, 2012).

#### 3. Advantages of social media marketing:

Social media as an advertising media has the following strength

**Direct response:** display ads can create a prompt direct reaction by means of click through to a website authorizing exchange for retail products.

**Enhancing brand awareness and reach:** the visual representation of a display can create mindfulness about a brand, product or need.

**Achieving brand interactions:** numerous modern display ads contain two sections an underlying visual permitting association through a rollover and after that another visual or application permitting communication with a brand ad.

**Targeting:** media buyers can select the correct site or channel inside a site to reach the audience. Advertisements can likewise be targeted by means of their profile through serving custom-made ads or ads in e-mail.

**Dynamic updates to ad campaigns:** in consideration with traditional media, where media placements have to be purchased weeks or months in advance, internet ads are more flexible since it is possible to place an advert more quickly and make changes during the action

**Accountability:** it is readily probable to measure reach, interaction and response to ads. However, it is harder to measure

brand impact.

#### 4. Weakness of social media marketing:

While it is a supposedly effective medium, the internet according to Belch and Belch (2009) also has its weaknesses, including the following:

- **Measurement Problems:** one of the drawbacks of the internet is the absence of unwavering quality of the assessment numbers produced.
- **Clutter:** as the quantity of advertisement multiplies, the probability of one's promotion being seen drops in like manner. The outcome is that a few promotions may not get noticed, and a few purchasers may end up noticeably disturbed by the disorderliness.
- **Poor Reach:** while web numbers are developing significantly, its achievement still falls behind that of television.
- **Irritation:** various analyses have given an account of the annoying parts of some Web strategies. These studies have revealed purchasers' discontent with mess, e-mail SPAM, and pop-ups and pop-unders. These chafing angles can hinder guests from coming to or coming back to the sites.

#### 5. Significance of social media marketing:

Wind and Todi (2008) stated the reasons why social networks are being used as advertising tools.

- **Cost Efficiency-setting** advertising messages on social networks is moderately cheap contrasted with other advertising media; it has a comparable or extended reach at much lower costs. Likewise, it is practical for organizations to make free publicity through innovative advertising procedures. There have been various productive advertising efforts in YouTube and Facebook in recent years. Creating a page for a brand in Facebook is free which is cost efficient and furthermore makes countless followers and potential consumers.
- **Large Reach-** Since social networking websites has a large number of dynamic clients, it has turned out to be more prominent and goes about as a brilliant medium for sharing their social encounters and aides in building connections. The effect for a social network is the span of a promotion on an expansive scale. With its request, advertisement is on the ascent and showing an ad on such networks is fundamental for the change in capability of organizations. There are numerous dynamic clients on social media locales as it is currently the most prominent type of stimulation.
- **Targeted advertising-** Advertisers approach a lot of data about users and their interests, enabling them to alter and target their advertisements to a degree not yet found in some other advertising medium. For instance, if a client records shopping as an enthusiasm on their Facebook profile, the websites advertising framework will create advertisements based on shopping.
- **Time spent online-** People are investing heightening measures of energy on the web, particularly on long range interpersonal communication websites, to the detriment of traditional advertising media, for example, TV and daily papers. This could be because of a considerable lot of the traditional capacities like news, TV programs of the old advertising media being moved online to informal communities.

#### 6. Conclusion

Social networking is on the upsurge for business reasons and also for individual use. With its reputation growing every day, the necessity for businesses and companies to go social is crucial. The range of a social system is more prominent than some other broad communications of its kind. Advertisers are continually searching for approaches to connect with buyers who are investing more energy in a specific media. An organization or business can utilize the social media to create a group around its products/business. Enthusiastic group create loyalty and encourage interactions, which can contribute towards business advancement and change.

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