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### SOCIAL MEDIA – A NEW TOOL IN MODERN ERA MARKETING

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#### ABSTRACT

In modern era everything is online. Internet is the part of everyone's daily life. India has third largest internet users in the world after the US and China. Social media is playing an important role in today's era. Few years back it was not so admired, but now a day it has changed the market scenario of businesses. People like to be more online rather than offline. Marketers also know this thing. Earlier promoting the products for any Marketers were too Tuff and costly, but now with the emergence of social media businesses and organizations have got a new way by which they can promote their product and services with the maximum reach and minimum cost. Now traditional media have replaced by social media. Various social networking sites are used by marketers for promoting their products. This paper is an attempt to review/ enlighten the role of social media for marketers. The objective of this research paper is to explore the potential of social networking sites to be utilized as an effective marketing tool in engaging consumers to participate in marketing. This paper is trying to analyze the relevance of social media sites for marketers. This paper is also trying to enlighten some social media tools for marketers to promote their businesses.

#### I. INTRODUCTION

Social Media Marketing refers to the procedure of profiting traffic or consideration through social media sites. Social media personally is a grip-all term for sites that may present meticulously different social acts. For example, Twitter is a social site premeditated to let people share short messages or "updates" with others. Face book, in comparison, is a full-scale social networking site that permits for sharing photos, updates, joining events and an assortment of other activities. LinkedIn, a professional business-related networking site, allows companies to create professional profiles for themselves as well as their business to network and meet others. Social media are the apparatus that offers people with the ability to collaborate and communicate with one another online. Social media tools facilitate the creation and sharing of knowledge, information, media, ideas, opinions and insights, and allow people to actively contribute in the media itself. This shows a shift from passive consumption of marketing messages to facilitating interaction with messages. People are spending more time on social media and do so at the expense of traditional media. This seems as prospective new means of reaching and engaging consumers, Nielsen report highlights that 'the social networks and advertising industry haven't yet found that magic formula to make this happen'. Despite the increasing amount of time people are spending on social media these sites have yet to be harnessed as a successful marketing tool for reaching and engaging consumers .

#### II. OBJECTIVE OF STUDY

- To explore the potential of social media to be utilized as an effective marketing tool in engaging consumers to participate in marketing.



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- Trying to analyze the relevance of social media sites for marketers.
- Trying to enlighten some social media tools for marketers to promote their businesses.

### III. SOCIAL MEDIA-DEFINITION

The terms Social Media and Web 2.0 are often used as compatible; however, some observers associate the term Web 2.0 mainly with online applications and the term Social Media with the social aspects of Web 2.0 applications. Eftymios et al. said that the term Web 2.0 is around since 2005 but the subject is already controversial. Considerable controversy stems from the fact that Web 2.0 applications are by and large based on content generated by users often being anonymous and lacking qualitative credentials. This is a basic difference from previous internet applications: the user as an essential contributor is a new marketing parameter instigating a migration of market power from producers to consumers and from traditional mass media to new personalized ones.

Tim O'Reilly, the founder of O'Reilly media, has coined that "Web 2.0 is the business revolution in the computer industry caused by the move to the Internet as platform, and an attempt to understand the rules for success on that new platform." He has further provided a general business aspect in relations of Web 2.0 as the "harnessing of collective intelligence", in which Web 2.0 provides platforms and fills the Web with user-generated content where all individuals – the former audience are able to take part in instead of important decisions made by a few people.

Andreas Kaplan and Michael Heinlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content.

Safko and Brake have agreed with the concept proposed by Kaplan and Heinlein, as they have referred social media to "activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media".

### IV. SOCIAL MEDIA MARKETING

Social Media Marketing is marketing that concentrate on people, not products. The products can be obtainable by the company with as many qualitative features and promotional tools as possible, but what actually matters is the comments and appreciations left by the customers. People provide the content, and this is the reason why Social Media Marketing is so creepy and exigent for marketers. They do not control the marketing content anymore.

According to Sisira Neti, Social media marketing consists of the attempt to use social media to influence consumers that one's company, products and/or services are worthwhile. Social media marketing is marketing using online communities, social networks, blog marketing and more.

According to Forrester, Marketers should recognize that engaging social media is the best way to communicate with the increasing numbers of consumers who spend considerable part of their time online; this is the public that is hard to reach with traditional push-based or mass-media based marketing methods.

**V. USE OF SOCIAL MEDIA BY MARKETERS**

Social media is not just about dealing with what people say about you online though, it's about communicating with your customers and future customers, it's about constructing a community, being part of other communities; it's about cultivating people, listening to them, and letting them know all about you, your company, the people that work for you, your products, your services, your business philosophy, your integrity and your organizational culture.

There is a saying that it takes a village to raise a child - perhaps today it takes a social media community to grow a business.

However Social media is not like conventional marketing or advertising. Social media is the combination of technology, with social interaction and the sharing of words, images, video and audio. In a word it's "conversations" made richer and more convenient.

There are some best practices which a marketer should follow while marketing through social media:

- Be transparent.
- Keep it conversational
- Stick to your knitting
- Admit mistakes

**VI. TOOLS AVAILABLE FOR MARKETING****6.1. MARKETING THROUGH FACE BOOK**

Face book is a tremendous tool for marketing because of how through the connection between Business and customer is. However, therein lays the risk. One wrong move, one odious post or Mistake can cost your business its reputation and Consumer base.

Face book marketing means creating a business page, keeping in touch with your current customers and clients, connecting with other related businesses and opening up to new customers. All of this while navigating the social minefield that is unconcealed social access.

**Some Guidelines for Marketers through Face book Marketing:**

- Expand your network.
- Don't forget about media.
- Reward your fans.
- Encourage community interaction.
- Celebrate when you reach certain milestones.
- Don't just rack up your fans, put them to use.

**6.2. MARKETING THROUGH TWITTER**

Twitter has taken on a life of its own in modern years and spawned the daily use of terms Such as "Tweet" in usual conversation. While it might seem like a challenge to get started using Twitter for business, in reality its pretty user friendly and easy to learn.



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Twitter is a social network similar to face book and Google+. While Twitter shares some common features with other social networking sites, it is unlike the other networks in many ways. Twitter users can post short statements with a maximum of 140 characters. This makes it a form of micro-blogging that allows users to focus.

Twitter is the best way to develop relationships with customers. Once marketer has set up an official Twitter account for their business, their customers will optimistically start following it. When they do, those customers will be able to read the tweets that marketer post. This gives marketers the chance to communicate with their customers and start developing relationships with them. If marketer posts tweets that have valuable, or interesting, information their followers will start to value their tweets. They can also ask questions publicly, or make comments about company's products and services. This gives marketer a chance to answer common questions from your customers, and develop some goodwill.

### 6.3. MARKETING THROUGH GOOGLE +

Simply launching a company website is no longer enough to build an online presence though. The Level of competition in almost every niche can make reaching potential customers difficult. For this reason, many businesses have begun using social media tools, including Google+, to find and engage targeted buyers.

In 2011, Google expanded the Google+ platform to include dedicated pages for businesses. This Expansion gave business owners greater flexibility to create pages that accurately reflected their Branding and marketing messages. Business owners can customize their pages to draw in, and Keep, visitors and to lead them to websites, blogs, and other resources to learn more about their Company's products.

#### Strategies can be adopted by Marketers for Promoting Business through Google +:

- Post Interesting Information About their Business or Industry
- Provide Readers with News Stories
- Engage Visitors with Polls and Surveys
- Engage Visitors with Live Video Chat
- Segment Visitors into Circles
- Promote Content on Other Sites

### 6.4. MARKETING THROUGH LINKEDIN

Among the big three social networks; LinkedIn, Face book and Twitter – LinkedIn is the oldest and the only business oriented social network. LinkedIn provide Marketers the tool to control their Professional identity online.

#### Some ways to grow network, brand building and new prospects on LinkedIn:

- Complete companies profile on LinkedIn
- Basic Information and Summary of Business
- Share Website and Twitter Links on LinkedIn



- Manage business Public Profile and URL.
- Grow Network by connecting more Professionals.
- Give and Get Recommendations by experts/public/Professionals.
- Manage different LinkedIn Groups

### **6.5. MARKETING THROUGH YOU TUBE**

YouTube can be utilized for presentations, webinars, testimonials, and any announcements marketers need to make their audience. YouTube also has a “subscribe” button where viewers can subscribe to the channel of their choice and see the latest videos that they upload. This allows Marketers to keep their target audience updated with recent offers and development which in turn builds a loyal fan base. The comments and feedback section can be activated so that individuals can give their comments and reviews about the company and products. YouTube has introduced a new channel tool that allows consumer goods brands to connect consumers directly with retailers. The new channel gadget will enable shoppers to purchase products through videos and find which retailers carry them, check the availability and price with just a few clicks.

## **VII. RELEVANCE OF SOCIAL MEDIA FOR MARKETERS**

The role of social media in marketing is to use it as a communication tool that makes the Marketers reachable to those interested in their product and make them visible to those that don't know their product. It ought to be used as a tool that creates a personality behind their Brand and creates relationships that they otherwise may never gain. This creates not only Repeat-buyers, but customer loyalty. Fact is social media is so diversified that it can be used in whatever way best suits the interest and the needs of the business.

There are significant and popular potential that social marketing can result in extremely effective marketing. Fisher concluded that of the 70 percent of consumers who had visited a social media site to get information; 49 percent of these customers made a purchase decision with this information they found and 60 percent of the respondents in the study said they are likely to pass on information they find online.

Needham said that before constructing social media strategies, marketers must ask themselves: how can they connect consumers to endorse products to specific communities in a credible, controlled and cost effective way? Social media has provided consumers with their own voice, not as submissive respondents as in their previous relationship with brands, but as active members of brand communities who have the assurance to come into the brand's “space”. Marketers working with leading brands in social media suggest one solution may be “co-creation” – where marketers encourage users to become actively involved with a brand or product.

According to Vidisha Sharma et al. Social media marketing offers many advantages for a start-up of Business. They include:

- Promote products and services
- Deliver content
- Reach out to a huge audience



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- Drive sales through social commerce
- Build quality back links to the company's website
- Establish trust and reputation

Social media is very important for marketers .the importance of these words can be reveal from social media marketing industry report 2013. According to report 86% of marketers said that social media was important to their businesses.88% of marketers want to know the most effective social tactics and the best ways to engage their audience with social media. 69% of marketers plan on increasing their use of YouTube, making it the top area marketers will invest in for 2013. While 58% of marketers are blogging, 62% want to learn more about it and 66% plan on increasing blogging activities .significant 89% of marketers stated that increased exposure was the number one benefit of social media marketing.

### VIII. CONCLUSION



There is no evasion social media these days, moreover for individuals or for businesses. It is impossible today to detach a common man from social media world. Social media works at home. It does not cost firm so much and even help in increase revenue of the business. Its effect is not only limited for few hours like traditional media. Even it works for longer period of time. A growing number of people now speak of social media as simply another channel or tactic. Social media have exponential potential. They are part of an ever-growing online network of people, who discuss, Comment, participate, share and create. Whether you are an individual, a startup, small business or a large corporation, an online presence and an ongoing conversation with your constituents is a baseline requirement and will take time and expertise. Companies are diverting resources and rethinking their traditional Outreach strategies. Now companies understand importance for social media and they are planning to promote their products through face book, twitter, Google+, so on. It is high time that every business adopts social media and takes it seriously. This is an evolution in the field of marketing .As soon as the marketers will understand the importance of social Media; they will try to expose more themselves through social media.

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