

## MARKETING THROUGH SOCIAL MEDIA

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### Abstract

*Social media marketing refers to the process of gaining website traffic or attention through social media sites. When companies join the social channels, consumers can interact with them and they can communicate with consumers directly. . Social networking sites act as word of mouth. Social networking sites also include a vast amount of information about what products and services prospective clients might be interested in. Through the use of new Semantic Analysis technologies, marketers can detect buying signals, such as content shared by people and questions posted online. Understanding of buying signals can help sales people target relevant prospects and marketers run micro-targeted campaigns. Businesses that use social media strategically are more satisfied with the results than ad hoc users, who are more skeptical about the value of social media. Businesses that use social media as part of a planned corporate approach are 1.5 to 2 times more likely to anticipate revenue growth than ad hoc users.*

### Introduction

“Social media is an umbrella term that defines the various activities that integrate technology, social interaction and the construction of words and pictures”. Social media marketing refers to the process of gaining website traffic or attention through social media sites. Social media marketing programs usually centre on efforts to create content that attracts attention and encourages readers to share it with their social networks. The resulting electronic word of mouth (eWoM) refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company.

### Benefits of Social Media Marketing that are Listed

1. Increased exposure
2. Increased traffic
3. Developed loyal fans
4. Generated leads
5. Improved search ranking
6. Grew business partnerships
7. Reduced marketing expenses
8. Provided marketplace insight
9. Establish a stronger brand
10. Boost sales
11. Interact and receive valuable customer feedback
12. Free advertising

**The Top Challenges Businesses Have in Using Social Media are**

1. Lack of time
2. Inability to measure value
3. Difficulty integrating social media with other business activities
4. Lack of budget

**Social Media Platforms****Social Networking Websites**

Social networking websites allow individuals to interact with one another and build relationships. When companies join the social channels, consumers can interact with them and they can communicate with consumers directly. That interaction feels more personal to users than traditional methods of strictly outbound marketing & advertising.

Social networking sites and blogs allow individual followers to “retweet” or “repost” comments made by the product being promoted. By repeating the message, all of the user’s connections are able to see the message, therefore reaching more people. Social networking sites act as word of mouth.

**Mobile phones**

Mobile phone usage has also become beneficial for social media marketing. Today, many cell phones have social networking capabilities: individuals are notified of any happenings on social networking sites through their cell phones, in real-time.

**Engagement**

Social media in business allows anyone and everyone to express and share an opinion or an idea somewhere along the business’s path to market. Each participating customer becomes part of the marketing department, as other customers read their comments or reviews. The engagement process is then fundamental to successful social media marketing.

**Major Social Media Sites**

1. Twitter
2. Face book
3. YouTube
4. Yelp
5. Google+
6. LinkedIn

**Tactics****Twitter**

Twitter allows companies to promote their products on an individual level. The use of a product can be explained in short messages that followers are more likely to read. These messages appear on followers’ home pages. Messages can link to the product’s

website, Facebook profile, photos, videos, etc. This link provides followers the opportunity to spend more time interacting with the product online. This interaction can create a loyal connection between product and individual and can also lead to larger advertising opportunities. Twitter promotes a product in real-time and brings customers in.

### **Facebook**

Facebook is still the leading social media network and continues to grow. They allow a product to provide videos, photos, and longer descriptions. Videos can show when a product can be used as well as how to use it. Facebook promotes a product in real-time and brings customers in. Here are the latest facts and figures:

1. Facebook now has 1.26 billion users.
2. Facebook averages 1.23 billion monthly active users.
3. Facebook averages 945 million monthly active mobile users.

### **Google+**

Google+, in addition to providing pages and some features of Facebook, is also able to integrate with the Google search engine. Other Google products are also integrated, such as Google Adwords and Google Maps. With the development of Google Personalized Search and other location-based search services, Google+ allows for targeted advertising methods, navigation services, and other forms of location-based marketing and promotion.

### **LinkedIn**

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. LinkedIn provides its members the opportunity to generate sales leads and business partners.<sup>[19]</sup> Members can use “Company Pages” similar to Facebook pages to create an area that will allow business owners to promote their products or services and be able to interact with their customers.<sup>[20][21]</sup> Due to spread of spam mail sent to job seeker, leading companies prefer to use LinkedIn. Additionally, companies have voiced a preference for the amount of information that can be gleaned from LinkedIn profile, versus a limited email.

### **Yelp**

Yelp consists of a comprehensive online index of business profiles. Businesses are searchable by location, similar to Yellow Pages. The website is operational in seven different countries, including the United States and Canada. Business account holders are allowed to create, share, and edit business profiles. They may post information such as the business location, contact information, pictures, and service information. The website further allows individuals to write, post reviews about businesses and rate them on a

five-point scale. Messaging and talk features are further made available for general members of the website, serving to guide thoughts and opinions.

### **Marketing through Social Media**

#### **Tata Nano's Celebrate Awesomeness**

For the promotions of the newly upgraded Tata Nano, the affordable car by Tata Motors, the automaker targeted the youth with 'Celebrate Awesomeness' on social. The campaign equated the awesome attitude of the young generation towards achieving their dreams with owning a Nano. Contests on Face book and Twitter ensured maximum eyeballs for the ad film and increased awareness of the new variants.

#### **Only Vimal's 'No Tie Day'**

For the launch of its informal wear, Only Vimal, the textile division of Reliance Industries, designated August 23 as 'No Tie Day'. The brand called for a nationwide boycott of ties, as a mark of rebellion against boring ties and formals, while leveraging social media to create buzz for the day. This was also accompanied by a symbolic tie-burning event at various malls across 9 cities in the country. While a micro site captured all the action, fans were engaged through a Face book contest where they had to share wicked obituaries celebrating the death of ties.

#### **Kingfisher #Dearbeergod**

For the celebrations of International Beer Day, Kingfisher, India's Premium Beer brand launched #DearBeerGod - a campaign that enabled Twitter users pray to the Beer God for their city to win free Kingfisher Beer. The city with the maximum number of tweets as prayers won the Kingfisher Beer valued on how much the virtual mug got filled. A Twitter enabled micro site captured #DearBeerGod tweets where each tweet equated to 10 ml of virtual beer in the mug.

#### **Bmw India 'Experience The Dynamic'**

For the Dynamic BMW 1 Series, BMW India launched 'Experience the Dynamic 1' where fans could experience the BMW brand. 10 lucky ones were given the chance to go on an all expenses paid trip to Germany including an exclusive guided tour to BMW Welt and BMW Museum in Munich. Also, they got to be the first to drive the new car along with cricketer and BMW brand ambassador Sachin Tendulkar. A dedicated website was created for the same where fans had to answer questions, in addition to exciting offline drives.

#### **Nike #Makeitcount**

In early 2012, Nike introduced its Make It Count social media campaign. The campaign kickoff began You tubers Casey Neistat and Max Joseph launching a YouTube

video, where they traveled 34,000 miles to visit 16 cities in 13 countries. They promoted the #makeitcount hash tag, which millions of consumers shared via Twitter and Instagram by uploading photos and sending tweets. The #MakeltCount YouTube video went viral and Nike saw an 18% increase in profit in 2013, the year this product was released.

### **2008 US Presidential Election**

The 2008 US presidential campaign had a huge presence on social networking sites. Barack Obama, a Democratic candidate for US President, used Twitter and Facebook to differentiate his campaign. His social networking profile pages were constantly being updated and interacting with followers. The use of social networking sites gave Barack Obama's campaign access to e-mail addresses, as posted on social network profile pages. This allowed the Democratic Party to launch e-mail campaigns asking for votes and campaign donations.

### **Conclusion**

The world is getting closer everyday and everyone wants to be connected. World is moving more towards "information streams". Social website is a revolutionary idea with a very bright future with further scope for advancements. The opportunities provided from this medium are immense and many organisations are making use of this medium to better their practices. Organisations are no longer at the mercy of the media to advertise or convey their message. With the help of social networking they can advertise or communicate in a more efficient way.

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