

Marketing Tools of 21st Century: Social Media Marketing

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Abstract

Our generation has been witness to a revolutionary change with the emergence and use of information technology. Information was never as important as it is these days, every major business firm seeks information related to customers and the areas where there is scope of doing business. Social media marketing is the very interesting and important outcome of this revolution in the field of information and technology. This paper tries to illuminate the different platforms of social media which are being used for marketing and how they can be a game changer in present and coming years.

Key words: Marketing, social media, Instagram, Facebook, Twitter.

Introduction

Business is not an isolated term; it is interactive in nature and it interacts with the same society in which it exists. This nature of business makes it a dynamic process or we can say this makes business activity as persistently evolving in nature. It can be said that the business process or the way business is done is bound to change after certain duration or with the change in the trends of society. This study tries to illuminate the new dimensions of business and marketing, which takes help of the latest techniques and technology to interact with the customers. This study mainly revolves around a very important and inseparable part of business i.e. marketing.

“Marketing is about Satisfying needs and wants through an exchange process”

Philip kotler.

As it is rightly said that marketing is about satisfying needs and wants, but a successful business man works not only on satisfying needs of customer in fact he works on creating needs and demand for a specific product. This idea of creating need might seem a little confusing but yes, demand can be created. In this era of internet and due to advancement of communication tools a manufacturer can think of new ideas by knowing the interests of customers or we can say potential customers and then he can make and sell products according to that. But the question is how it can be done. For this marketers are using the sources which have become integral part of almost every being these days. Marketers are taking help of the platforms where people interact the most, where they express themselves. This platform is commonly known as social networking websites. And the process of using social media by marketers is known as the term **SOCIAL MEDIA MARKETING**.

Social media holds a very strong place in the life of today's generations' and if a marketer is able to use this efficiently he is definitely going to get positive results. We will study and observe this new technique used by the marketers in which marketer takes help of the online social platforms / social networking websites such as Facebook, twitter, instagram, snapchat, blogspot and many more for the purpose of marketing. This paper will not only try to make people aware of this new concept but will also try to discover the impact of social media marketing on different subsidiaries such as sales and advertisement. We will try to discover these social media platforms and their relevance.

Objectives of the Study

1. To explore the concept of social media marketing.
2. To know the motivating factors for consumers to use social media for purchasing buying.
3. To know the role which social media plays in brand loyalty

Social media marketing

The very first thought which confuses the mind of a person who is not aware of the management sciences is that how can social media and marketing can be inter related. We will try to explain this in very simple and easy words by first explaining the social media and then the relation between them.

Social media is a tool which is generally used by the people to interact, share, and engage with new or people we already know, who are at far distances. Social media takes help of the communication technology which enable us to communicate and express ourselves at a global platform. When we say globally we are very much serious about it because with this latest communication tool internet it is possible for everyone to express themselves globally. The websites like Facebook, Twitter, BlogSpot, instagram, have made the world very small or we can say approachable. This is the opportunity a marketer was looking for so many years because one of the most difficult tasks in the field of marketing is to approach or interact with the potential or existing customer. These social media platforms provide a very good opportunity to the business men who are seeking ways to interact with the customers. Is we have ever used any of these social networking websites we might have observed the advertisement boxes which suddenly pop on or blink at the side of our screen which encourage/influence users to buy something which is of users' interest and these social networking sites not only provide space to the marketers they also tell them about users' (customers') interest so that the marketers can do selective advertisement.

Why Social Media Marketing

The reason for selecting this topic is that not much research has been done on the social media marketing in India and is still a new topic in our country. Social media marketing is an effective tool for businesses of all types and sizes to reach customers. Customers are already interacting with brands through social media, and if we are not speaking directly to our audience through social platforms like Facebook, Twitter, and Instagram then we're definitely face the consequences. Marketing on social media can bring great success to the business, creating loyal customer and even generate leads and sales too.

Different social media platforms

Instagram

Instagram is a visual social media platform based entirely on photo and video posts. The network is owned by face-book and has more than 700 million active users, which post about food, art, travel, fashion and similar subjects. Instagram is distinguished by its unique photo- and video-editing options and filters. This platform is almost entirely mobile: You can't take photos or create new posts on the desktop version.

More artistic niches: which are directly or indirectly related to art travel and life style tend to excel on Instagram, and there are chances that it may not be the best for your business, depending on your industry. Still, it's important that the person running your instagram account have a good eye for detail and at least basic photography skills so the photos and videos posted to your account are high-quality.

Facebook

Facebook is a great medium for connecting people from all over the world with your business. Facebook is the biggest social network on the web, with nearly 2 billion active users, In the years since it launched, Facebook has grown from a simple website into a multifaceted web and mobile social platform where anyone can connect with not just their friends and family, but also celebrities, organizations, businesses and more.

Facebook has lot of options for any type of organization; it's a great starting point for your business, regardless of your industry. You can use Facebook to share photos, videos, important company updates and more. Additionally, the site can be lower-maintenance than other social networks.

Snapchat

With more than 300 million monthly app users can send videos and photos, available for up to 10 seconds at a time, to one another, or post content to their public Stories, which disappear after 24 hours, snapchat is another mobile-only visual social media network that's known for its disappearing content. During the past five years, the app has expanded and has included chat, messaging, image storage, events and media content. Now, content can easily be saved and uploaded elsewhere.

Due to temporary nature of the posts, there is less pressure to create high quality content. You can also see how many and which specific users viewed your story. A small business will mostly likely utilize the platform's Stories feature, but keep in mind that only users who have added you can view your Stories content. However, once you have an audience, Stories allows you to easily create story-driven and interactive content.

Twitter

Twitter is a great way to quickly connect with people all around the world. With Twitter, you can share short text updates, videos, images, links, polls and more. You can also easily interact with other users by mentioning their usernames in your posts; Twitter averages about 328 million active users worldwide. Because of its wide reach, this platform is not only a great way to market your business, but also an effective channel for handling customer service. Twitter is also a great tool for quickly spreading the word which can be a very effective tool for the business. Retweeting and sharing other users' content is very easy. Hashtags (#) help boost posts, and if a user with a lot of followers retweets you, your content has the potential to go viral. But with Twitter, it's important to find balance by sharing a lot of interesting, relevant content from other Twitter users and from around the web.

Benefits of using social media for business

- Social media allows customers to connect and interact with the marketer on a more personal level. If you already have an established brand, social media might be an opportunity to further develop your brand and give your business a face and voice.
- Due to its (social media) nature and accessibility it can prove a very helpful tool to increase or boost sales which can generate better revenues.
- Social media can also be used to attract new customers as the users have a cognitive inclination towards social media.
- Networking is also another benefit of social media, as it connects lot of people with each other. Which means that, if we are able to generate one lead or final customer we can connect to hi/her connected friends and can easily advertise our product?

- Presence on social media platforms also gives us the access to search engines. These search engines like Google, Bing and yahoo are connected to these social media platforms and the presence of business on these platforms gets us direct access to these super search engines which are almost used by everyone these days.

Conclusion

At the end of this paper this can be concluded that the social media is the future of marketing. Business, in this era is not the same and so as the marketing policies of the business. We have to be dynamic and aware of all the new technological changes which can give us better access to the customers which are the life lines of any business. Social media gives us a chance to contact and tap our customers; it gives us to influence the sub-conscious of the customers which increases brand retention. Social media has become the integral part of every one's life and a business man should explore this on every front.

Business itself is a social activity which involves the society in its functioning. Business cannot exist in vacuum so social media marketing gives us every opportunity to communicate our views and vision with the existing as well as potential customers. It gives us very cheap and effective method to get feedback and views of the customers. And hence a business can have great success and penetration if it uses these platforms carefully and effectively.

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