

SOCIAL MEDIA MARKETING TOOLS AND ITS IMPACT FOR BUILDING BRAND IMAGE

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ABSTRACT

The number of Internet users worldwide are increasing exponentially so do the internet marketing tools. Social media marketing is one the best strategies of digital marketing to build brand image of companies and improve customer business relationships. In this paper we outline the different marketing tools and uses of these tools and also identifying the areas where further research is needed. Data collection was achieved by online websites. Data collected by secondary method. Social media has become the way of communication in 21st century, enabling to express thoughts, idea and feelings in a completely new way. This way of communication also had a huge impact on consumers. In this context companies have realised that without a proper plan and social media strategy, they have no chance to stand out in the rapidly changing digital space. To ensure a successful presence on social media the companies need to take different marketing theories into consideration so they can boost their brand in different aspects. If this can be combined with innovative ways of consumer interaction the companies have a good chance to take the lead in social media marketing. We hope that our efforts will help others to find more sophisticated solutions in this area.

Keywords: Social Media Marketing, Social Media, Brand, Tools.

INTRODUCTION

The emergence of online technology has revolutionized the world's marketing operation. Now a day there is a high level of competition in the markets and the consumer has the better opportunity to make decisions about the range of goods and services available the needs to be proactive in the competitive situation in order to maintain customer loyalty. Reducing the communication gap between the company and consumer could be good way create a better relationship understanding of the need of consumer.

Social media allow individuals and individuals to interact with one another and build relationship and communities online. When companies join these channel consumers can interact with them directly. The interaction can be more personal than traditional method. Social media and blogs allow followers to retweet or repost comments made by others about a product being promoted more frequently on social media. By repeating message, the user's connection is able to see message, therefore reaching more people.

Social media are based on building virtual communities that allow consumers to express their needs, wants and values. Social media marketing connects these consumers and audiences that share the same needs, wants and values. Through social media, company can keep in touch with individuals and followers. These personal interactions can still a feeling of loyalty into followers and potential customers.

Social media marketing is the process of gaining website traffic or attention through social media sites. Social media marketing programs usually centre on the effort to create content that attract attention and encourages readers to share it across their social media. It helps company to increase brand exposure and broaden customer reach.

OBJECTIVES OF STUDY

- To know the opportunities of social media marketing in India.
- To know the impact of social media marketing on building brand image.

LITERATURE REVIEW

From past few years, social media has drawn plenty of attention of individuals for interacting on social network and thus it became a new venture for companies to explore it for product promotion. The popular social networking site such as Facebook, Twitter, LinkedIn, interest, Blogs, Instagram, YouTube etc.has become a platform for the companies to share information about their products instantly with their customers. In this period of digital marketing, social media presence has become necessity for the companies to gain brand recognition.

A quick review of the literature reveals that Harris and Rae, A (2011) in their research project demonstrated how various social networking sites can be harnessed to develop personal brand.

SisiraNeti, 2 July 2011 has also outlined the role and relevance of social media in marketing. It is a place to showcase the products. (From sproutsocial.com) peel the cell phone case industry used Facebook video Ads and Instagram feed and quick response to customers as their marketing strategy to increase their sales. Caspar a mattress brand has used humour in their marketing. Blender Eyewear, a sunglasses brand built their brand recognition through combination of Facebook Ads and Instagram feed and is also studies as a case study among the researchers.

It was well quoted by the state strategy that it is necessary for you to be recognized by others than only Google will recognize you and will place you at top position after analysing your popularity. (Abu Bashar, Irshad Ahmad, Mohammad Wasiq. November 2012) the effectiveness of social media as a marketing tool

which makes possible the creation of brand followers. These followers help to promote the brand and thus influence the buying decision of consumers.

(Mohammad an, M., and Mohammad raja, M. 2012) Interaction , communication, content, security are among the principal success factors of social media which give wings to brand to reach top positions. Interacting through social media, customer can share their content, discontent with the companies. (Weinberg , T. 2009) in his book “ The new community Rules: Marketing on the Social Web" advocated that a properly designed content in social media marketing help in building strong relationships with their users and success convert them from casual surfers to brand ambassador.

RESEARCH METHODOLOGY

Research methodology is the process of collecting data and analysing for making decisions. It is a systematic and theoretical evolution of the techniques and principles applied to a field of study. The methodology could embody Publication research, interviews, surveys and different analysis techniques, and could include both present and historical information. This study is conducted based on secondary data sources. For the purpose of this study, secondary data has been collected from the research published by university graduates and teachers, newspapers, journals, reports and various online knowledge portals.

Different social networking websites: Increasing use of mobile phones and easy access to internet has bridged the gap between customers and the vendors. Every year there is a tremendous increase in social media users from the last year. Every single day million of users are joining social media. These users spend many hours on social networking sites. Here is number of users and uses of sf social media networking sites.

- 1) Facebook

The Facebook logo, consisting of the word "facebook" in a blue, lowercase, sans-serif font.

Monthly active users: 2.7 billion

Best use: Engaging your audience, collecting reviews, customer service, advertising Facebook is often the first social media site to come to mind when discussing social media, and for good reason. It's one of the biggest social media platforms in the world, and it was one of the first to provide advertising options to businesses.

A Facebook business page is a must for any company or brand, and you should update yours on a regular basis. Today's consumers expect all businesses to have a presence on the platform, and many of them also expect those businesses to respond to their questions and concerns.

Basically, if you're only going to choose one platform for your business to use, make it Facebook.

2) Twitter



Average magnetisable daily active users: 186 million.

Best use: Building industry authority, real-Life updates

Twitter is a fast-paced platform, and many users seek news and information on it. Because of this, it can be especially beneficial for companies who publish original content on a regular basis.

Sharing links to new pages and blog posts is simple, and doing it regularly sends readers directly to your new content. Plus, if you make it part of your strategy to share useful and informative content from other sources, you can build your reputation as an authority in your industry.

3) LinkedIn



Registered users: Over 706 million.

Best use: Reaching B2B prospects and potential employees

LinkedIn is a social network for professionals, meaning it can be a useful tool for reaching B2B prospects. However, that doesn't mean it isn't useful for B2C companies as well.

If your company is hiring, maintaining an active LinkedIn account can help potential applicants learn about your job openings. And if you share updates about your company and employees, you can show them what it's like to work at your business.

4) YouTube



Registered users: Over 2 billion.

Best use: Highlighting company culture, tutorials, demonstrations

Although you may not think of it as social media, YouTube is one of the largest sources of user-generated content online. And if your company creates its own content, it can be a great way to connect with those users.

In addition to the views you get directly on the platform, you can also use YouTube to host videos to embed on your site. And considering how effective visual content is in engaging site visitors, this alone is reason enough to create an account.

5) Instagram



Monthly active users: Over 1 billion.

Best use: Building your brand

Instagram is built around sharing photos and is great for any visual content. It isn't a text-heavy platform, though, and also doesn't allow links within posts.

Instagram is the best social media for businesses who want to create photos and videos for their audiences.

That being said, the platform is a valuable tool for building your brand's identity. If you're a B2C company, you can use it to share photos of your products in use and encourage your followers to do the same for user-generated content you can then repost as part of your feed. If you're a B2B company, you can use it to share behind-the-scenes photos of your company and office.

The use of hashtags on Instagram are a way to reach a multitude of people, and taking advantage of the ever-popular Instagram stories or Instagram Live video feature is a great way to expand your social presence.

The platform also offers advertising options for businesses, which can be accessed through Facebook. If you're familiar with Facebook's ad management system, it could be an easy transition to start running sponsored posts.

6) WhatsApp



Global users: Over 2 billion.

Best use: Communicating directly with customers, sharing product or service information WhatsApp, owned by Facebook, is a messaging app that allows users to communicate with their contacts and businesses. The WhatsApp business app lets your business set up a business profile, respond to messages from customers, and automate some of the messaging so you can stay organized. As one of the biggest social media platforms, WhatsApp also offers businesses the ability to create catalogs of their products and services.

7) Messenger

Registered users: 1.3 billion.

Best use: Communicating directly with customers Messenger, another of Facebook's social media sites, lets your business communicate one-on-one with interested users.

With messenger, you can respond to users' messages personally or utilize a chat bot to quickly respond to inquiries. Chat bots can handle things like questions, shipment tracking, booking appointments, and more.

8) GOOGLE PLUS



Google Plus (Google+) is an interest-based social networking platform that lets you connect with other social sites too. It helps you to stay in touch with people by sharing videos, pictures, links and different sites. The most popular feature of Google Plus is the video conferencing through Hangout.

This social media app lets you promote your business through links and pages. It also lets you share your business page on different social media platforms. But recently Google announced about shutting down consumer version of Google Plus by the end of August 2019. So, you still have some time left with this social media website.

Metrics for Social Media Marketing

- ✓ **Website reports:** This involves tracking the volume of visits, leads and customers to a website from individual social channel. Google analytics is a free tool that shows the behaviour and other information. This help marketer to select the most effective social network.
- ✓ **Return on investment data:** the end goal of any marketing efforts is to generate sales. Although social media is a useful marketing tool, it is often difficult to quantify to what extent it is contributing to profit. ROI can be measured by comparing marketing analytic value to contact database and connect marketing efforts directly to sales.
- ✓ **Customer response rate:** several customers turning towards to express their appreciation or frustration with brands, product or services. Marketers can measure the frequency of which customers are discussing their brands and judge how effective their social media marketing.
- ✓ **Reach and viral:** popular social media such as Facebook, Twitter, LinkedIn and other social networks can provide marketers with a hared number of how large their audience is nevertheless a large audience may not always translate into large volume. an effective SMM cannot be measured by large audience but rather by vigorous audience activity such as social shares, re-tweet etc.

ROLE OF SOCIAL MEDIA MARKETING IN BUSINESS

1) Interaction with Target Market

One of the key advantages of socialism that it enables you to interact with your customers. Going through the tweets and Facebook updates that are posted by your customer base gives your insight into what they need. This is useful for helping your company formulate marketing strategies that address their needs.

2) Improve Responsiveness

Social media eases the process of providing and receiving feedback. If your customers have concerns or problems with what your business offers, they can let you know in a timely manner. Social media gives customers a convenient and accessible way to express what they feel and gives companies a chance to respond. With such platforms, businesses are able to view complaints and assure their customers that their problems will be dealt with.

3) Competition

If your competitors are already using social media accounts for marketing and engaging their customers, you need to ensure that you are keeping up with the digital marketing strategies that are being implemented. In the competitive world of business, more and more companies are capitalizing on the benefits of social media. In order for you to be able to boost online traffic to your site and increase sales, you need to stay ahead of the competition while providing your customers with the best products and services.

4) Effective Marketing

The social networking nature of platforms such as LinkedIn and Twitter generate interest among followers who are more responsive to them than a blatant marketing approach. You can use social media creatively to advertise your products and services without making your customers feel like they are overwhelmed by your marketing campaigns.

Advertisements strategically placed within informative posts are an effective way to spread the word about your business. Social media spreads awareness about your business while giving you the chance to constantly remind them about the products and services that you offer.

5) Find Customers

Hashtags and keywords are useful for helping you identify potential customers who are interested in what you are selling. After finding prospective customers, you can simply direct them to your account where they fill out more about your business.

6) Affordability

Managing your social media accounts is a cost-effective way to promote your business by using affordable social media marketing campaigns that strengthen your company's online visibility. Social media does not require an extensive budget, which makes it fair for small businesses that are competing with well-known brands.

7) Social Environment

A social networking forum efficiently creates a social environment for you and your customers. Such a forum enables you to acquire important feedback regarding your business. Social media serves the purpose of making it easier for consumers to find out and distribute information about different brands, products and services. A significant percentage of customers that relies on the internet to search for products have discovered specific companies through social media. If the opinions and reactions of your consumers matter to you, going social is necessary.

8) Informative

Social media is informative and gives you access to what your competition is up to as well as what customers are posting online about products and services. This gives you better insight into the market and various factors that affect your industry.

9) Online Presence

Social media has gradually evolved into an integral aspect of people's daily lives. From sharing details about lunch to ranting about bad service, people discuss virtually everything about their lives. Several people visit social networking sites each day and businesses need to maximize on their online presence.

Statistics indicate that the way people utilize social media and interact online influences their purchasing decisions. With more consumers choosing to make their purchases online, their approach to shopping has

drastically changed. This makes it necessary for retailers to incorporate social media and adapt to the changes that have affected advertising and marketing in general.

10) Importance of Getting Social

Social media sites let you know what is popular. They also provide a platform for people to talk about pertinent issues and what they prefer. Social media was initially personal but has extended to the business realm. It plays an essential role in marketing strategies by increasing traffic and serving as a part of your SEO strategy.

Businesses need to work on their social skills and how they interact with their customers online for the best results. Success in social media marketing involves being strategic and innovative. Social media drives traffic with referrals and the additional advantage of taking up a considerable amount of time spent online. Marketers are becoming increasingly aware of the need to allocate time and resources to social media sites.

11) Communication and Branding

Communication is vital for the success of any business and engaging your customers regularly helps to enhance your image. Social networks allow you to interact and deal with your customers on a personal level. When your brand gets involved in conversations, customers view it as approachable, responsive and accessible. This type of exposure positively influences how you are perceived and makes customers more receptive to the information that you share. Both social profiles and websites can help improve your branding efforts. Your existing and prospective customer base will be able to identify your brands' characteristics based on how you interact on social media.

12) Social Media for Business Growth

A significant amount of social media activity is carried out through mobile devices. Make sure that your social media strategy is compatible with mobile devices to guarantee a worthwhile user experience. Social media sites continue to gain popularity at a rapid rate and it is important for small and growing businesses to use them to advertise and market what they offer.

ISSUES OF SOCIAL MEDIA MARKETING

1) Dealing with negative feedback

One of the most important things to remember with Social Media Marketing is that not all feedback will be positive. As the engagement spreads instantaneously and rapidly, it will be impossible to keep track of and control any feedback that can give a negative reputation. Once a negative review is visible, it stays visible to all customers. For example, when Netflix announced that they were changing their pricing structure, customers were not happy. 82,000 negative comments surfaced on Facebook and Twitter. This, causing the company to lose 800,000 customers and two-thirds of its market value. This shows how vulnerable businesses can be once one negative review is posted and then shared by others.

2) Risk of Security Breach

With the growth of technological progress, the number of hackers and other intruders are constantly growing. We are constantly told that our social media accounts, apps and websites are secure. However, they remain at risk of potential security breaches from such online hackers.

When these hackers access our social media accounts and channels, they can harm us. They will have the power to destroy our image and reputation. So, while this disadvantage is rare, the stakes are even higher for business owners.

3) Expensive & Time-Consuming

Social media advertising is a gradual process that requires a lot of consistency for the company to be known. In theory, this seems like an easy task. However, advertising on social media will take a lot of time and patience from the business owner, especially when it comes to social media management.

Not to mention that you will most likely need a good year to get immediate results, so if you want to speed up your ad campaigns, you can increase your social media ads. However, it comes at a hefty price. Social media advertising is a financial risk that you must be willing to accept.

The Future of Social Media & Digital Marketing in India for Professionals

A vital reason which has added to the development of digital advertising in India is the start-up culture which has developed into an environment needing to advance and market themselves with the most financially savvy procedures.

As general methods like – SEM (Search Engine Marketing), SEO (Search Engine Optimization), and SMM (Social Media Marketing) keep on ruling the perch, marketing systems for new companies and in addition organizations in India will depend on these main elements of Digital Marketing to gain clients and develop. The digital marketing industry is ever-growing and brings about more opportunities for career growth.

SUGGESTIONS

- By using innovative advertisements, we can attract more customer and can built brand image
- Organization should choose one popular channel to promote their products and services which in turn increases reputation of company.
- The company should choose the brand ambassador who is very active and who has more followers in social networks (Facebook, twitter).
- The company must promote products as according to the present trend which leads to stand in the competition.

CONCLUSION: Social media marketing is emerging rapidly to promote the products and services in online through various social networks like LinkedIn, Facebook, twitter, Instagram etc. Major benefit of social media marketing, which results in increasing profit of your company, is improving sales, regardless if you

own an online shop or you want to encourage people to visit your business a specific location. So basically, the organizations must adopt social media strategies to sustain in the market. A job in social media is likely to be fast-paced and challenging, but it can be quite rewarding, monetarily and otherwise. The main contribution of this paper is, If you know what kind of position to look for, social media could just be the source of your dream career.

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