

SUSTAINABLE DEVELOPMENT PRACTICES OF SOCIAL MEDIA MARKETING- WITH SPECIAL REFERENCE TO “FACEBOOK MARKETING”

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Abstract: In the light of internet, social media marketing cut down the marketer's budget for advertisement because in social media marketing most of the activities are free are with less cost. Social media marketing strategies are explained with example of face book marketing using observation technique and case study method. Objectives of the study was to know, how effectively marketing strategies were used in social media marketing?.

Keywords: Social media marketing, facebook marketing, social media marketing strategies.

Introduction:

Ancient human's first innovation in marketing is barter system. People exchange goods for goods, for e.g. Grains for pulses, pulses for veggies; veggies for grains like that marketing system took birth in the world. The system slowly improved by exchanging agro items with industrial items, industrial items with ornaments and ornaments for agro items etc. First it was between exchanging with two or more families', later with bigger groups i.e., with different villages, later import and export took place in exchanging between two countries. Later common value was brought to the existence in the way of coin or paper signed by authority. Likewise the concept of money enters the market and it took control over the world now. In simple term people produced goods for their need, they exchanged the excess produced product to the product which they want, till this period demand was high and supply was less. Slowly the circumstance changed after money (common value) comes to existence. Later industrial development took place and started produced goods in large quantity so supply gets high compare to demand, here marketing strategy was born. First people produced what they need, next in industry, product produced in large amount and people are forced to purchase, this situation continues till date, only the way of marketing and mode of marketing has changed. In early days promotion of the products, starts as giving free samples (ex. Milo. While introducing Milo drink to market, that company followed free sampling method, given free sample among school children), word of mouth, wall posters, Radio advertisement, advertisement in magazines etc.. Slowly after television got popular TV advertisement replaced the entire, above said role in most extents. . Whenever wherever you wish to watch serial, movies, video songs, drama etc... everyone can watch now with the help of internet, but few years before it was not possible. Likewise marketing strategy, promotion activities everything goes air now. Corporate makes customers eyeball to watch their products to insert the products/services in customers mind. **Evan Asano** done a study on “**How much time do people spend on social media?**” has stated that:” time spends on social media is increasing constantly. In 2017 nine hours per day are spend by teenagers on social media platforms.” Here social media marketing places vital role. Marketing concept will be same in social media marketing too but only the difference is marketers do everything virtually with the use of internet, but core concept of marketing is same. In social media marketing facebook plays major role. If facebook is consider as a country, it is the third most populated country in the world next to china and India. But Facebook have many advanced features while compare to china and India, information can be reached to the user in a short time period. In facebook information reached to every corner of the world, it doesn't exclude countryside parts also.

Objectives of the study:

- To know how effectively marketing strategies were used in social media marketing.
- And to know how the marketers, making followers as consumers of their product.

Literature review:

- **Abbott (2014)**, done a study on” **Incorporating New Areas of Business into Business Language Studies: Social Media Marketing**”, has said that enterprise's should increase awareness in brand, products and services promoting in social media marketing. Author has said that many kind of social media will come and go but core principles of marketing will remain same at all places and in all time.
- **Dr. M. Saravanakumar , Dr.T.SuganthaLakshmi** , done a study on “**Social Media Marketing**” , has said that in social media marketing, facebook plays a major role. Threw facebook brand image were establishing and enhancing, facebook network were used by market researcher to collect opinions and viewpoints of users. Gathering a similar interest people, in facebook group, for great networking. And it is easy for marketers for targeted advertising. Author gave five modes for marketers to reach the customers on facebook were promotion, crowd sourcing, check ins, games and social shopping.
- **Mike Thompson (2013)**, done a study on “**the Definitive Do's and Don'ts of social Media Marketing**”, has said that some of Do's and don'ts of social media marketing are as follows, listen audience voice and engage with audience, use free tools like twitter filter, linked in searchers and Google alerts to listen to customers and markets. Give attention to competitors marketing strategy. Scale social media advertising impact, it teaches where should spend time and energy. Do know where your customers are going. All these are some

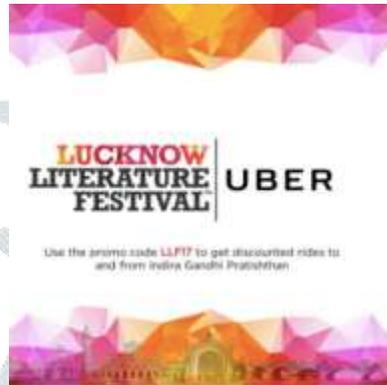
of the Do's which Mike Thompson said and here are some of the Don'ts, Don't over invest in one thing. Don't be silent in social media, answer to audience, make good conversation. Don't go overboard with self promotions.

- **Susan Janett (2013)**, done a study on “ **HOW to BUILD YOUR BUSINESS BIGGER and STRONGER through SOCIAL MEDIA MARKETING**” has said that , when marketer communicate with customer, speak from the heart and further said don't be robotics be a human with sensitivity and compassion. To ensure relationship with audience, show your softer side. Author further said be an active poster, but not overactive poster. Marketer should showcase their appearance but shouldn't dump the customer's wall with repeated posters. And the author gave some rules of engagement to build your business with social media that are as follows, Engage first, sell second , Be consistent, Be regular, Reply to everything, Start searching first don't wait to be found, Be patient, If you think you shouldn't , then you don't, Be true to yourself.

Promotion activities in facebook:

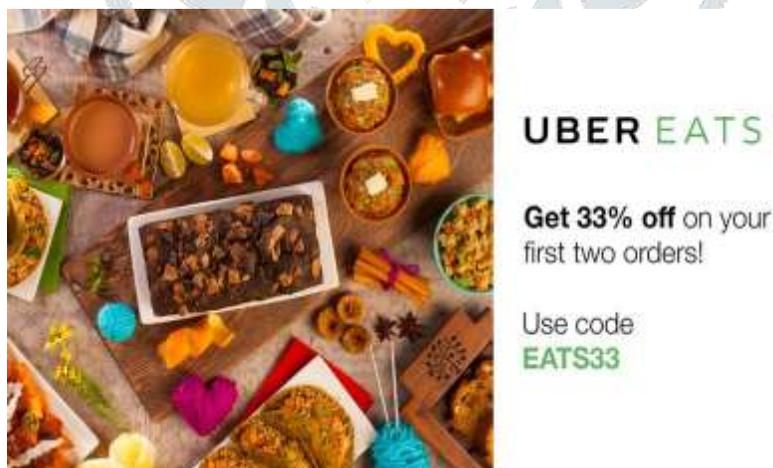
“THINK GLOBALLY ACT LOCALLY”

Big organization to small retailer, using facebook for their promotional activities. Here the marketer play ground is differ from original market. Facebook is virtual ground not a physical one. Here marketer can't give sample but they give some promo code to purchase the product/ service at discounted rate.



Picture:1 Source: Uber facebook page. { https://www.facebook.com/uber.IND/?brand_redir=120945717945722 }

For literature festival in Lucknow, uber give offer for their customers to participate that literature festival. From that venue place (Indira Gandhi pratishtan) or to that venue place promo codes were valid to use. Like that in the year of 2017 September, when Indian team plays with Australian team in chepakkam ground uber gave same promo code offer for customers from and to, to chepakkam MA Chidambaram stadium. In other words, this method is one kind of promotional activities of their brand. By giving discounts uber makes people to use at discounted rate, so that first time users will become regular customer in near future. This is one kind of promoting through social media marketing. By these promotion activities uber gives the feel to customer like “We are always with you and we value your emotions”. Here uber plays with people's values and feelings, so customers got personal touch with uber.



Picture:2

Source: Uber facebook page. [https://www.facebook.com/uber.IND/?brand_redir=120945717945722]

Here too uber gave same promo code offer only but the purpose and scenario was different. Uber enters new platform called food delivery. Already there are many food delivery applications which are going well like Swiggy and Zomato, but still uber have the competitive advantage because the name uber already strongly familiar with peoples, secondly uber already have strong network in all major cities in India so uber used same network for ubereats. Third advantage was uber users can enjoy their food while traveling itself by ordering in ubereats. However promotion and advertising are very important irrespective of its advantages because after consumer comes to know about it only will start use. So here they took social media marketing as one of the tool to reach customers. Uber already have its facebook official page which is liked and

follows by 16 millions peoples, So ubereats advertisement will reach 16millions people in just one click. Again the same logic applies here by giving 33% offer promo code, uber encourage its followers to use for first time, if people were satisfied with the delivery time, delivery person's behavior and effort starts use the application, whenever they are in need.

“Failing to plan is planning to fail”

Marketing plan is one of the marketing strategies. Organization should plan for marketing as like business plan, organizational set up etc... irrespective of size of the organization, It maybe small organization or big one , showcasing them self is very important. Let's take Aasife biriyani's social medial marketing strategies as example.

Aasife biriyani starts its new franchise in chrompet, Chennai in 2017 mid. Even before they start that branch, they started marketing in their facebook page [Aasife Biriyani chrompet][<https://www.facebook.com/Aasife-Biriyani-Chrompet-1906157826323908/>].



Source: Aasife biriyani facebook page, picture:3.

[<https://www.facebook.com/1906157826323908/photos/a.1906158529657171.1073741825.1906157826323908/1906158536323837/?type=3&th eater>]

Planned opening date was 7-7-17, and they opened chrompet branch on 7-7-17 as planned, but the advertisement starts in june month itself. And the marketer took different kind of tool to reach people in locals; they post tagging post on their facebook page. By this way, youngster will tag their friends, by this way their friends come to know about the Aasife biriyani page and the opening date. And because of this total no of followers got increased.



Source: Aasife briyani face book page. Picture :4

This is unique way of spreading the information through facebook marketing. This strategy is same like “word of mouth”. In word of mouth people spread the information about the product, if the product were good it will create the good name on the other hand vice versa.

“A brand is no longer what we tell the customer it is- it is what customers tell each other it is”

Person who is going for online purchase would see the review of the product and rating of the product before their purchasing decision. Todays trend is writing a review on social media about movies , author , books, products like mobile, electronic items etc.. For this purpose some are running the separate blogs. Almost in all the sites users are welcomed to write their product review. A reviewer plays the role of “getting feedback” in social media marketing. This feedback is not only for marketers but also for the customers who is willing to purchase. The marketer should respond for every feedback and should satisfy the customer with proper responsible answer in convincing manner.



Sudiksha Nayak Still waiting for my perfume pickup and refund. They give you expired products and then don't give refund. Never buying from Flipkart again. No one from my friend circle or family will shop from Flipkart. Need a refund asap.

Like · Reply · 2 · Yesterday at 23:20

Hide 20 Replies

Top comments is selected, so some replies may have been filtered out.



Flipkart Sorry to hear that, Sudiksha. Please message us your order id so that we can sort this out.

Like · Reply · Yesterday at 23:21



Sudiksha Nayak OD110873707226444000

Like · Reply · Yesterday at 23:24



Flipkart Thank you for sharing your details, we assure you that we will get in touch with you soon.

Like · Reply · Yesterday at 23:24

Source: Flipkart facebook page. <https://www.facebook.com/flipkart/>

Marketers should be very careful while handling the grievances from customers, because everybody, who are all visiting facebook can see marketers replies and how responsibly answering to customers grievances. If the marketers avoided replying then, they will lose the customer's faith. So this is the place where marketers should behave wisely and consciously.

“Marketing is no longer about the stuff you make, but about the stories you tell”- Seth Godin.



Source: Pothys facebook page. Picture: 5 <https://www.facebook.com/pothysboutiquechennai/>

First thing in marketing is marketer should influence consumer's sense organs by making them to see the product, hear about the product, and feel the product by their sense organs. Then only consumers easily get influence, here the marketing role is very important because the first hand information will reach the final consumer by marketing techniques only. So here final consumers in most cases mightn't handle the product first, it happen only at pre purchase activities. So they believe in what marketers tell and how marketers reaching them. In the above example pothys reached the targeted audience with the catchy words “Bride & Groom combos”. Here marketers used the youth psychology and fashion to reach them. By this way marketer convincing the targeted customers to purchase both bride and groom s costume at the same time and with the same retailers.

Marketing is the contest for people's attention- Seth Godin



Source:[<https://www.facebook.com/Pothysilks/>] Picture:6

Yes, marketing is the contest for people's attention. So gather attention of the targeted audience, to make the audience as a regular follower's game, quiz and tagging contest are conducting in social medial marketing. This kind of strategy will bring many followers to like the marketer's facebook page. Through facebook page marketers send the product details along with the contest. So automatically follower's brains catch the core product.

Conclusion:**“Social media is about sociology and psychology more than technology”**

Social media marketers target is to win the audience brain always. Here sociology and psychology plays a lot, sometimes it backfire the marketers but they should patiently fix their errors and start attack the audience brain with their creativity and strategies.

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