

# “SOCIAL MEDIA AS A MARKETING PLATFORM”

**Mrs. B.SHEELA,**

**Research Scholar, PG & Research Department of Commerce,**

**Hindusthan College of Arts & Science, Coimbatore**

**Dr. M. RAMYA**

**Assistant Professor, PG & Research Department of Commerce,**

**Hindusthan College of Arts & Science, Coimbatore**

## INTRODUCTION

**Social media marketing** is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. The Modern Marketer does not miss any opportunity in utilizing the technological support available. Most social media platforms have built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public. On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope (e.g. more active or passive use) and the establishment of a firm's desired social media "culture" and "tone." .

## Social Media Marketing At Marketing Land

Marketing Land is the sister site to Search Engine Land that covers all facets of internet marketing, including these popular topics within social media marketing:

- Facebook
- Instagram
- Twitter
- Pinterest
- LinkedIn
- YouTube
- Social Media Marketing How To Guides & more

Social networks are a great tool in market research. They are providing a direct, fast, and easier way to reach an audience through a person who is widely known. For example, an athlete who gets endorsed by a sporting goods company also brings their support base of millions of people who are interested in what they do or how they play and now they want to be a part of this athlete through their endorsements with that particular company. At one point consumers would visit stores to view their products with famous athletes, but now you can view a famous athlete's, such as Cristiano Ronaldo, latest apparel online without any delay. He endorses them to you directly through his Twitter, Instagram, and FaceBook accounts.

Facebook and LinkedIn are leading social media platforms where users can hyper-target their ads. Hypertargeting not only uses public profile information but also information users submit but hide from others. According to Constantinides, Lorenzo and Gómez Borja (2008) "Business executives like Jonathan Swartz, President and CEO of Sun Microsystems, Steve Jobs CEO of Apple Computers, and McDonalds Vice President Bob Langert post regularly in their CEO blogs, encouraging customers to interact and freely express their feelings, ideas, suggestions, or remarks about their postings, the company or its products". Using customer influencers can be a very efficient and cost-effective method to launch new products or service.

Among the political leaders in office, Prime Minister Narendra Modi has the highest number of followers at 40 million, and President Donald Trump ranks second with 25 million followers. Mr. Modi employed social media platforms to circumvent traditional media channels to reach out to the young and urban population of India which is estimated to be 200 million.

Engagement in social media for the purpose of a social media strategy could be classified as proactive and reactive responses. The proactive response is regular posting of new online content (digital photos, digital videos, text) and conversations, as well as the sharing of content and information from others via weblinks. The reactive responses are conversations with social media users responding to those who reach out to your social media profiles through commenting or messaging. Some of the important social media networks which majority of the consumer sectors are recognized as popular platforms for marketing are detailed as below.

### **Twitter**

Twitter allows companies to promote their products in tweets which are short messages limited to 140 characters which appear on followers' Home timelines. Tweets can contain text, Hashtags, photos, videos, Animated GIF, Emojis, or links to the product's website and other social media profiles, etc. Twitter is also used by companies to provide customer service.

### **Facebook**

Facebook pages are far more detailed than Twitter accounts. They allow a product to provide videos, photos, and longer descriptions, and testimonials as other followers can comment on the product pages for others to see. Facebook can link back to the product's Twitter page as well as send out event reminders.

### **LinkedIn**

LinkedIn that is a professional business-related networking website, allows companies to create professional profiles for themselves as well as their business to network and meet others. Through the use of widgets, members can promote their various social networking

activities, such as Twitter stream or blog entries of their product pages, onto their LinkedIn profile page.

### **Whatsapp**

WhatsApp which was founded by Jan Koum and Brian Acton, joined Facebook in 2014, but continues to operate as a separate app with a laser focus on building a messaging service that works fast and reliably anywhere in the world. WhatsApp started as an alternative to SMS. WhatsApp now supports sending and receiving a variety of media including text, photos, videos, documents, and location, as well as voice calls.

### **Yelp**

Yelp consists of a comprehensive online index of business profiles. 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.

### **Instagram**

Instagram had over 200 million users since May 2014 and is recognised as one of the fastest reaching media. The user engagement rate of Instagram was 15 times higher than of Facebook and 25 times higher than that of Twitter. When it comes to marketing and businesses, Instagram helps companies to reach their respective audiences through captivating imagery in a rich, visual environment. Moreover, Instagram provides a platform where user and company can communicate publicly and directly, making itself an ideal platform for companies to connect with their current and potential customers.

### **YouTube**

YouTube is another popular avenue; advertisements are done in a way to suit the target audience. The type of language used in the commercials and the ideas used to promote the product reflect the audience's style and taste. Also, another advantage is that the ads on this

platform are usually in sync with the content of the video requested. Certain ads are presented with certain videos since the content is relevant. Promotional opportunities such as sponsoring a video is also possible on YouTube,

## **Blogs**

Platforms like LinkedIn create an environment for companies and clients to connect online. Companies that recognize the need for information, originality and accessibility employ blogs to make their products popular and unique/ and finally reach out to consumers who are privy to social media.

Websites such as Delicious, Digg, Slashdot, Diigo, Stumbleupon, and Reddit are popular social bookmarking sites used in social media promotion. Each of these sites is related to the collection, curation, and organization of links to other websites that users deem to be of good quality. In addition to user-generated promotion, these sites also offer advertisements within individual user communities and categories.

## **Impact of Social Marketing devices**

### **Minimizing use**

Traditional advertising techniques include print and television advertising. The Internet has already overtaken television as the largest advertising market. Web sites often include the banner or pop-up ads. Social networking sites don't always have ads. In exchange, products have entire pages and are able to interact with users. Television commercials often end with a spokesperson asking viewers to check out the product website for more information. While briefly popular, print ads included QR codes on them. These QR codes can be scanned by cell phones and computers, sending viewers to the product website. Advertising is beginning to move viewers from the traditional outlets to the electronic ones.

### **Lack of Privacy or Leak of information**

One of the issues facing traditional advertising is the Internet and social networking leaks, which create privacy problems. Video and print ads are often leaked to the world via the Internet earlier than they are scheduled to premiere which results in commercial losses to the producers. Social networking sites allow those leaks to go viral, and be seen by many users more quickly. Social networking sites have become a hub of comment and interaction concerning the event. This allows individuals watching the event to know the outcome before it is aired officially.

### **Handling Troubles or Mishaps**

Social media marketing provides organizations with a way to connect with their customers. However, organizations must protect their information as well as closely watch comments and concerns on the social media they use. Due to the viral nature of the Internet, a mistake by a single employee has in some cases shown to result in unfavourable consequences for organizations.

Further, social media platforms have become extremely aware of their users and collect information about their viewers to connect with them in various ways. Social-networking website Individuals mostly agree to have their social media profile public but at the same time they should be aware that advertisers have the ability to take information that interests them to be able to send them information and advertisements to boost their sales. Managers invest in social media to foster relationships and interact with customers. This is an ethical way for managers to send messages about their advertisements and products to their consumers.

### **CONCLUSION**

According to *Measuring Success*, over 80% of consumers still use the web to research products and services. Thereby social media marketing is also used by businesses in order to build relationships of trust with consumers. To this aim, companies may also hire personnel to specifically handle these social media interactions, who usually report under the title of online community managers. Since social media marketing first came to be, strategists and markets have been getting smarter and more careful with the way they go about collecting information

and distributing advertisements. With the availability of data collecting companies, there is no longer a need to target specific audiences. For many users, this is a breach of privacy, but there are no laws that prevent these companies from using the information provided on their websites. Customers can now post reviews of products and services, rate customer service, and make queries or offer suggestions about their concerns directly to companies through social media platforms. Handling these interactions in a satisfactory manner can result in an increase of consumer trust.

### References ::

1. Kotler, P., Burton, S., Deans, K., Brown, L., & Armstrong, G. (2013). marketing (9th ed.). NSW, Australia: Pearson Australia
2. Saravanakumar, M. & SuganthaLakshmi, T. (2012). "Social media marketing". *Life Science Journal*. 9: 4444–4451.
3. www.wikipedia.com
4. www.abouttwitter.com
5. www.whatsapp.com
6. www.facebook.com
7. www.youtube.com
8. G. Vengatesan, A Study on Customer Expectation Management in Organised Retail Shops Special Reference with Coimbatore City", *INDIAN JOURNAL OF APPLIED RESEARCH*, 2016