

A STUDY ON SOCIAL MEDIA MARKETING THROUGH BLOGGERS AND INFLUENCERS

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ABSTRACT

The world today is digitalised , all business related activities are turning simpler and modern. The Digital Revolution also marks the start of the Information Era.. The development and advancement of digital technologies started with one fundamental idea: The Internet. Marketing has also taken a new shape in the form of digital marketing. Social Media is the kingpin when it comes to marketing today. This paper gives us an insight into the world of social media marketing and the vital role played by bloggers and influencers in today's digital marketing era when content is the king.

INTRODUCTION

Today's customers place a greater weightage on a lot of factors like convenience, features, social status and attractiveness. Customers generally want "more for less". There have been recent trends in marketing that has changed the way customers buy a product. The modern age customers are global customers and this is mainly due to the advancement of information technology, rapid usage of social media and mobility of people across the world. These customers exhibit international characteristics. Information technology and communication has revolutionised the way people buy and sell products. The companies have also started getting accustomed to these practices. Social media marketing has brought remarkable success to a lot of business and is an important tool of marketing for a lot of businesses. As a result of advancement in technology and the presence of social media, marketing has taken a new shape across the world. India is one of the advancing countries when it comes to digital marketing. We shall delve into marketing strategies and forms through social media.

SOCIAL MEDIA MARKETING



“IF YOU ARE NOT INTERACTING WITH YOUR AUDIENCE DIRECTLY THROUGH SOCIAL PLATFORMS LIKE FACEBOOK,INSTAGRAM,TWITTER,YOU ARE MISSING OUT ON A LOT OF BUSINESS”

Social media is the fastest growing trend in the world right now. Within the first ten years of its inception it managed to gather roughly one billion users. For example FACEBOOK is larger than any other country of the world with a population of 1.44 Billion users. And that’s just Facebook. We haven’t even taken into consideration users on other platforms. That explains the magnitude on social media in today’s world. Social media marketing is a powerful tool for businesses of all scales to reach out to customers and prospects. **SMM** (social media marketing) is a form of internet marketing that involves creating and sharing content in order to achieve marketing and branding goals. Through this companies achieve high audience engagement and is profitable for the company. The bigger and more engaged your audience is on social media, the better it is for achieving the marketing goals of the company.

CREATION OF CONTENT

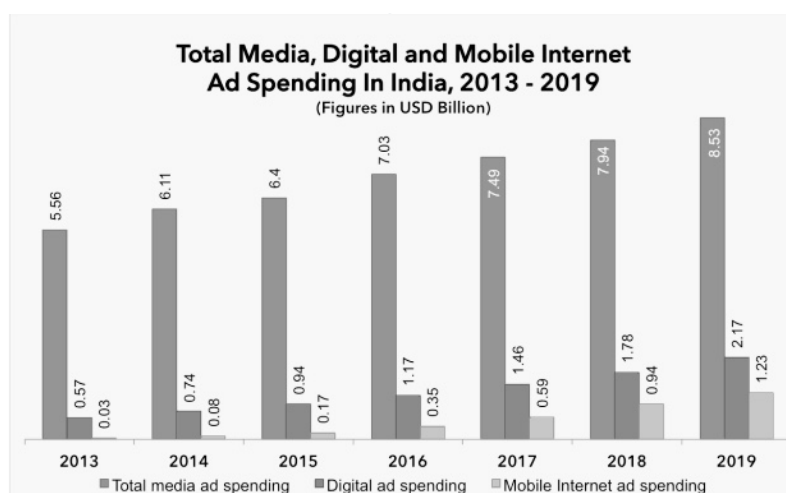
Social media marketing is all about content and how well the content is received by the customers. It is merely the process of creating content that is tailored to the context of specific social media platform. Each social media platform is different and has different characteristics. Bloggers, influencers, photographers, videographers are all part of content creation. Content is whatever you are posting. It can be a status update, a photo, a tweet or a video representation. Content reigns supreme when comes to marketing in the form of social media. Building a social media marketing plan is of paramount importance. It is the perfect channel for promotion of content to the customers.

We need to “Put ourselves in the target customers” shoes”. And the content that is being created should cater to each and every individual’s preferences.

PERKS OF SOCIAL MEDIA MARKETING

Social Media Marketing is the best marketing for quick **Return on Investment**.

All other channels of marketing require significant lead time to yield an ROI. Content Marketing gives the best results over time after it has been able to yield in SEO traction. It can earn quick results in terms of sales for low effort when compared to other forms. SMM is also efficient and results in consistent sales coming in from the first day the content is live. This is one of the main reasons why **GLOBAL SOCIAL AD SPENDING DOUBLED** from \$16 billion in 2014 to \$31 billion in 2016.



Also the other benefits are Increased Brand Awareness, More Inbound Traffic , Improved Search Engine Rankings , Higher Conversion Rates , Better Customer Satisfaction , Improved Brand Loyalty , More Brand Authority and Cost-Effectiveness.

SOCIAL MEDIA NETWORK IS CHOSEN DEPENDING ON THREE MAIN FACTORS:

1. Where the company's target customers are most concentrated.
2. Where the customers are most accessible
3. Where the customers most actively engage with ads.

THE POWER OF SOCIAL MEDIA INFLUENCERS

The role of influencer marketing increased in great leaps in the year 2018. Influencer marketing is when a business collaborates with an influential person on to promote their product/service on social media. Earlier Celebrity Endorsements were the initial form of influencer marketing. In the modern age , regular content creators with their audience can add more value to companies.

Influencer marketing can positively impact how people feel about a brand. Nowadays, people make purchases after seeing something on Instagram. Influencers are growing on a rapid pace and teens are extensively getting into content creation. The right influencer is someone who can reach the target audience, build trust and drive engagement. It is important to work with social media influencers whose creative vision aligns with the company's vision.

“Content is fire; social media is gasoline.” –Jay Baer, Bestselling Author, Marketing Expert and Founder of Convince & Convert

Finding the right influencer for the brand.

There are 3R's that is essential for the process.

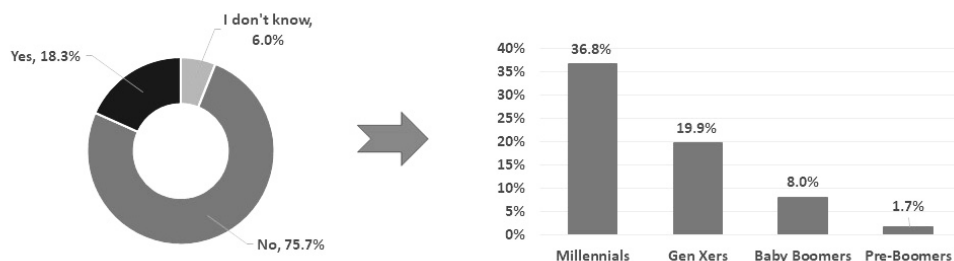
Relevance: The influencer should share content and their audience should be relevant to the business and the industry.

Reach: The number of people that we can potentially reach through the influencer's fan base can bring value to the business.

Resonance: It is Important to note that a huge follower count is meaningless if they are not interested in the business offerings. On the other hand a smaller follower count can make a huge difference if it's a niche area and the potential influencer has an engaged fan following.

“Content builds relationships. Relationships are built on trust. Trust drives revenue.” –Andrew Davis, Bestselling Author and Keynote Speaker

Question: In the past 12 months, have you used the opinions of a DIGITAL INFLUENCER to help plan any leisure travel?



BLOGGING- AN IMPORTANT PART OF DIGITAL MEDIA MARKETING

Online marketing is competitive and challenging, in order to remain in competition then with website design and engaging content we have to leverage the power of blogging. here we are not saying about any types of

blog; rather we are talking about marketing blogs. Marketing blogs are powerful and works to grow the business. A relevant and informative blogs does great wonders for the business. In the marketing world today bloggers can be referred to as the unsung heroes because of the lack of popularity when compared to the content prepared by them. Blogs have a great influence in digital marketing and following are the benefits.

Blogging helps in several ways.

SEO and TRAFFIC- A business's website needs to be ranking with search engines. Blogs on websites filled with relevant content about the appropriate keywords and search phrases the clients will use to find the company, the company will acquire a higher page rank with search engines. The higher we rank, the more likely the website is to be seen and the more traffic the business will have. The more consistent a blogger blogs, the more frequent the search engine spiders will crawl on the site. It will in turn determine that the site is active.

INSIGHT INTO THE AUDIENCE:

Coming up with topics for a blog makes us think like our target audience. There should be proper analysis of what reader wants to know, how to best impart that knowledge, and how to move the reader to take action.

Secondly, capturing analytics for the blog reveals much about the way the web visitors think and feel. Blog analytics allow us to figure out what content is most popular among the readers, which content they share on social media, and even what time of the day they view the content. The more we know about our leads, the more empowered we are to nurture them.

AMP- ACCELERATED MOBILE PAGES

AMP's have gained great popularity in the last two years and is the wave of the future. The ultimate goal of AMP is to provide users the quickest and smartest data. Companies adopt AMP in order to combat the sluggishness. AMP instantly loads the page for the user and it strikes the right cord with the customer. AMP is a powerful marketing tool because it gives the user a better and faster experience which makes the user more inclined towards the company's content. This is because every extra second the content takes to load, the company will lose out on potential customers.

CONCLUSION

Customers are kings in today's world and companies do their best to deliver content effectively and quickly. Social media has grown leaps and bounds over the past decade. Like people prefer smartphones over normal phones, businesses prefer social media marketing over traditional marketing. Effective blogging is an essential part of an overall digital marketing strategy. It brings traffic to the website, generates new leads for the company, helps to nurture those leads, and gives us increased insight into the customer base.

Blogging is cost-effective when compared to previously used marketing techniques. Change is inevitable, change is constant, the need of the hour is to adapt to the changing world.

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