

A STUDY ON EMARKETING IN SOCIAL MEDIA

Subtitle: Emarketing Trends of Social Media and its Impact on Business

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Abstract:

E-Marketing (Electronic Marketing) are also known as Internet Marketing, Web Marketing, Digital Marketing, or Online Marketing. E-marketing is the process of marketing a product or service using the Internet. E marketing not only includes marketing on the Internet, but also includes marketing done via e-mail and wireless media. Important Benefits of Marketing Online is Better Visibility, Increased Authority, Higher Quality Website Traffic, **In-Person Visitors**, Long-Lasting Relationships, **Disadvantages of Social Media Marketing - Tarnished Brand Image, Brand Transparency, Time Consuming, and Delayed Return on Investment.** **Difference between the traditional Marketing and E marketing.**

The Most Significant Social Media Marketing Trends for 2019 - Video Content Expands its Wings- ChatBots for Better CRM- Mobile Matters a Lot- Paid yet Personalized Content- Automation for the Win- New Network Trends- Watch out for the Influencers – The study includes the Primary and secondary data's – The primary data includes the sample size of 100 from the respondents of Business and Professional Peoples. The study highlights the use of Social Media account which helps the Business people to grow Higher and Higher.

KEYWORDS: Emarketing, Social Media, Video Content, ChatBots, Customer Relationship Management, Automation, Network Trends

Introduction

E-marketing is referred as digital marketing, in which the services and products are advertised digitally via Internet. The study has been conducted to highlight the role of social networking in the enhancement of small business projects via e-marketing. Moreover, the study has emphasized upon the awareness of use of digital technologies while marketing the services of small business. The study specifically contributed in the field of marketing and small businesses, as well as the marketing of social networking sites.

Problem Statement: The problem of the study revolves seeking the activities into e-marketing via social networking sites and their role in enhancing small business projects. The research process covers the difficulties faced by the owners of small business in the implementation of e-marketing activities. The study is contributed to the small business projects and their enhancements via social networking sites, which will be of great importance in the future.

Meaning of E Marketing:

E-Marketing (Electronic Marketing) are also known as Internet Marketing, Web Marketing, Digital Marketing, or Online Marketing. E-marketing is the process of marketing a product or service using the Internet. E marketing not only includes marketing on the Internet, but also includes marketing done via e-mail and wireless media. It uses a range of technologies to help connect businesses to their customers.



What is Social Media Marketing (SMM)

Social media marketing (SMM) is the use of social media websites and social networks to market a company's products and services. Social media marketing provides companies with a way to reach new customers engage with existing customers and promote its desired culture, mission or tone. Also known as "digital marketing" and "e-marketing," social media marketing has purpose-built data analytics tools that allow marketers to track how successful their efforts are...

OBJECTIVE OF STUDY:

- 1) Recognize the importance of e-marketing through the social networking sites for small business projects.
- 2) Highlight the extent to which e-marketing is effective in encouraging the proprietors of small business projects to continue their task, and to maximize the benefit disseminated by the social networking sites.
- 3) Specify the difficulties faced by the proprietors of small business projects when they practice e-marketing through the social networking sites.

RESEARCH METHODOLOGY:

This study is based on the Primary data with the sample size of 10 where responses were collected from business and professional people in different companies through questionnaire and personal interviews and secondary data like publication, newspapers, and website.

The Most Important Benefits of Marketing Online

1. Better Visibility

Online marketing tactics like search engine optimization (SEO) enable your business to be more easily found on the channels your customers are using most. People are more likely to investigate the options that appear first in search results. So as you gain visibility online, it's more likely that they will check out, interact with, and purchase from you.

2. Increased Authority

Online marketing is important not just because it helps you to get found online, but also because it can change the way your business is perceived by potential customers. For example, ranking high in search engine results pages, along with respected industry authorities, instantly boosts your business' credibility. In other words, this is one of the first steps toward becoming a respected local or industry authority and a go-to provider.

3. Higher Quality Website Traffic

Various marketing practices including local SEO, social media marketing, and paid advertising involve what's called targeting. Targeting refers to narrowing the focus of your efforts to attract only the people who'll be most interested in what your company does or offers.

If you have a website, such targeted efforts will draw high-quality traffic to that site. There you'll likely see more engagement and more sales than you would if your efforts were broad and not tailored to any particular audience.

4. In-Person Visitors

The same goes for in-store visits. When you zero in on those most likely to become your customers and speak directly to them, you'll also notice an increase in visits to your physical location and, ultimately, sales.

5. Long-Lasting Relationships

Marketing boosts sales which keeps your small business afloat. However, online marketing also does something more, which has a greater long-term impact. It enables you to build relationships.

Building relationships with customers earns you repeat business. Your customers will be loyal to your brand. As a result, they will be happy to refer your business to others, which, as you probably guessed, leads to more sales and loyal customers. It's a never-ending cycle of goodness, which many businesses are now seeing for themselves!

In reality, you're probably a customer of several of those businesses. They've probably been marketing to you online without you even realizing it!

Disadvantages of Social Media Marketing

- **Tarnished Brand Image:** In larger corporations, much of the social media marketing is either outsourced, or handled internally by a separate department. You must have the upmost confidence in those that you employ to handle social media updates and advertising. They are a reflection of the company's brand image as much as traditional media, arguably more so. Trusting individuals who are not in full understanding of the firm's vision will lead to an inconsistent and possibly declined brand image.
- **Brand Transparency:** While word of mouth marketing is definitely a significant factor in terms of customers discussing their likes and dislikes of the brand, social media marketing leaves the brand extremely exposed. Implementing multiple social media profiles will leave unsatisfied customers with the opportunity to express their dissatisfaction. These comments will deter potential customers from doing business and establishing a relationship with the brand. With increasing competition in essentially every industry, public negative feedback could be a deciding factor for many customers

- **Time Consuming:** Social media marketing tends to create less of an impact for the consumer because it is limited in its ability to be creative and isolated. Television advertisements for example, are able to be aesthetically pleasing and are seen alone without any distractions. Posts on social media are often missed and/or ignored because of overflowing newsfeeds and the general fast paced environments of social media networks. For this reason, posting regularly and frequently becomes an absolute must. Time and money will be allocated to ensure that a posting schedule is created and content is published.
- **Delayed Return on Investment:** Social media marketing is a long term investment. Results cannot be expected as quickly as with traditional media; it is less intensive. Relationship building is key in social media. Firms looking for immediate sales and leads may prefer traditional advertising as it is more effective at sparking instant attention.

• **DIFFERENCE BETWEEN TRADITIONAL MARKETING AND DIGITAL MARKETING**

- **Traditional marketing** refers to any type of promotion, advertising or campaign that has been in use by companies for years, and that has a proven success rate. Methods of traditional marketing can include print advertisements, such as newsletters, billboards, flyers and newspaper print ads.
- **Digital Marketing:**
- Digital marketing (also known as data-driven marketing) is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

Differences between traditional marketing and digital marketing

The Downside to Traditional Marketing

- There is very little interaction between the medium used and the customers
- Print or radio advertisements can be very costly
- Results on this marketing strategy cannot easily be measured

Benefits of Digital Marketing

- You can target a local audience, but also an international one
- Your audience can choose how they want to receive your content
- Interaction with your audience is possible
- Digital marketing is cost-efficient
- Data and results are easily recorded.
- Level playing field
- Real time results
- Brand Development
- Viral

The Most Significant Social Media Marketing Trends for 2019

There have been many changes in the social media marketing trends. New technologies come to the market and features launch on every social media network. By October 2018, there were **3.397 billion active social media users globally** in 2018.

Marketers are routinely integrating social media marketing with their core marketing strategies. So you have to update yourself on the latest social media marketing trends. Find out what's going to work for you in the future.

Following are the few Marketing Trends for 2019

1. Video Content Expands its Wings



YouTube claims that there are 1.9 billion logged-in YouTube users visiting the website at least once a month. But there may be a lot of people coming to YouTube who aren't logged-in.

Cisco VNI (Visual Networking Index) Forecast Report states that 75% of the total consumer traffic in 2017 was video traffic only. The same report predicts that the video traffic would account for 82% of total business and consumer internet traffic by 2022. As per the 2018 Social Media Marketing Industry Report by Michael Stelzner: 77% of marketers were planning to increase their use of video in social media.

To meet the expectations of the marketers, social networking sites launched new features encouraging the video content. The daily watch times for Facebook's live video broadcasts has quadrupled through 2018. Instagram has enjoyed similar success with 60-second videos & Instagram Stories.

2. ChatBots for Better CRM



Customer Relation Management is the crucial element for a successful business. CRM is where Social Media greatly helps the businesses.

We all know that social media makes us closer to our customers. Chat bots can make Real-Time Engagement with the Customers.

Instant Messaging Apps like Telegram and Vine had launched bots on their platforms. Facebook announced Bots for Messenger Platform at its annual F8 Conference held in April 2016. So far, there are around 12,000 bots created on the Messenger Platform.

Marketers use chatbots in the instant messaging apps. The user count of the messaging app services is increasing drastically. Messenger & WhatsApp both have crossed 1 billion users mark, and the number is growing.

Chatbots can be used efficiently to provide 24/7 services to the customers. In a way, chatbots are quicker than human beings in giving any data related answers and taking requests. Moreover, you need not hire employees for the customer service. Thus, it meets your cost-effective marketing requirements.

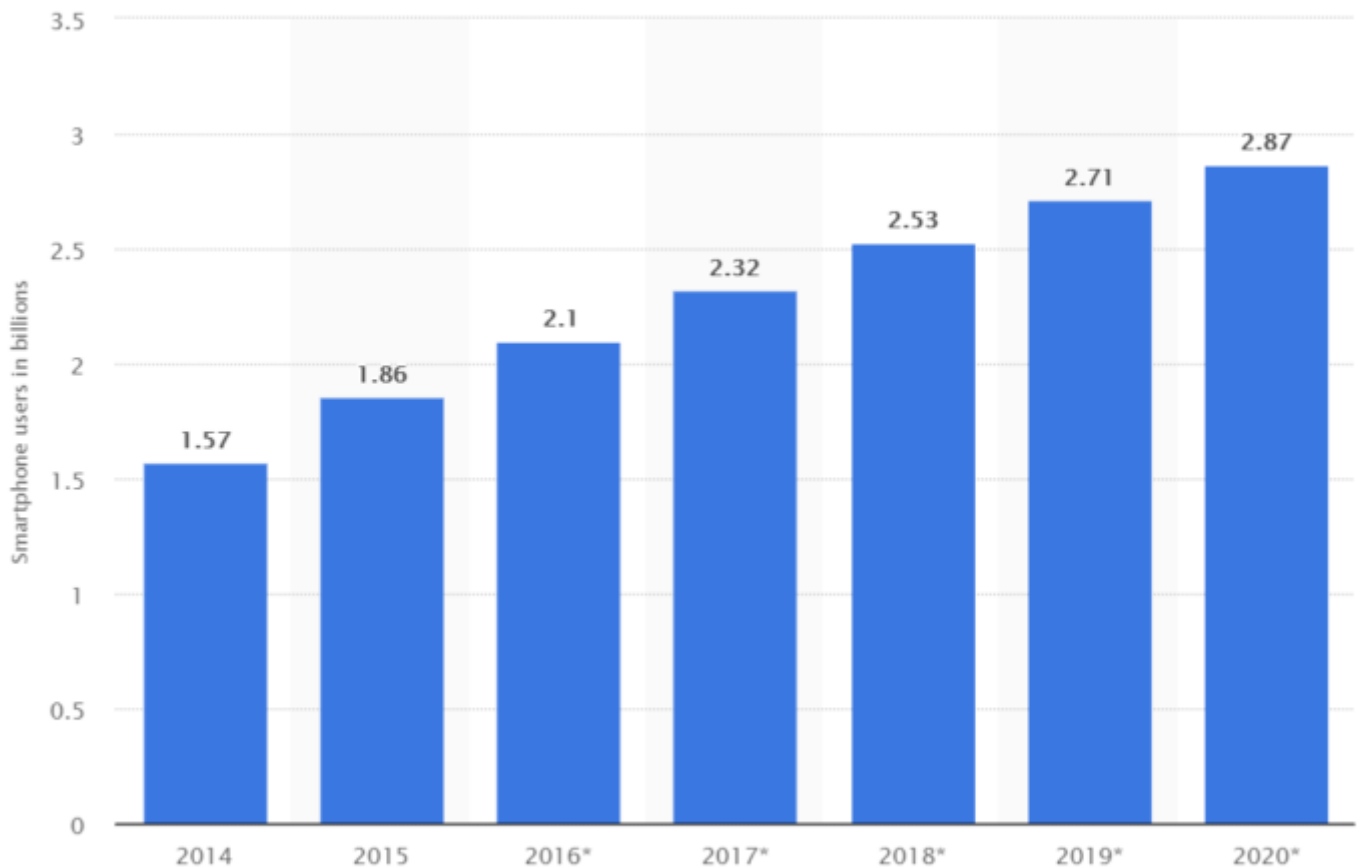
3. Mobile Matters a Lot



Smartphone and social media is the perfect combination. The number of smartphone users has increased a lot in the past few years. As of 2018, there are more than 2.53 billion smartphone users in the world.



Number of smartphone users worldwide from 2014 to 2020 (in billions)



© Statista 2018

For instance, Facebook has close to 2 billion mobile monthly active users. Mobile traffic is surpassing the desktop traffic. There are some mobile-only apps like Instagram & Snap Chat where most of the digital natives spend most of their time on. So, mobile users should be the key priority of the business.

Recently, Google tells that it gives priority to the pages which are AMP'd (Accelerated Mobile Pages). So, bloggers or marketers who want more conversions on their landing page should use Accelerated mobile pages (AMP). AMP will reduce the bounce rate to a significant extent

4. Paid yet Personalized Content



Here you should observe two different terms paid content and personalized content. So far, we are using paid content for better reach of your business on social media. Paid content is worth investing in. Whether you seek conversions or engagement, sponsored ads on the social media help you out in achieving it. As millions of businesses are competing on a single platform, a lot of noise generated every day.

However, people's resistance to general ads on social media is increasing. And the newsfeeds of social users are filling up with piles of content that most of the posts or tweets or pins are going unseen. Social media sites don't entertain any inconvenience caused to their users. So, they are also changing their algorithms like Facebook, and Twitter changed their newsfeed algorithm this year.

With these updated algorithms, users can see the personal posts or ads only that are more relevant to you.

5. Automation for the Win

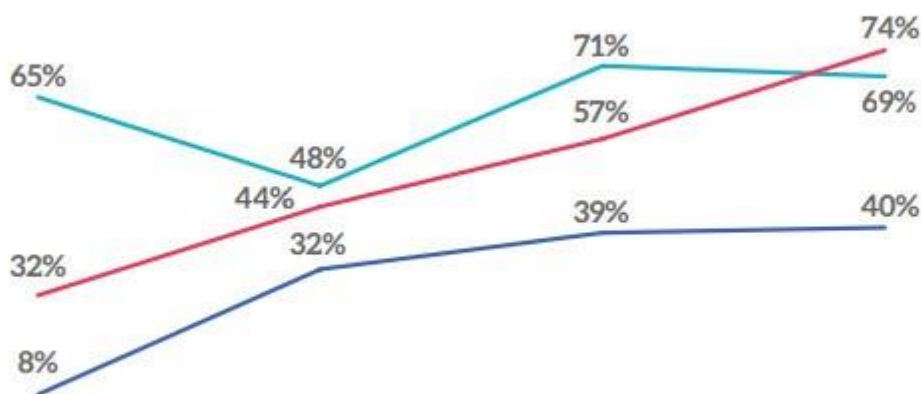


Billions of users and millions of competitors. To be in the race, marketers have to be smart. Deploying a huge workforce for making a manual effort may work for you in the traditional marketing. But in digital marketing, these things never work at all. There are repeated tasks and bundles of data to watch out. Automation is the only solution seems better for a digital marketer.

Given the large user count and bulk data transferred every day, people quickly forget an ad of yours seen an hour ago. Competing with your rivals, you have to make room in the mind of your potential audience. For this, you have to do the work that a human being cannot do all the time. For this, automation indeed a great need.

Top realised benefits by time of adoption

— Better lead management — More relevant messaging and content — Increased revenue



In the last six months In the last 12 months In the last 24 months Longer than two years ago

Question: Which, if any, of the following benefits of MA have you actually realised?

The graph above shows the results of a survey “Which, if any, of the following benefits of marketing automation you actually realized?” When used for more than two years, marketers have seen 74% better messaging and content publishing. Also, 69% of better lead management and 40% increase in the revenue. In 2015, 91% of the successful marketers had agreed that automation is important for them. In 2016, a two-thirds of the marketers use the automation technology profoundly in their marketing. As per VB Insights, 77% of marketers saw the conversion increase and 80% marketers saw an increase in their leads.

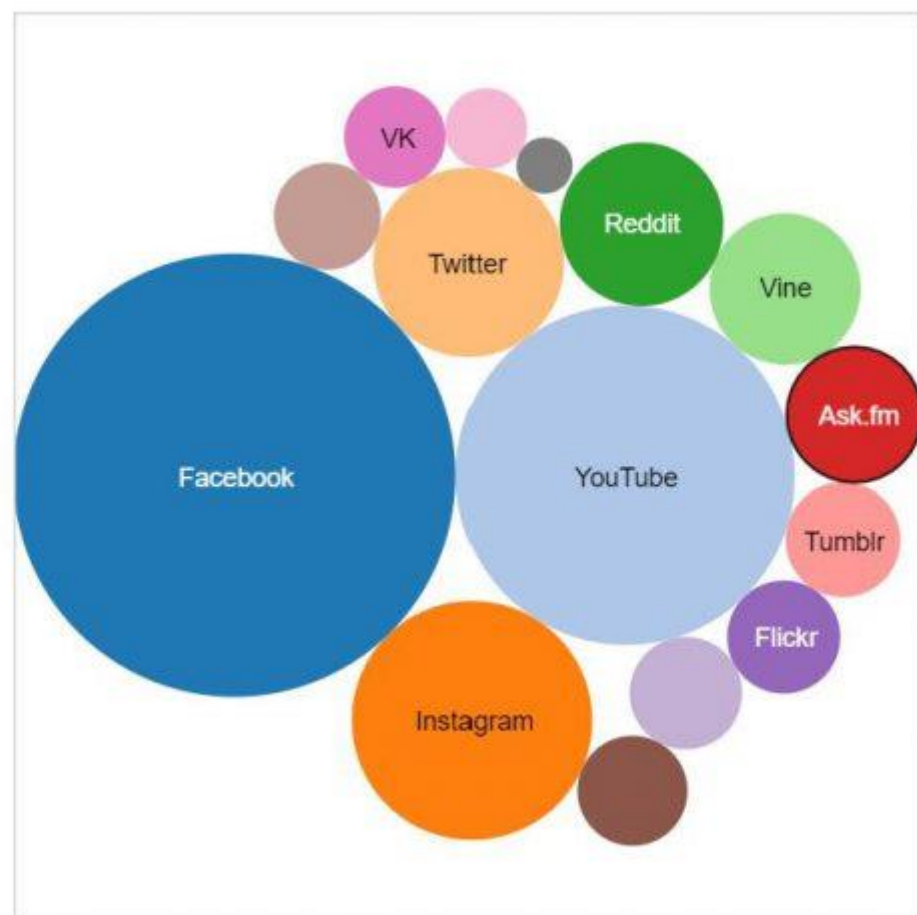
6. New Network Trends

Understanding the changes in the popularity of social networks is essential to marketers. And it’s important to evaluate the networks by active account usage besides the number user’s accounts they have. So let’s have a look at some of the social networks which are growing more quickly than others.

Facebook is presiding its supreme power both in name recognition and the total number of users. It is the largest social media network with over 2,2 billion users, followed by YouTube and Instagram.

Social network

- Facebook
- YouTube
- Instagram
- Twitter
- Reddit
- Vine
- Ask.fm
- Tumblr
- Flickr
- Google+
- LinkedIn
- Pinterest
- VK
- ClassMates
- Meetup



7. Watch out for the Influencers

Influencer marketing is picking up more than ever. The group of people who have the authority, ability, or platform to influence a definite audience has changed madly over the last 10 years.

The ultimate way to comprehend who a social influencer is to find out who your audience would trust personally. Studies show 49% of Twitter users rely on recommendations from influencers.

The immense growth of social media networks has given an audience the opportunity to grow and create their personal brand every day. These socially savvy individuals offer value to brands since they know exactly how to:

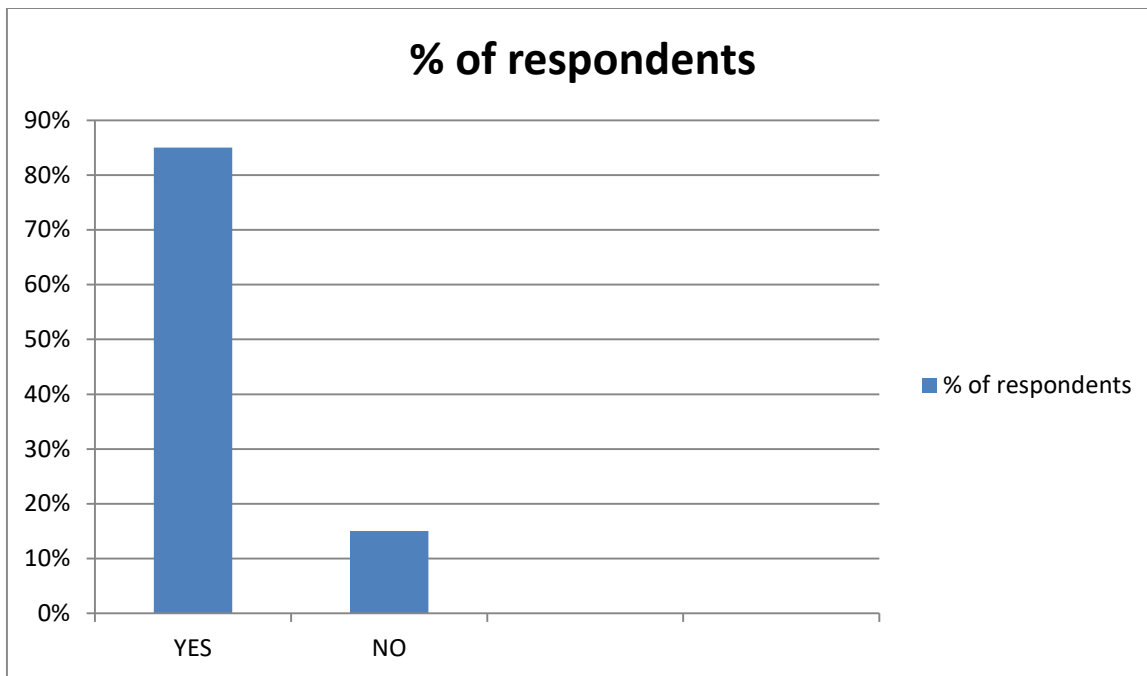
- develop a loyal group of followers,
- generate reliably engaging content,
- Create and amplify trends.

That's why Facebook is paying top social media influencers over \$2M dollars to produce live content. By teaming up with the right people, you can reach thousands and in some cases millions of people in more efficient manner. Brands that are leveraging influencers to spread their message are experiencing nearly 10X rise in conversion rate.

ANALYSIS AND INTREPRETATION

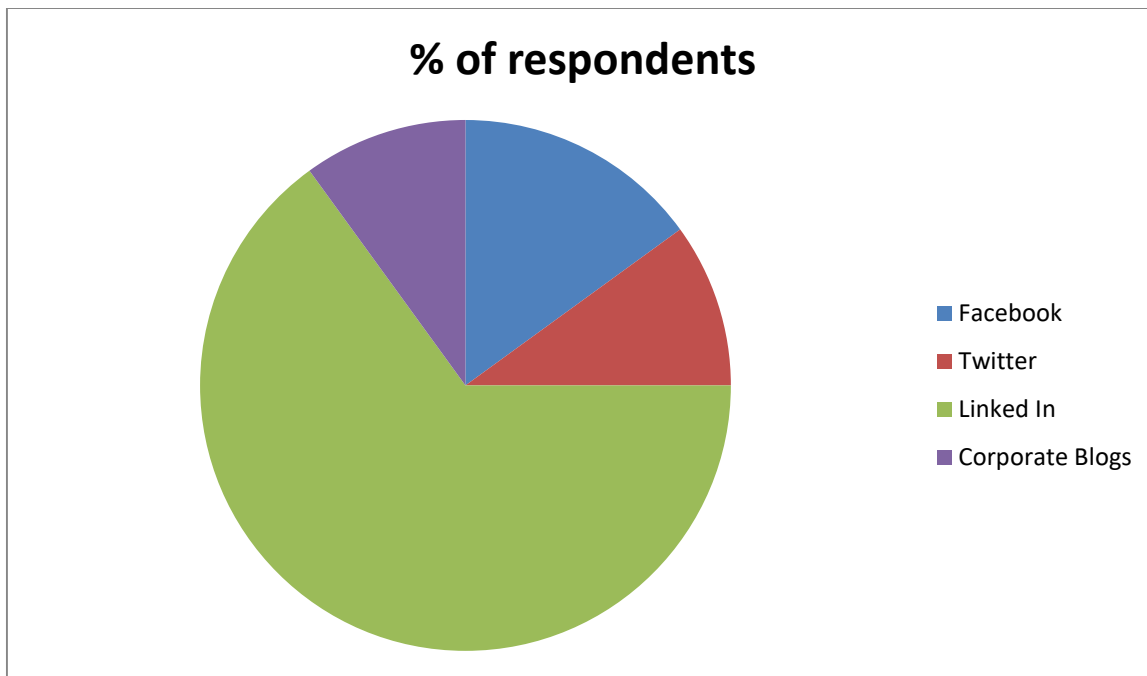
1.1 Table showing that the Social Media Marketing can help in the success of a company

S.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	YES	85	85%
2	NO	15	15%



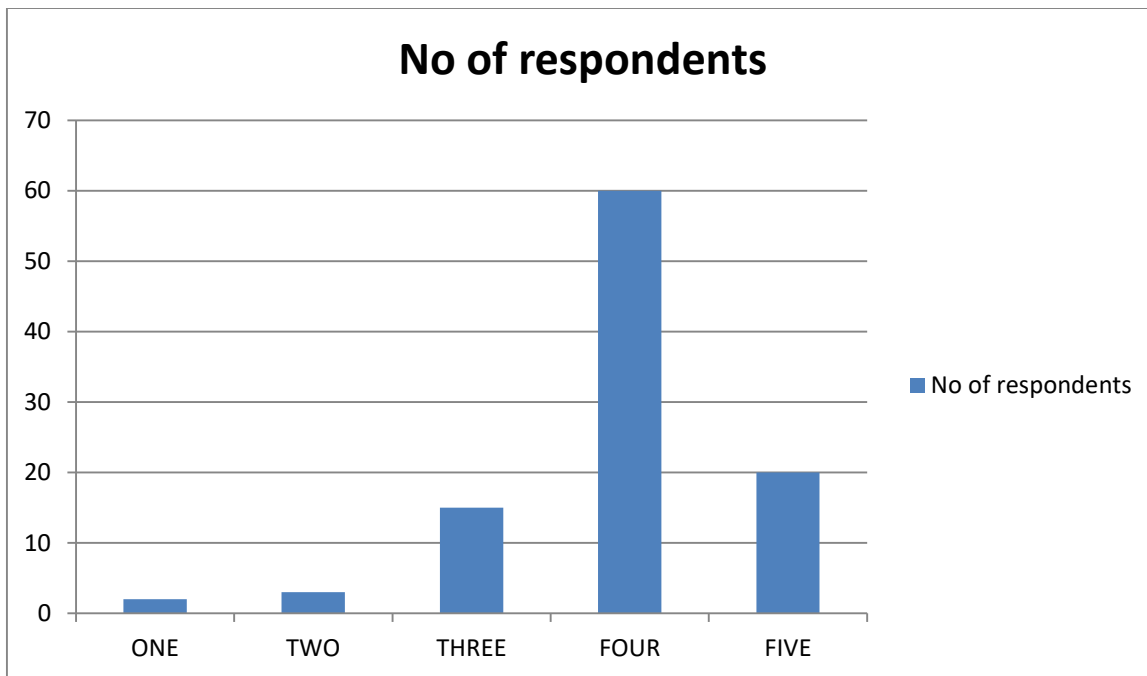
1.2. Table showing Social media site which is most effective

S.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Facebook	15	15%
2	Twitter	10	10%
3	Linked In	65	65%
4	Corporate Blogs	10	10%



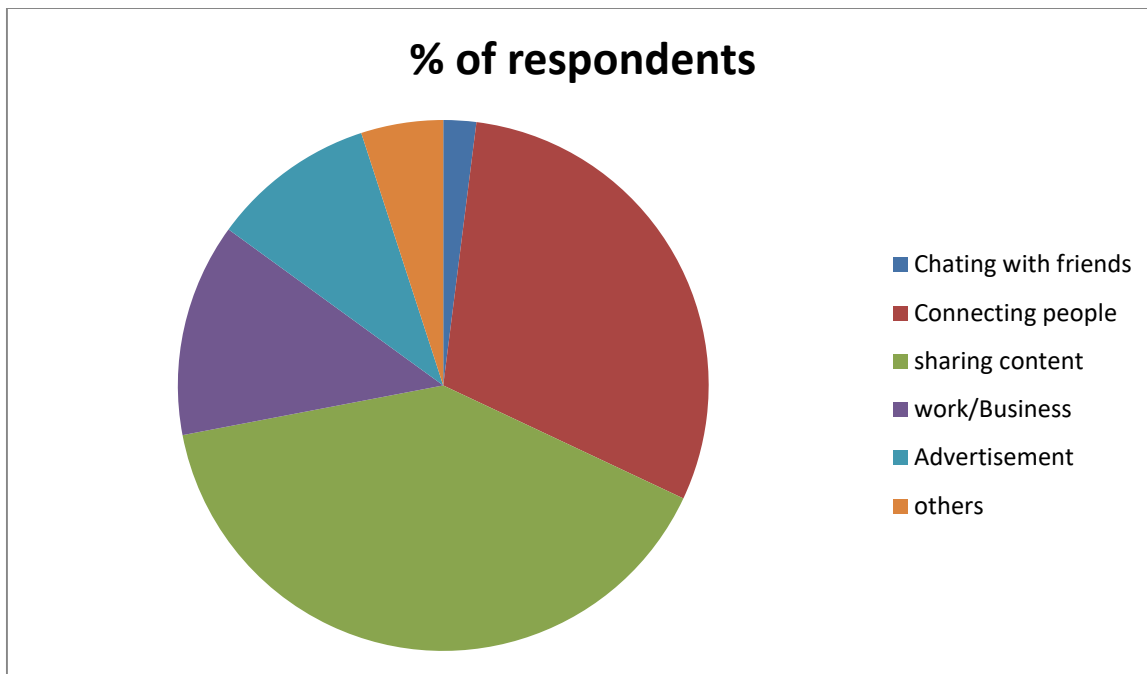
1.3 Table showing on a grade of (1-5) 1 being the least & 5 be the highest would you rate the Linked In sites

S.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	One	2	2%
2	Two	3	3%
3	Three	15	15%
4	Four	60	60%
5	Five	20	20%



1.4. .Table showing the use of Facebook/Twitter account for

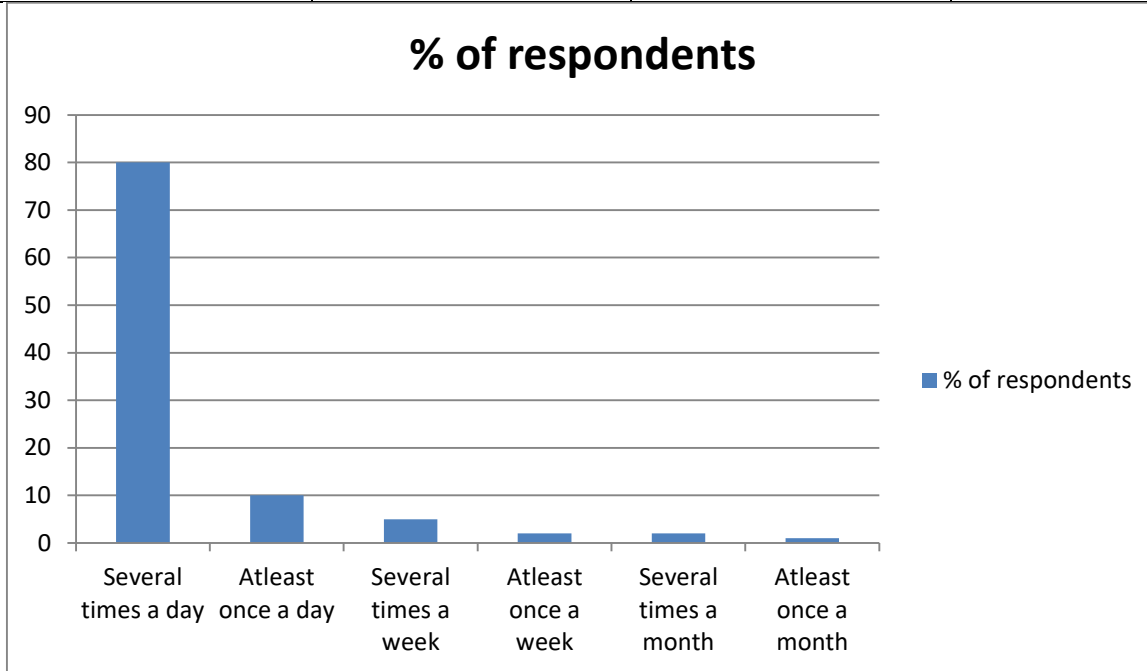
S.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Chatting with friends	2	2%
2	Connecting with people	30	30%
3	Sharing content	40	40%
4	Work/business	13	13%
5	Advertisement	10	10%
6	Others	5	5%



1.5. .Table showing how often are you on social media account

S.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Several times a day	80	80%
2	At least once a day	10	10%
3	Several times a week	5	5%
4	At least once a week	2	2%
5	Several times a month	2	2%

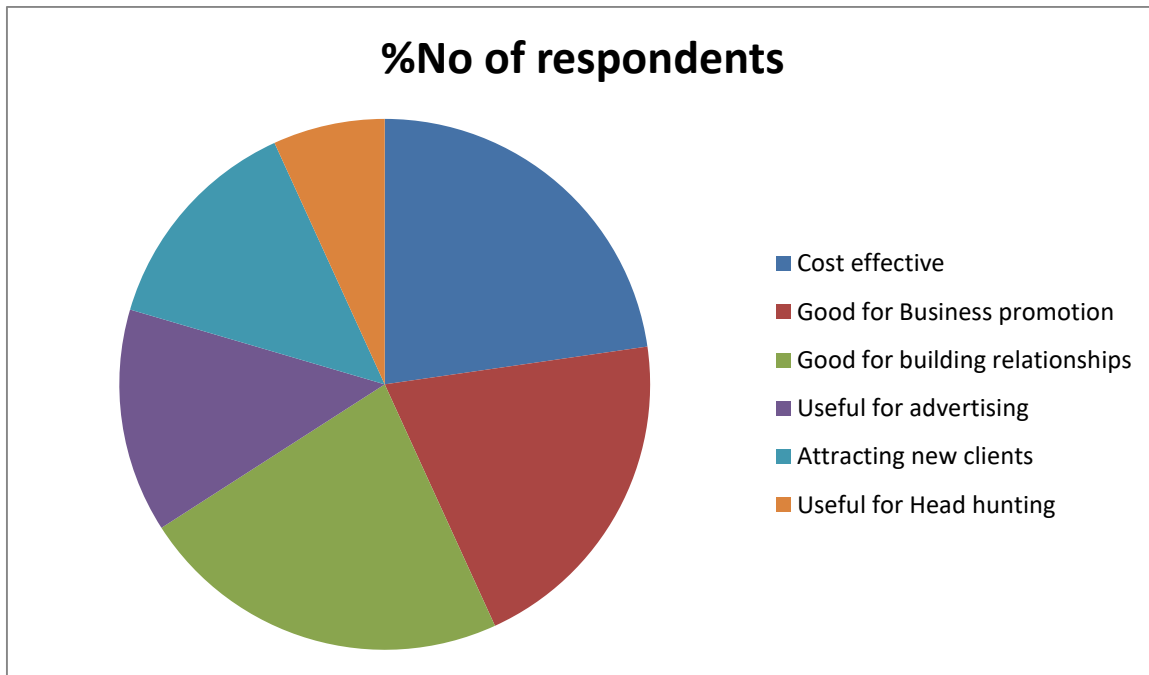
6	At least once a month	1	1%
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1.6. Table showing how social media account benefit your business

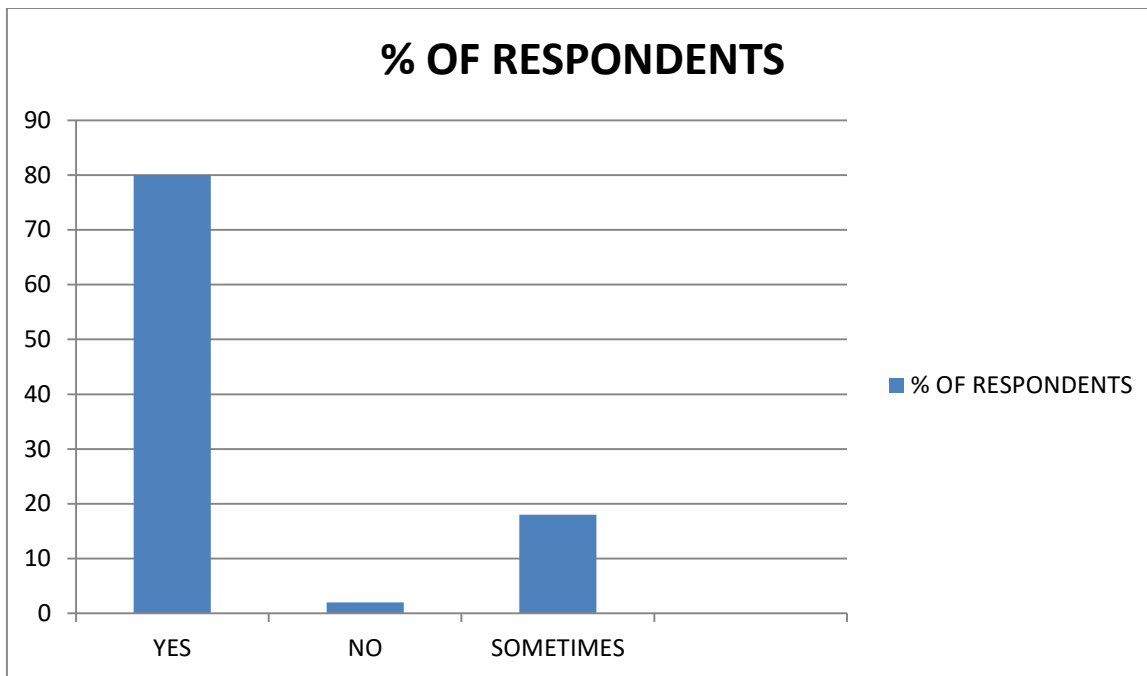
S.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Cost effective	100	100
2	Good for business promotion	90	90
3	Good for building relationships with customer	100	100
4	Useful for advertising	60	60
5	Good for attracting new clients	60	60

6	Useful for Head hunting	30	30
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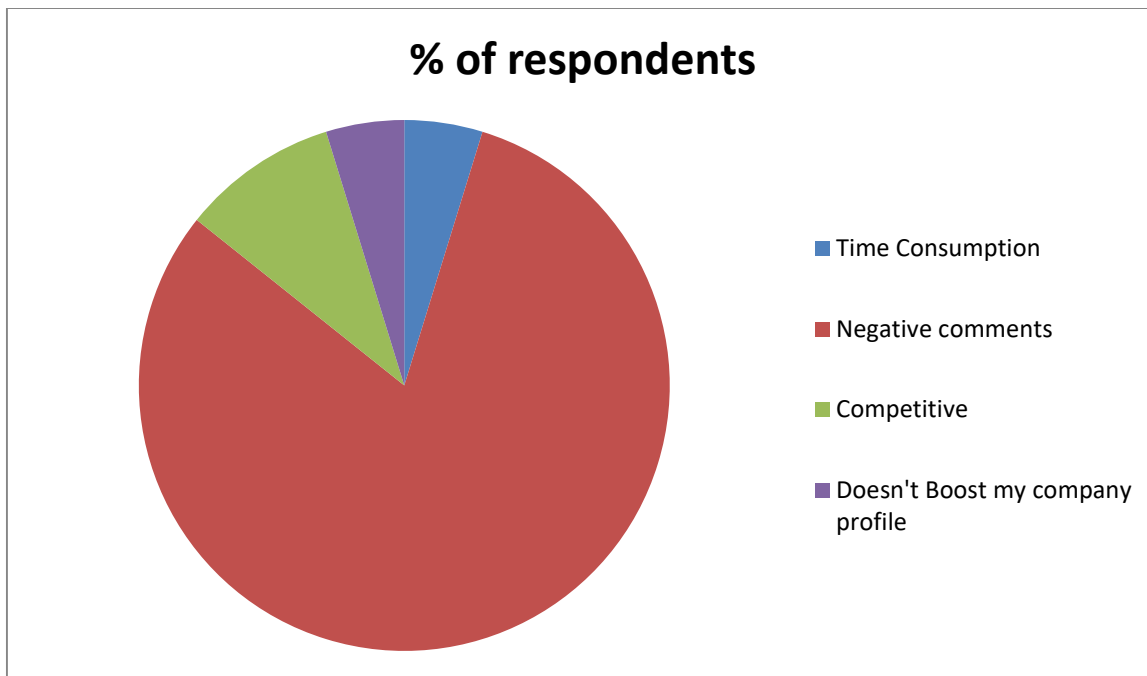
1.7. .Table showing search for a business’ social media account to research their company

S.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Yes	80	80
2	No	2	2
3	Sometimes	18	18



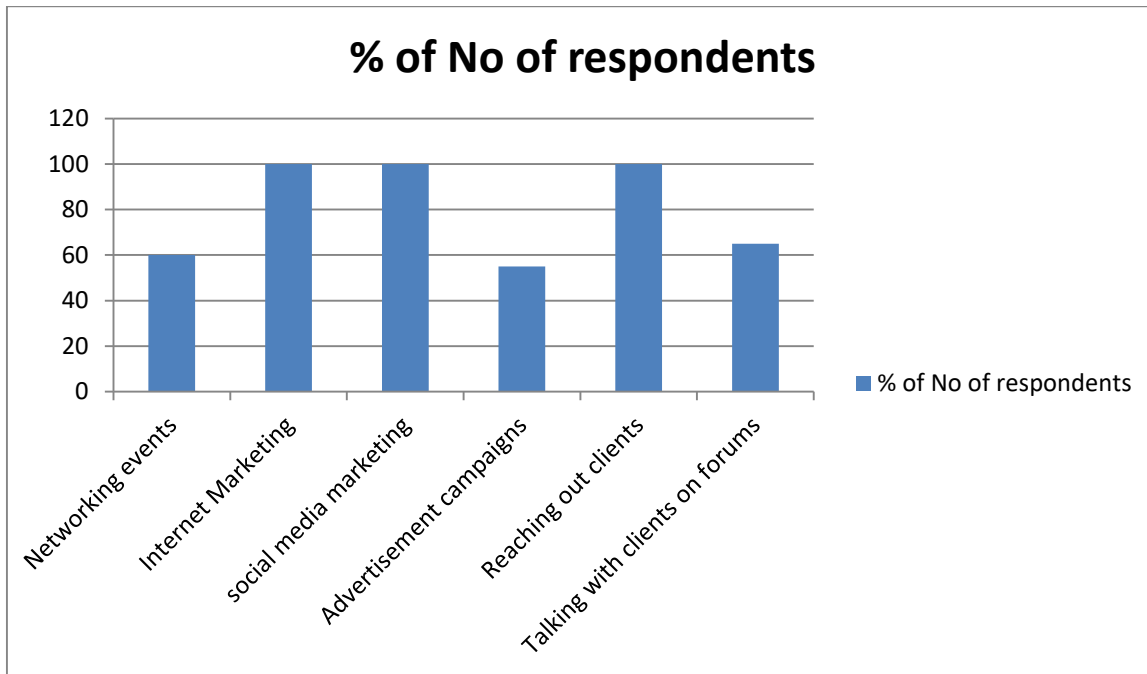
1.8. .Table showing the disadvantages of using Facebook for your business account

S.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Time consumption	5	5
2	Users are allowed to post negative content/spam	85	85
3	Competitive	10	10
4	Doesn't boost my company's profile	5	5



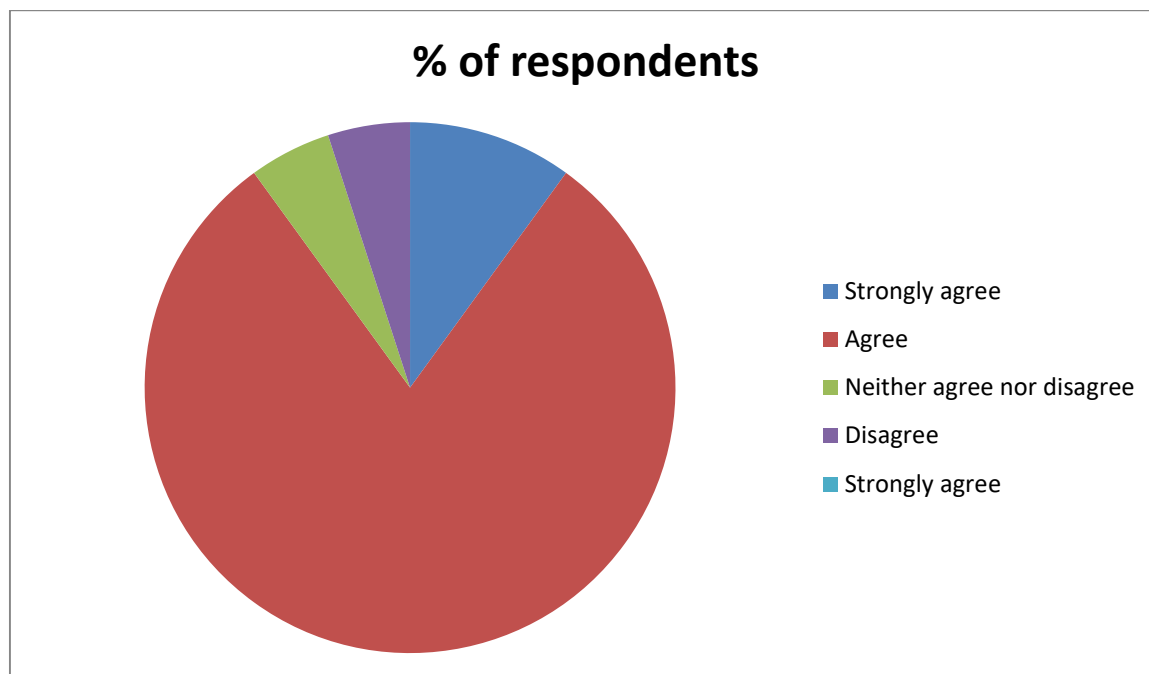
1.9. .Table showing the most effective marketing strategies for businesses

S.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Networking events	60	60
2	Internet marketing	100	100
3	Social marketing media	100	100
4	Advertisement campaigns	55	55
5	Directly reaching out to clients through email/phone calls	100	100
6	Talking with potential clients on forums	65	65



1.10. .Table showing that how much do you agree with this statement? “Social media helps businesses grow”

S.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly Agree	10	10
2	Agree	80	80
3	Neither agree nor disagree	5	5
4	Disagree	5	5
5	Strongly disagree	0	0



SUMMARY OF FINDINGS:

- Analysis shows that the 85% of respondent says that the Social Media Marketing can help in the success of a company and 15% were against the statement.
- Analysis shows that 65% of Linked In Social media site is most effective and the remaining supports the other social media sites
- Analysis shows that majority of the respondents given Grade Four for Linked In sites
- Analysis shows that 40% of respondent says that Facebook/Twitter account is used for Sharing content and 30% says that it is used for connecting the people.
- The research says that 80% of the respondents use the social media account several times a day.
- The analysis says that 100% of respondent supports that social media account results in cost effective, Builds the relationship with customer and 90% says it helps in business promotion.
- The research says that 80% of respondents say that they use social media account to research their company.
- 85% of respondents say that the negative post and spam is the major disadvantage for having a social media account for business.
- 100% of respondents say that the social media networking, Internet marketing, reach out to the clients directly through mail is the most effective marketing strategies used for business.
- 80% of respondents agree that the social media account is useful for their business growth.

Conclusion:

The Study says majority of the business people benefited by social media in E marketing even though they faces certain disadvantages in it.

Influencers, Video, and Automation, these will be the most significant social media marketing trends in the coming year. When it comes to video content, there are many things that you need to consider. Try to

leverage Live streaming. Though it's in its initial stage now, it's showing a good impact on user engagement. And virtual reality is setting the stage to create a buzz. So, make plans to get the most out of these features for your marketing.

Make good relations with the influencers in your industry. That's the best way to get personal with your audience.

Right now, social media is more about people than technology. Thus it has become a big deal for businesses. In the light of this fact, there are big consolidations happened like Microsoft acquiring LinkedIn. There is a possibility that someone is going to acquire Twitter. If this happens, there would be more changes and new trends will occur in the future.

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