

THE MYTHS OF SOCIAL MEDIA IN THE EFFECTIVENESS OF MARKETING IN THE VIRTUAL WORLD.

Mrs. Ashika G.S¹ and Mr. Karthik Gupta P²

Faculty Member ^{1,2} and Research Scholar², Edurite College of Management Studies, Shimoga

Abstract

In today's world almost everyone is using internet and social media has become an integral part of our lives there are two general categories of social media one is business perspective and other is for entertainment purpose this paper is mainly concentrated on first category. According to Statista.com, the article published in 2017, 30% of the total internet users are using Facebook and YouTube, the usage of the other social media platform are below 30% of the total internet users and according to global digital report we can see 13% up of social media users year on year hence social media is becoming very good platform for marketing activities this paper clearly describes the myths which everyone believes while using social media platform for marketing purpose like social media marketing can't be measured, social media- an effective tool for reaching target market, hash tags -the leading trends in social media and many more.

Introduction

In present scenario the world is becoming very small through virtual platform most of the people in different part of the world are connected to each other through network. According to the latest research by Global digital report 2018 the number of internet users worldwide in 2018 was **4.021 billion**, with up 7 percent year-on-year and the number of social media users worldwide in 2018 was **3.196 billion**, up 13 percent year-on-year so social media has become the integral part of our life. The same logic applies to the marketing industry as well. According to the article published by Sromana Bhattacharya researches show that 74 per cent of marketers saw an increase in website traffic investing just 6 hours per week in social networking.

Social media has become an important tool for marketing, but it is slightly overused. Over the years, there have been innumerable cases of social media marketing fails. Many organizations try to make optimum utilization of social media marketing but end up in failure. Companies over the years have been victims of social media marketing myths like it can't be measured; it is only for

youngsters, it is free and many others, this is a descriptive study made by referring many recent articles related to myths of social media and its effectiveness in marketing.

Myth #1: Social media- an effective tool for reaching target market

According to Statista.com, the article published in 2017 the expected network users in our country is 18.86% in 2019 of the total population and 26.23% in the year 2022 of the total population respectively. This indicates very high growth in terms of users of internet and 30% of the total internet users are using Facebook and YouTube, usage of the other entire social media platform are below 30% of the total internet users. This indicates very less amount of people in our country are using social media platform and Just because a lot of social media networking sites exist, it doesn't mean that one needs to set up a profile in each of them. So using social media platform as a marketing tool doesn't provide success in reaching the target market.

Myth #2: Hash tags -the leading trends in social media

Hashtags can't make your marketing dreams a reality. The point of hashtags is that they join together common conversation threads. So while, including a couple of them in your post is fine, too many of those blue lines only make desperate. We should first understand the proper usage of hash tag when we are joining a conversation using a hash tag we may get audience but we may have chances of losing our audience to our competitors, this may actually minimize the effectiveness and purpose of using it.

Myth #3: Social media marketing can't be measured

Like all other quantifiable elements of the world, a company's failure or success on social media can be measured. To do this effectively, one needs a clear objective and planning. So, if you have the right tools and expertise, it is possible to measure it rather accurately.

Promotion can be made through organic and paid form both are measurable in terms of likes and shares and comments, paid promotion also helps us in analyzing how to make an investment that may range from Rs 70 to unlimited depends on investors to get maximum likes, it helps to make a proper analysis to decide the time to get a maximum response while promoting in the social media response of prospect customers in a particular time in a day and week so this helps the promoter to easily decide when to promote the product or service and reach out the target audience.

We can also target our customers based on their region and age group, all the tools we use does not provide 100% result but it can be measured through social media analytics tools like brand24, keyhole, quintly etc... for maximum extent.

Myth #4: Social media is only for youngsters

Consideration of social media only for youth hub is the biggest mistake the marketers do. However, this is not true. Interestingly, studies show that 40 per cent of Facebook's active users are over 35. So, if a company discards a particular social networking site thinking that it does not cater to the company's target audience, they'd be losing out on some major business.

Parents have more disposable income compared to the age group of people below 28 and hence they are the major target audience in the social media.

According to the article published by blog.hootsuite.com on 13th November 2018 Only 35% of Facebook Ad audience is under 25 this indicates the other 65% of ad audience belongs to non-youngster category. Based on this we can interpreted that social media is not only for youngster.

Myth #5 Skipping advertisements in YouTube

We think YouTube is the most effective media for advertisements but audience would click a "SKIP AD" before even your advertisement is completed and if they have option for watching it for 5 seconds and then skipping instead of watching the advertisement they would be just looking at the timer to get it over.

According to an extensive study by with 11,000 US consumers by magna IGPs research arm(1)65% of people do skipping online video advertising and on an average people watch before they skip 5.5 seconds of a 15 second ad,7.4 seconds of a 30 second ad

Myth #6 one time promotion in social media is sufficient

Each promotion activity comes with a expiry date so once its expired we need to repeat the promotion so it needs a lot of investment.

We need to repetitively promote the ads it's not a onetime investment but need to do it once it expires and if we want to convert it into ecommerce sales and if we want to be on top of any search engine repeated promotions are necessary.

Myth #7 SEO is extinct

SEO was and still is significant to attain effectiveness and efficiency in digital marketing. It is absolutely incorrect to say that SEO is extinct; it has simply evolved to become more relevant.

Ethics and legal issues play a vital role in doing SEO activities on the ecommerce sector many times without the knowledge of investors, the promoters uses the unethical SEO activities such as black hat and grey hat SEO that will leads to serious legal problems

According to the data provided by Pat Ahern is a partner at Junto- the digital marketing agency that is powered by vetted freelancers from across the world,

- 93% of online experiences begin with search engine
- 57% of B to B marketers stated that SEO generates more leads than any other marketing initiative

This describes us SEO is extinct, but SEO provides fruitful benefits when they obtain better hit rates for their websites,70 -80% of people ignore paid search results, choosing to only click on organic listings to get higher rank in that list, we should obtain better amount of hits to our website this can't be done only through white hat SEO hence the social media platform is very much required to reach maximum number of targeted audience and through that we can obtain good number of hits to our website .

Conclusion

As there is an increase in social media users the marketers have to concentrate on the myths to reach the target audience and make the optimum utilization of it to make it more effective. Marketing activities in social media can be measured to a maximum extent if we promote it in a proper channel .Consumer behavior can be analysed and repetition of Ads should be done by using social media analytics to make it more effective ,SEO is also an important tool but it is not the only tool to be important, social media platform acts as a back hand support to get more hit rates for the website and because of that SEO also works in an efficient manner.

Bibliography

1. Sromona Bhattacharyya ,” Debunking the 5 most common social media marketing myths” updated: 03-06- 2016, (Blog), Literature available at URL: <https://yourstory.com/2016/06/social-media-myths>
2. Simon Kemp, “Digital in 2018: World’s internet users pass the 4 billion mark”, Updated: 30 – 01 – 2018, (Blog), Literature Available at URL: <https://wearesocial.com/blog/2018/01/global-digital-report-2018>
3. Ascent Brand Communications Pvt. Ltd, “8 Myths about Digital Marketing Busted”, updated: 23-11-2017, (Blog), Literature available at URL: <https://www.ascentgroupindia.com/blog/myths-about-digital-marketing>
4. Paige cooper,” 41 Facebook Stats That Matter to Marketers in 2019”, updated: 13-11-2019, (Blog), Literature available at URL : <https://blog.hootsuite.com/facebook-statistics/>
5. Dan Baum,” So Long, Skip Button: YouTube Ads Can Now Be Unskippable”, updated: 30-08-2018,(Blog),Literature available at URL: <https://www.impactbnd.com/blog/youtube-ads-non-skippable>
6. “Do “skippable” YouTube ads really work?”(Blog), Literature available at URL: <https://thebrandgym.com/skippable-youtube-ads-really-work/>
7. Karthik Gupta P,” Effectiveness of Web Analytics, SEO And PPC Over Other Components Of Digital Marketing In The Virtual Market” Updated: January 2019, International Journal of advance and innovative research, volume 6, issue I (III); January - march 2019, Page no: 60-66 (journal)