

EMERGING TRENDS IN E-MARKETING WITH SOCIAL MEDIA

Dr. C Padma. M.com., MBA., M.Phil., Ph.D.,
Associate Professor in New Era College, Bangalore – 76

Kavitha Mahesh Ponarkar,
Faculty in New Era College, Bangalore – 76.

Abstract

With the significant growth of technology in World, internet play a major role in all the areas of life and Industries. In the World of E- Marketing – new products and services are introduced to emerge in global market. Social media is a web based digital technology that helps the people to communicate with each other. Social media is gaining popularity due to the new breed of connected devices like hand held devices, voice assistances now even connected devices like automobiles.

To be in the trend and reach out customers companies are adopting SMAC extensively. The new concept like SMAC (Social, Mobile, Analytics and Cloud) is the four new pillars that is currently driving business innovations. These four technologies help companies to get closer to customers, understand their needs and make customized targeted offering unlike traditional one for all advertisement.

In this paper we analyze the impact of social media on marketing can be judged by comparing the marketing before the social media and marketing after the introduction of social media and type of technologies, the speed and agility nature of the SMAC gives small business extraordinary reach to the customer and edge over their competitor.

Keywords : Social Media , Social media marketing, Growth and benefits of Social media, SMAC Business model.

Introduction:

Social media is primarily internet or cellular phone-based applications and tools to share information among people. Social media networks were a novelty 5 years ago, but today their importance is no longer debated. Entrepreneurs have realized the power of social media and accepted that social media marketing has to be part of their marketing for gaining profit in their business.

•86% of marketers stated that social media is important for their business

•89% of marketers stated that increased exposure was the number one benefit of social media marketing.

What is Social Media Marketing?

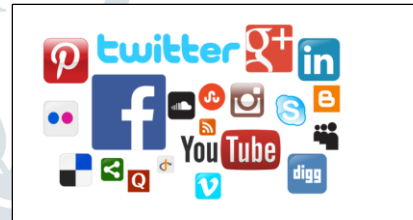
Social Media Marketing makes use of Social Media sites to raise visibility on the Internet and to promote Products and services

Popular Social Media Channels

– The popular social media channels available are:

Business owners should pay attention to which social platforms help them reach their goals with relevant audiences, whether that's generating sales or greater visibility. Part of job is helping business owners decide which networks are best for their business. Here are the most popular ones:

- Facebook
- Twitter
- YouTube
- LinkedIn
- Google+
- Pinterest
- Instagram
- StumbleUpon and Digg social bookmarking



Social Media is a Game Changer:

The continued rise of Social Networking has made the dramatic impact on marketing.

Businesses are able to gain access to resources that were otherwise not available to them. It has also helped businesses to increase their worthiness, cultivate strategic partnerships and increase their contact with customers and suppliers. It has become important for business owners and marketers to understand how social media work as a communication and marketing tool and how they can significantly grow their businesses.

They now have the ability to reach out and communicate on a personal level with their target audience on a daily basis. This is a game changer for businesses engaging in marketing, sales, customer service and other business activities. This is very powerful and has never been available with traditional marketing.

Social Media Marketing Statistics and facts:

Social media marketing is continually evolving. The following list of social media statistics based on 2019 survey for our reference which shows the importance of Social Media Marketing

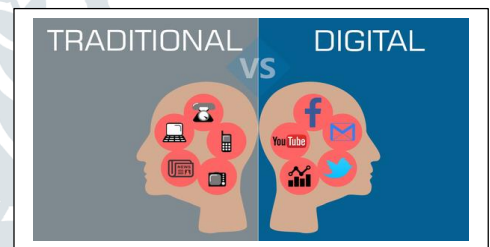
- Approximately **3.4 billion** active social media users Worldwide
- **90%** of social media users try to reach out to brands or retailers
- **135 minutes are spent on social media everyday by global internet users**
- In the United States ,77% of people own at least one social media profile
- **Total number of active mobile social media user is almost 3.04 Billion**

Investments in Social advertising worldwide are forecast to grow around 32 billion U.S dollars in 2017 to approximately 48 billion U.S dollars in 2021.

Difference between Traditional Marketing and Digital Marketing

Traditional marketing has been around forever. These include...

- TV
- Magazines
- Newspaper Ads
- Radio
- Direct Mail



We're all familiar with traditional marketing methods. They're easy to understand and we've used them for decades. Many companies continue to include traditional marketing as part of their budgets. It's why some companies are willing on advertising during the Super Bowl. A single ad can reach thousands if not millions of viewers in a short period of time. This can work if a company's target market is wide (think Coke, Doritos, and cars), and your company has deep marketing budgets. While traditional marketing can have value, traditional marketing can feel slow paced and limit a company's ability to efficiently grow as quickly as it could by using more digital marketing.

Compared to traditional marketing, digital marketing often produces a higher return on their marketing investment. Digital marketing can reach and convert new customers efficiently. For example, a digital marketing campaign can target prospective consumers on social



media platforms like Facebook, LinkedIn, Pinterest, and Twitter and you only pay for an ad

when the prospect clicks through to your website to learn more. Through email marketing and blogging, companies can retarget and engage with their consumers on a regular basis. And with you can have customers looking for your products and services online find you rather than the other way around.

Benefits of Social Media Marketing:

Social Media Marketing provides three distinct advantages: -

- 1) It provides a window to marketers not only present products / services but also listen to customer grievances and suggestions various benefits for both customers and the marketers by way of effective marketing.
- 2) It makes it easy for marketers to identify various peer group or influences among various groups, who in turn became brand evangelist and help in organic growth of brand.
- 3) All this done at nearly zero cost (as compared to conventional customer outreach programmes) as most of social networking sites are free

Social Media Marketing helps in :-

- 1) Generating exposure to business
- 2) Building new business Partnerships.
- 3) Access to consumer reach.
- 4) Better Search Engine rankings.
- 5) Better customer services.
- 6) Transparency
- 7) Higher Brand Authority.
- 8) Improved customer insights.
- 9) Reduction in overall marketing expenses

New Technology Trends : SMAC Model (Social Mobile Analytic, Cloud)- Business Model

If there is a new emerging paradigm for business, it is SMAC. Social, Mobile, Analytic, and Cloud (SMAC) based business models are becoming a hotter trend in digital marketing networks.

The **SMAC** uses four drivers of digital marketing innovative channels, namely social, mobile, analytic and cloud. Combining these four drivers for business productivity gives you a holistic solution in transforming your organization as a highly functional and productive entity with the capability of managing future business challenges.

SOCIAL: Social sharing enhances your business popularity in the social networks through the rapid sharing of your business products and services. Social marketing also enhances the collaborative knowledge for your business where your brand interacts with potential customers, giving them the opportunity to share feedback and insights on how to improve your products and services.

MOBILE: Mobile technology reinforces your business ability to connect with your customers. With about 60 to 80 percent of consumers using their mobile devices for shopping and looking for services online, you can boost your potential revenues by embracing mobile marketing as part of your business marketing strategy. Using mobile devices, the consumer enters the mobile market place where shopping can be done with ease.

ANALYTICS: Using analytics to your business can enhance your supply chain and reinforces your ability to improve customer experience to your business. Using big data, you can extract valuable information that can enhance customer engagement with your brand, products or services. You can use data as business values to work on using analytics to acquire significant guide in marketing decisions.

CLOUD: Cloud computing is another valuable driving force that offers businesses a cost effective way of building flexibility and enterprise agility for better productive outcomes for business. The cloud technology helps create a more cost effective IT ecology and infrastructure for organizations with the ability of businesses to cut down the costs for maintaining a physical server.

Creating your own SMAC business model can be quite a challenge. For most organizations, the process is overwhelming. Indeed, building a SMAC business model can be daunting owing to the complex processes involved, more significantly because of the constantly evolving web based business environment. Every digital marketer needs to take a more systematic approach when designing their own SMAC business model.

Conclusion: In conclusion, research has determined that retailers can increase awareness of their brand by creative by engaging customers on social media sites. Whether you are an individual, a startup, small business or a large corporation, an online presence and an ongoing conversation with your constituents is a baseline requirement in today's world. It is high time that every business adopts social media and take it seriously.

References: -

- 1) Sajid.S. I (2016) . Social Media and Its Role in Marketing.
- 2) Bajpai, V. Pandey. S & Shriwas. S (2012) Social Media Marketing Strategies and its Impact.

