

# EFFECTIVENESS OF SOCIAL MEDIA NETWORKS TOWARDS E-MARKETING

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**ABSTRACT:** *Most small businesses are careful about what type of marketing strategies they invest in. When you have a limited marketing budget, it's important that you spend it wisely to get the most for your money. Marketing through social media is one of the most versatile and cost-effective strategies that small businesses can use to reach their target audience and boost sales over time. That's why 97% of marketers are using social media to reach their audiences. Social media marketing has made possible for companies to reach targeted consumers easily, effectively and instantly. Besides that, social media marketing also faces several challenges in the field. This article argues on social media marketing's, goals, marketing Strategies and trends in present era.*

**KEYWORDS:** Social Media and Networks, Social Marketing and Strategies, Marketing Goals, Social Trends

## 1. INTRODUCTION:

Social media promoting or Marketing is a style of web promoting that involves in making and sharing content on social media networks to attain your disapproval goals. Social media promoting includes activities like posting text images videos, and alternative content that drives audience engagement, in addition as paid social media advertising. Social media includes a variety of applications that, using technical terms, allow consumers to post, tag, dig, blog, and etc. This content created by social media could be a variety of recently generated resource for on-line data that is created, spread, and used by consumers desiring to educate each other about products, brands, services, and problems. Examples embrace Facebook, MySpace, Digg, Twitter, LinkedIn and Google+. Due to its ease way of use, speed and reach, social media became the trendsetter in topics that range from environment, politics, and technology to entertainment industry. Social media unit are primarily self-promoting therein users unfold. The infectious agent quality of social media makes it Associate in nursing appealing tool for businesses to plug product and services. Social media is currently a developing system in promoting various business and non-Business oriented products. Marketers are beginning to understand the use of social media as a component in their marketing strategies and campaigns for Promotions, promoting intelligence, sentiment analysis, publicity, promoting product through communication, client management area unit and sub-disciplines of marketing that may use social media.

## 2. SOCIAL MEDIA NETWORKS: AN OVERVIEW

“Social media is the term commonly given to Internet and mobile-based channels and tools that allow users to interact with each other and share opinions and content. As the name implies, social media involves the building of communities or networks and encouraging participation and engagement”.

In today’s world each platform requires a slightly different strategy. Because here’s the thing: Everyone wants their content to go viral. But, to do that, the content must be engaging so that people want to share it. Your content must be so good that **it makes the user want to tell all of his or her friends about it**. Otherwise, your social media strategy will fail.

You’ll have no shares, no viral content, and no traffic back to your site if Social media terms are not followed

### Social Media Terms

- **Content:** Content is whatever you are posting. It can be a Facebook status update, a photo on Instagram, a tweet, something to pin on a board on Pinterest, and so on. The graphic already showed you that content comes in many different forms and that you need to custom-tailor it to each platform. What’s even more important than content, though, is context.
- **Hashtags:** By now, they’re a very common form that people use to add Meta information on almost all social media channels. Twitter, Facebook, Instagram, and Pinterest all use hashtags to let you describe the topic of your content or mark it as part of current trends. They make your content easy for users to discover and therefore more likely that they’ll share it.
- **Shares:** Shares are the currency of the social media world. Shares are all that matters on social media. People will keep talking to you about impressions, click-through rates, and potential reach. But none of these tell you whether people actually pass on what you have to say. When people engage and interact with your content, that’s good. But, when they share it that is the time when you celebrate.
- **Engagement:** This is a general term that means that people interact with the content that you produce. It can be a like, a recommend, a comment, or a share. All of these are good, but the shares are where it’s at.

## 3. SOCIAL MEDIA MARKETING AND ITS STATARGIES:

Social media marketing is the process of creating content that you have tailored to the context of each individual social media platform in order to drive user engagement and sharing, but gaining traffic is only the result of social media marketing, however, each platform is different. On one, blog content is the master. On another, video dominates. And on another still, pictures win the day.

Like commercial marketing, the primary focus is on the consumer--on learning what people want and need rather than trying to persuade them to buy what we happen to be producing. Marketing talks to the consumer, not about the product. The planning process takes this consumer focus into account by addressing the elements of the "marketing mix." This refers to decisions about

- The conception of a Product,
- Price,
- Distribution (Place),
- Promotion.

These are often called the "Four Ps" of marketing. Social marketing also adds a few more "P's like. Public, Partnership, policy and Pursue strings.

**Product:** The social marketing "product" is not necessarily a physical offering. A continuum of products exists, ranging from tangible, to services (e.g., medical exams), practices (e.g., breastfeeding, ORT or eating a heart-healthy diet) and finally, more intangible ideas (e.g., environmental protection). In order to have a viable product, people must first perceive that they have a genuine problem, and that the product offering is a good solution for that problem. **Price:** "Price" refers to what the consumer must do in order to obtain the social marketing product. This cost may be monetary, or it may instead require the consumer to give up intangibles, such as time or effort, or to risk embarrassment and disapproval. If the costs outweigh the benefits for an individual, the perceived value of the offering will be low and it will be unlikely to be adopted.

**Place:** "Place" describes the way that the product reaches the consumer. For a tangible product, this refers to the distribution system--including the warehouse, trucks, sales force, retail outlets where it is sold, or places where it is given out for free. For an intangible product, place is less clear-cut, but refers to decisions about the channels through which consumers are reached with information or training. This may include doctors' offices, shopping malls, mass media vehicles or in-home demonstrations. Another element of place is deciding how to ensure accessibility of the offering and quality of the service delivery. By determining the activities and habits of the target audience, as well as their experience and satisfaction with the existing delivery system, researchers can pinpoint the most ideal means of distribution for the offering.

**Promotion:** Finally, the last "P" is promotion. Because of its visibility, this element is often mistakenly thought of as comprising the whole of social marketing. However, as it can be seen by that the Promotion consists of integrated use of advertising, public relations, promotions, media advocacy, personal selling and entertainment vehicles. The focus is on creating and sustaining demand for the product. Public service announcements or paid ads are one way, but there are other methods such as coupons, media events, editorials, "Tupperware"-style parties or in-store displays. Research is crucial to determine the most effective and efficient vehicles to reach the target audience and increase demand.

## MARKETING STRATEGIES:

- The price of engaging in these behaviors includes the monetary costs of the mammogram and exam, potential discomfort and/or embarrassment, time and even the possibility of actually finding a lump.
- The place that these medical and educational services are offered might be a mobile van, local hospitals, clinics and worksites, depending upon the needs of the target audience.
- Promotion could be done through public service announcements, billboards, mass mailings, media events and community outreach.
- The "publics" you might need to address include your target audience (for ex: low-income women age 40 to 65), the people who influence their decisions like their husbands or physicians, policymakers, public service directors at local radio stations, as well as your board of directors and office staff.
- Partnerships could be cultivated with local or national women's groups, corporate sponsors, medical organizations, and service clubs or media outlets.
- The policy aspects of the campaign might focus on increasing access to mammograms through lower costs, requiring insurance and Medicaid coverage of mammograms or increasing federal funding for breast cancer research.

## 4. SOCIAL MEDIA GOALS TOWARDS E-MARKETING

**Increase brand awareness.** To create authentic and lasting brand awareness, avoid solely publishing promotional messages. Instead, focus on content emphasizes your personality and puts your followers ahead of the hard sell.

**Achieve a higher quality of sales.** Digging through your social channels is nearly impossible without monitoring or listening to specific keywords, phrases or hashtags. Through more efficient social media targeting, you reach your core audience much faster.

**Drive in-person sales.** Many brick-and-mortar businesses are on the hunt for a social media marketing strategy that drives in-store sales. Is your brand promoting enough on social to entice folks to come see you? Are you about alerting customers to what's going on in your stores, including promotions and action shots of your store?

**Improve ROI (Return on Investment)** Positive social media ROI doesn't happen by accident. Taking the time to audit your social channels can help keep the cost of labor, ads and creative down. The end-result is squeezing way more out of your social spending.

**Create a loyal fan base.** Does your brand promote user-generated content? Do your followers react positively without any sort of initiation? Your customers can be your best cheerleaders and sources of fresh content, but only if you're encouraging them to post on your behalf.

**Better pulse on the industry.** What are your competitors doing that seems to be working? What strategies are they using to drive engagement or sales? Such analysis can help you better understand how to position your own brand both on social media and off.

## 5. SOCIAL MEDIA MARKETING TRENDS

The social media world changes faster than any other online space. And keeping up with it isn't an easy task.

### **Organic reach is down**

Once upon a time, a social media user could post compelling content and easily grow their social media following. After a few months, they would receive loads of friend requests, comments, shares, and "likes," all because of their amazing content. But today, that's not so much the case. In fact, most social media platforms are making it increasingly difficult to build an organic following. And it's not unintentional.

For Ex: Facebook is one the up trending social media platform. They make it more difficult for users to grow their own organic platform so that businesses spend more money on advertisements. Facebook, Instagram, Twitter, and every single other social media space wants to make money. And they do that by connecting you with paying customers. Ideally, they do that well. But ultimately, they are each in it for the money.

### **Social is becoming more 'pay to play'**

As organic reach becomes more difficult, businesses have to pay to play. They can no longer trust savvy content marketing efforts to build a following. The more that social media algorithms prioritize advertisements, the more that businesses are willing to pay. This is why social media ad spend is on the way up. Advertising budgets for social media doubled from 2014 to 2016. That's not very surprising, really. It makes sense when you find out that social media companies make practically all of their money from advertisements. Social media is only free for users because advertisers are paying loads of money to reach those users.

### **Channels are merging**

As entrepreneurs create social media websites, the possibilities become increasingly endless. And that trend isn't slowing down. As new ways of communicating, reaching customers, and pulling leads develop, so do strategies that are equally innovative. Take, for instance, cart abandonment emails. Once, the only place to send and receive cart abandonment messages was through email. Now, however, Facebook Messenger and a swath of other messaging platforms are equally viable.

### **Tools are merging**

But it's not just the channels that are merging. The tools we use are also merging. As more tools flood the Internet, all of it becomes cluttered for the users of those tools. Fortunately, marketing tools all around the Internet are working to integrate seamlessly with the giants of advertising.

"Take MailChimp", for example: With Mail Chimp, an email marketing software, users can create Facebook Ads natively from their MailChimp accounts.

They can do so to target their email subscribers or create a lookalike audience from their current subscribers. The more that this happens between social media platforms and SaaS companies, the easier time you'll have marketing to your target audience.

## Facebook

Now, it's the biggest social media platform out there. It offers marketers the most data and the most targeted ads. With Facebook Ads, you can target management executives in the Bay area between the ages of 45 and 54 who play golf on a regular basis and regularly spend money on equipment (thanks to credit card data). Facebook gives you a lot of freedom when it comes to content. Images, videos, and text posts all work. What matters, though, is that you integrate your content into the platform as much as possible.

For example, instead of just posting a link to a YouTube video, upload the video to Facebook's own platform. If you want to redirect people to a giveaway or landing page, page. Try to keep your user on the platform as long as possible.

## Google+

However, the advantage of Google+ is its seamless integration with Gmail. This is because of Google+ idea of circles. They group everything around their circles. When you add someone to your network, you can instantly mark them as a friend, colleague or family member. Google+ makes it really easy to connect with more people. It recently started allowing you to add people back right from your notification email. One of Google's most successful moves was integrating Google Hangouts. Plenty of people use it to host webinars. Similar to Facebook, Google+ allows for a wide variety of posts, including images, videos, and even polls. Even if your main outlet is Facebook, **cross-posting to Google+ is an easy win**, especially if your circles differ a bit from your Facebook fans.

## LinkedIn for Social Media Marketing

LinkedIn is one of the more professional social media marketing sites. LinkedIn Groups is a great venue for entering into a professional dialog with people in similar industries and provides a place to share content with like-minded individuals. It's also great for posting jobs and general employee networking. Encourage customers or clients to give your business a recommendation on your LinkedIn profile. Recommendations makes your business appear more credible and reliable for new customers.

## YouTube for Social Media Marketing

YouTube is the number one place for creating and sharing video content, and it can also be an incredibly powerful social media marketing tool. Many businesses try to create video content with the aim of having their video "go viral," but in reality those chances are pretty slim. Instead, focus on creating useful, instructive "how-to" videos. These how-to videos also have the added benefit of ranking on the video search results of Google, so don't under-estimate the power of video content!

## 6. CONCLUSION

Today, consumers gain a new role with social media. Consumers are becoming “content creators” and, thus functional consumers instead of just consuming, as in the past. Social media applications or tools that facilitate this are blogs, micro blogging applications (such as Twitter), social networking sites (such as Facebook), podcasts, and video and photo sharing sites (such as YouTube and Flickr). Given this reality, it is useful for companies, especially marketers, to integrate social media into marketing and their marketing strategies. This study has attempted to identify the major Social Media network, goals and their emerging trends determined by the development of Internet technology in the area of social media marketing. Social media is the modern tool for marketers who try every means to get their message out to their target markets. The medium has many advantages and disadvantages based on their firm, and many companies still struggle to find the right way to use it.

Social media practices. An organization has to master basic principles and tactics of using social media as an effective tool in order to survive in the field of social media marketing. Main goals of a company or organization have to engage customers, to protect company reputation, to provide customers with good quality of product and services and to satisfy customers need.

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