# A STUDY ON SOCIAL MEDIA MARKETING IN INDIA

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## ABSTRACT

This is a special opportunity to cultivate this social media work in India, we have received good training. Work experience was very important to us, the detailed analysis of the details of this work, what they did for us in this project.

Salami invention marketing science marketing conference is the opportunity to use knowledge, and knowledge of people.

Researchers from India: "Social offers means to sell."

## 1. INTRODUCTION:

### Executive summary

Social media marketing through social media sites to promote this site, or to discuss traffic information and use the opportunity in advance, Social media has become popular. But for the retailer, manufacturer, and plant, and a direct link to customers will be the best opportunity. The right subscribers are still in India (59%) and will be the main target for sale. In India, trade, according to three investment tools 2011, social networks, e-marketing, and sales. 52 percent of the country's main business, and are important for the marketing of e-marketing and social media, he said. "Beware of wholesale customers and combined by" sending "messages" in return. While only a few tools and a bit of channel platform to the traditional commercial water channel, to serve the needs of consumers, a new hope. India shows different forms of communication and technology by e-mail, email, or social media. Here we see the key social media in India and the future, and their work, taking care of the brand's reputation in the media and public administration clients.

**A quick summary of our primary findings:**

According to the media, all media are valuable, 90 percent believe in the importance of social networks for marketing.

- Implementation of the size and sales order is as follows: the media and the general practitioner must return to the media and all other third-party organizations and civilian wholesale access to the media and strengthen activities of the community and the media.
- Social Media marketing takes a long time: the front retailer (58%), in social networks, with 6 hours a day or a week, more than a third (34%) has seen 11 or more hours per week of work.
- In 2011, the rate of seven markets in the areas of commercial litigation, which want to increase the use of YouTube and video marketing.
- Indian exports and 86% of sales based
- Communication is the main user of the campaign and newsletters in 2010, the use of electronic channels.
- Purchase and sale of energy to customers in 2011, E-marketing
- India's exports to 36% of the world 10% of its budget revenues
- 72% of sellers, plan to more areas of e-marketing.
- After all, social media is a way of selecting and marketing electronic marketing as of 2011.

## 2. LITERATURE SURVEY

Scott (2009), network marketing is the basis for the re-election of the brand and the technology continues to change and that is the content of the reports. shops for creative work Price:

"If you're open to new things and if something new, and can start a career in the industry."

Other sites commercial market, the community is still very popular, and many others. The constitution will change in time zones questioned by the brand change. Product marketing, real, personal, fun, and social interaction is with the help of social media.

For consumers, the surface of the (2009) claim that the introduction of a new product or service marketing. People who are engaged in social media marketing and compassion and mutual

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To build a good relationship with the buyer, social media marketing is the way of the original. Low cost, especially for employees, brand bikini, loyalty, and equal conditions for all successful social media as a marketing tool is essential for the management of the funds.

1980 (2010), the romantic in the ship (BBS) can be found. Users of this system create an instant link to share personal messages and announcements and public events. After the technology in the world of social media, the Internet has become popular among internet users.

Lesions and Hernandez (2009) Twitter allows 140 characters per minute and views are subject to change, so users can share links to business, or business products through the media and speech. Tweets are pleasant and varied, and they will get industry news and events, and investment, with the potential risk.

Many marketers are still in the first generation, the fighter himself, but 2.0 marketing strategies, and more awareness of social media and social networking brands have emerged with less product marketing. In addition to knowledge of digital media and the responses that are appropriate to the marketing of a new marketing, model can also be addressed through several strategies. The book value of the relations of production varies and must be distinguished (Chaffey, 2003).

Google, Yahoo, and News International have been getting a stake in the network of networks. This is different from the obvious reasons to hire, but everyone has a common theme, you want to get a good look.

Ricadela (2007), Coca-Cola, two years ago, as a campaign in the letter, said:

Also drink of Cherry Coke and Fanta, Coke Nutrition by Google and Google and other authorities.

Smith (2010) in his book, Now Stand Since the Sun is a friendship. The company is the most successful, such as books or business valuation against it in a place or another, and mapping the value has been proven that the primary goal is to build public support than others - and not the more powerful tuberculosis wait.

A registered social network that took a heavy time on social networks is expected to 20%. People usually buy the new World, or just sell the product style jeans, whether it was said, to share knowledge and have more fun. Social networks provide a place for conversation. Of course, the level of the exchange rate is not strong, but the community better in the advertising and media promotion of the brand. To enhance social media advertising in general, there is an increase in total revenue (Brinlee, 2007).

## 3. RESEARCH METHODOLOGY

Analyzing the impact of the development of communication strategies and brand knew how interaction with the Internet through research and investigation.

## Methods of data collection

The communication style of communication style is, how it affects, and help impact the use of social networking sites and reach the audience. Along with the results of the analysis of the contents of the three social networking sites in India, several networks and social networking and communications strategy is a method used to analyze others.

## Research design

Students face the book, Twitter, and Orkut through social networks, such as target market, product research, impact, and impact on product or service browsing and content analysis.

## Survey

The survey was conducted in a randomized way, with Twitter and Orkut users reviewing some of the participants for requests to collect.

## Sampling

People who are social network users, but effective, with a limited population and data collection are expected to be 16 to 30 years. The test size is 50.

## Parameters and units of analysis

1. Focus groups: reader groups of these sites.

2. This way of society with the type of communication: communication medium?

3. Ad placement: link to ads placed on this site?

4. Communication strategy: it uses product marketing.

5. Talk reasons: the appearance of these places.

6. User interaction products.

7. Access: current status.

8. Kurd Gaza: Expectations of users of such sites.

9. Customization: only things that can be used.

## RESULTS AND DISCUSSION

Usage of the internet by the user

Of these, 12% used the Internet once a week, 19% of the participants reported that they were on the air 2-3 days a week. 30% of participants afternoon for 1 or 2 hours and more than 39% of internet users, more than 3 hours. So far, it is important to communicate with digital media providers and support the online middle class, students and professional staff, and others. (Figure 1).

Information from public websites

The results of these web sites are generally dangerous to 98% of internet users, and only 2% of them know. The general concept of counting down from a computer, just a few years ago, has been to meet this business successfully after setting up a social network. At the grassroots level, many people (Donath and Boyd, 2004), communicate, generally through the Internet, a web site. The public network and the rapidly evolving market, and others, such as Facebook, Orkut, and within two months of its founding, many people have had the opportunity to interact with different strategies and use user error (table 2) there are.

General information on public websites

Studies show that of all participants and found that more than 100% of participants there. Orkut and outsiders belong to the same group of contributors, 88%, 62%, and 37% of Twitter users and social network users, respectively. Users can create different accounts on public sites. Communications are great for a great book, personal development, yet important for friends, school, and university. The peer uses Facebook, Orkut, and Twitter, because of information dissemination, and communication. For this reason, Orkut and Twitter are popular among young people using the Internet to younger people (Figure 3).

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## Results and discussion

In the announcement of the previous episode, for example, in social networks, such as 45% of consumers said business is good

For more information about the ad, several areas of communications products and services to the user community those youths who have information, 12% of users Twitter, little words, there are suggestions to follow basic ad exchanges. Orkut users, 28% in the second ad about the product advertised (see Table 4).

Expansion of relevant ads

According to reports, the book value of social networks, such as indicating that 32% of the responses, websites, and Twitter and Orkut ad, 8% in the face and in general, video ads and YouTube sites not for 31% of users and advertising. Google, Yahoo, and the present indicate that the content of Internet communications is a common variety of strategies, as well as international elections (Stroud, 2007). This is legal, but not from each other, this region (Table 5) until the decline of basic training has a common theme.

They increase communication ad

In the survey of Internet users in ads that appear in some 38% satisfied and 11% satisfied with the user profile to the issue of flavor recipes. The build and strengthen support for the construction site.

## Advertising campaign

Only 8% of the total sample and they search on the Internet for media interest, not explicitly or not, social networking sites are not there. To listen to the kind of attractions that can be advertising to the public and responses that can use up to 36 to 36%, 35% of users to collect information about site users to listen to products and communication, to reach 21%. Terms of the style of communication, it seems, for a discussion about the importance of communication, advertising, interaction, or sports, advertising, and access information, sometimes using a variety of products in the brain can sometimes form development. , The customers each year using traditional methods of marketing and multitasking, but we must work together. And the social media marketing customer for the first time and reported how long disconnect does not get the message and communication is inconvenient

Many users into contact Brand

Games, Quizzes, and interactive media, the way modern education, which resulted in 28% of these users suffer. 26% of users have to focus on the face, and fans' interest. Rate advertising, video advertising, 20% of users who have a vested interest, and that 14% of users, listen to traditional banner ads, as well as the remaining 12% of users, are skeptical. More site in real-time based on the actual activities of the people (Shih, 2009), as well as an opportunity not to participate in the general. Content user's communication often angry, social sites and social networking is hot, as well as effective (Figure 8).

Financial effect

67% of users score a positive impact on the product, several ways to exchange and communication strategy is often used in the same way and for the same reason that the same. 24% of users, the communication is advanced and effective to increase awareness that will lead to the user, is the structure concerned. Comments about 9% more than what their ads, but for communication, such as exchange of information and communication (9 January) said that the effectual.

## CONCLUSION

The relationship between the product and tool will have a significant impact on the market for a competing product. It not only provides information about the product or work, but also creative innovation. Along with advertising, it is also easy for the customer to accept. The fact that there is a hidden brand that can continue without a consistent communication strategy is of interest to customer employees or customers. The large and small variety is currently extracting information on social media to identify where its target markets are.

They are available on social sites with similar features and basic benefits, such as the ability to create pages, share resources, multimedia extensions, and more. Social networks are full of potential users, especially young people. They spend more time on the internet because of business, entertainment, and social content. Consequently, the product or service was discussed more and more during travel ads in the region and for reasons that make product identification more attractive among the options suitable for your readers. Advertisers and sellers use social media as a key source for promoting and promoting their brand identity in the target market.

## SUGGESTIONS

The data should be very popular: people do not like to buy products through social networking sites. That way, if the product is best delivered and the viewer remembers, it is a success for the company to promote social media.

The best way to get advertising is: banner ads are open and popup windows cause users not to be affected by them. Advertising must be engaging, up to date, and up to date in the system to keep viewers engaged. It must target the crowd. If their ads were sent to a group, they would not benefit from the information provided. Add more multimedia features

There is more data in the tires than the cause and the group will benefit the users of the product.

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