



# **SOCIAL MEDIA MARKETING IN INDIA**

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## **ABSTRACT**

*Around the turn of the decade, when the popularity of social media sites was really beginning to take off, few people noticed a secretly burgeoning trend – some users were artificially inflating the number of followers they had on social media to reap financial benefits. Even fewer noticed that organisations such as the internet Research Agency were exploiting these new techniques for political gain. Only when this innovation in information warfare was deployed against Ukraine in 2014 did the world finally become aware of a practice that has now exploded into federal indictments, congressional hearing, and a European union code of practice on Disinformation. At the heart of this practice, weaponised by states and opportunist alike, is a flourishing black market where buyers and sellers meet to trade in clicks, likes, and shares. NATO Strategic Communications Centre of Excellence in Latvia and the Ukrainian Social Media Analytics company Singularex have undertaken a joint venture to map the online market for social media manipulation tools and services. We have scanned the dark web and tracked down sellers, buyers, and victims in an attempt to understand what a potential customer, wishing to wage information warfare, can purchase online.*

## **Introduction :-**

*Around the turn of the decade when the popularity of social media sites was really beginning to take off, few people noticed a secretly burgeoning trend – some users were artificially inflating the number of followers they had on social media to reap financial benefits. Even fewer noticed that organisation such as the internet Research Agency were exploiting these new techniques for political gain only when*

*this innovation in information warfare was deployed against ukraine in 2014 did the world finally become aware of a practice that has now exploded into federal indictments.*

*Social media marketing is the uses of social media platforms and websites to promote a product or service. Although the terms E-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioner and researchers.*

### **Social Medias Black Market :-**

*In Just a few short years, social media has become a pivotal form of advertising/ Although time-consuming. It's a free and low-effort way to get your business name and message to a high volume of eclectic People. However, when it comes to social media as a marketing tool, it's a sheep's game., The more people that follow you on Twitter or like you on Facebook, The more people are likely to follow suits. This is because we associate popularity with greatness. Take product reviews for instance : We're more likely to buy instance : We're more likely to buy something with a 5 star rating simply because we assume those 5 stars are based on honest reviews,. and the product is superior than something with a 3 star rating. With this mentality the more people that like or follow you on social media sites, the better you must be. Also, the more people that like or follow you, the more exposure you are getting because friends and followers of those people will come in Contact with your business name. In theory, anyway,*

*Buying social media followers is extremely cheap and easy. Websites like ReTweeto and FriendRise, along with countless Individuals on Ebay, will sell you about 1,000 Twitter followers for under \$20,00. so when it's so easy and affordable to raise your follower growth why shouldn't you do it. ?*

*First most of those accounts are fake. so while it may look nice on your Twitter and Facebook account that you have a large number of followers or likes, you are not technically reaching more people via these accounts. In turn their followers or friends don't actually exist, so you are not getting any advertising through them.*

*Secondly, Google Knows what you've done. Yes that supposed to scare you. Don't be surprised though : Google Knows everything. Google has all the data, and their algorithms and equations put up red flags when there are unnatural deviations from the norm,. And Yes, Google monitors your social media accounts Twitter also known what you've done and it is against Twitter's official rules to participate in this shady business. Although Twitter doesn't seem too concerned with terminating accounts who buy robot followers right now, we may see this change in the future.*

Lastly, it compromises the integrity of all social media sites. These sites were created to be honest and transparent online manifestations, and while most of us are guilty of glorifying our lives a little, duping the system with fake accounts will lower the morality of these sites even further. This means that social media as an advertising tool will become useless. If the average user is aware that companies can buy online popularity for a very low price, the less they will be influenced by that little number in your Followers or Facebook recently released a statement saying they had roughly 83 million fake accounts. Twitter has even more because it's easier to dupe. As creating an account on Twitter is more low-key. This makes Twitter more low-key, This makes Twitter a cheaper way to go in the black market social media game. But it's getting easier to spot fakes, and we all know with the Mitt Romney Twitter scandal that you are likely to get found out fast if you are dealing in the deep dark world of social media's black market. For those of you who don't know, Romney's Twitter account gained 100,000 Followers overnight and it did not go unnoticed. Spotting fake Twitter accounts is simple if you know what to look for. Most are usually only a few months old, and have little activity besides creation. You'll also notice the fakes are always following thousands of people, while they're never being followed.

### **Conclusions :-**

Finally, it needs to be said that the resulting analysis of bot agency on Instagram and Tumblr is shaped by strategies of data extraction and the affordances of the platforms. For instance, our exploration of pornbot datasets is clearly restricted to the particularities of Tumblr and can be expanded to other platforms as same time the restrictions of datasets also reflect the specifics of platformed attention economies (Promotional erotic, political subcultural etc) Especially on Instagram bots are mainly used to boost visibility through increasing likes and followers.

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