

SOCIAL MEDIA PLATFORM FOR MARKETING

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Abstract

The term social media marketing (SMM) refers to all activities and solutions used in social networks to increase lead generation, reach and customer loyalty. Social media marketing can be seen as both public relations and customer service. The first goal is to increase factors like traffic, CTR and reach. The next step is to build long-term customer loyalty, influencers and viral marketing. SMM can be a part of customer relationship management and also includes social media advertising. Social media marketing is the use of social media platforms and websites to promote a product or service.

Social media facilitate the exchange of ideas and information through virtual networks. From Facebook and Instagram to Twitter and YouTube, social media includes a wide universe of apps and platforms that allow users to share content, interact online, and build communities. More than 4.7 billion people use social media, which is about 60% of the world's population.

Today social media messaging apps and platforms are the most widely used sites across the globe. In early 2023, 94.8% of users used chat and messaging apps and websites, followed by 94.6% of users using social platforms. This was followed by search engine sites, which were accessed by 81.8% of users.

Keywords

Social Media, Platforms, Marketing, Facebook, Twitter, Google Plus, LinkedIn.

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Introduction

General Information

When social networks such as Facebook, Twitter, Google Plus or LinkedIn were established, it was not clear that they would also present themselves as PR and marketing tools. Social media was considered a loss. However, with the increasing number of users, the importance of direct customer interaction and ever-increasing reach has become apparent. As networks become more sophisticated and increase in numbers – it is expected that spending on social media marketing will increase. Today, both the B2C and B2B sectors use very different social platforms to achieve corporate goals.

Suitability for Every Company Size

Social media marketing is an option for many companies and organizations. It is likely that the target group uses social media in some way or the other - whether from a smartphone or at home on a desktop PC or laptop. Portals such as Facebook, WhatsApp, Twitter, Snapchat, Tumblr, Instagram and LinkedIn are among the most visited websites worldwide. However, anyone who wants to use social media marketing must first define the company's goals and choose a strategy. This includes having the right platforms and networks, content creation plans, and employees who can use social media as a customer service and communication channel.

Types of SMM

- Two basic strategies can be identified in social media marketing, whereby the passive version is recognized as an essential component of every marketing strategy:
- Proactive Social Media Marketing: Here, own content and user-generated content are created and distributed to achieve company goals. Proactive social media marketing not only requires the use of resources and budget, but also involves organizing various channels to increase reach with a multi-channel approach.
- Passive Social Media Marketing: External content is used to achieve objectives. Through surveillance the activities of users and market facilitators are recorded and evaluated. This data is additional information that can be used to make strategic and operational decisions.
- Benefits of Social Media Marketing
- The basic strategies outlined above result in individual concepts that can be integrated. In practice, it is mainly about increasing awareness, improving customer loyalty, reaching target groups and improving communication.

- **Direct customer contact:** Social media can be used as a customer service tool. Customers interact with companies by messaging, rating or posting status. If the company responds promptly or relatively quickly, there is an intimacy with the customer that cannot be reached through other means.
- **Stakeholder building:** Groups, blogs and forums can be used to build networks of common interests. Although this is only possible for certain products and services, such meeting and exchange of users with a genuine interest in the product is possible almost exclusively in social networks.
- **Events:** Concerts and shows are popular means of reaching customers, especially in the catering business.
- **Interactive campaigns:** Sweepstakes, vouchers, game apps and surveys are ways to engage potential customers.
- **Sales and Distribution:** Selling fewer products and other sales concepts can be realized here.
- **Reputation, Image and Authority:** Expertise can be built by providing the right information. Image and advertising campaigns build a good reputation.
- **Viral Marketing:** Encourages users to share certain content. This content is processed virally by being distributed by many users. This can also be done by so-called influential people.
- **Search engine optimization:** With a presence in social networks, can be referred to the so-called search engines. Twitter, Facebook and Co. The above profiles are usually indexed by search engines and displayed relatively high in SERPs. High interaction rates (likes, comments, shares) are additional positive signals telling search engines that users find the offer interesting.
- **Social media monitoring:** There are many possibilities available to companies in the area of reporting and monitoring. This data can be used in many ways. For example, better-understanding customers and increasing customer loyalty or realizing brand monitoring.
- **Traffic:** Social networks are a great way to drive visitors to blogs or websites. A prerequisite for this is undoubtedly good material.

Significance for Online Marketing

Social media marketing is an integral part of the business lives of many online retailers and companies these days - in some cases even as a stakeholder strategy within business plans. Especially in the consumer goods sector, almost every company has at least one social profile. The number of possible networks has also grown exponentially in recent years. Therefore, companies should find relevant

platforms and fill them with interesting content. A multi-channel strategy is definitely advised. However, this does not mean that all available channels should be used. Instead, it is the target group and their usage patterns that are decisive for the choice of platform. Methods such as targeting, segmentation and monitoring allow it to reach relevant target groups and thus prevent harm.

Companies usually have specific (offline) PR experience. How should this knowledge be used, because the principles of successful corporate communication are constant, at least in the beginning – only the technology and the environment have changed. Aspects such as corporate design, branding or corporate publications should not be overlooked when it comes to users receiving the brand message. A balance needs to be struck between advertising and transparent, honest communication or content marketing. Too many ads discourage users relatively quickly. Selecting users at the right touchpoints with the right content and establishing a feedback culture is critical. The principles of success in social media marketing are very complex, but a little experimentation is definitely worth it. Initial success is often achieved after a few months.

Influencers also play an important role in social media marketing. These are well-known people in the larger community who work for companies and recommend their products or strengthen brand awareness online. Influencers use their own social media channels such as Instagram, Snapchat or blogs.

Social media marketing may include or combine other forms of marketing. For example, content marketing or referral marketing is not possible without social media Platforms.

Types of Social Media

Social media platforms can be classified according to the interests of their users and their purposes. Some platforms appeal to video game players, social gamers, video sharers, professional business networks, virtual worlds, review platforms, and beyond.

Individuals use various online entertainment applications to arrange business openings, meet others around the world with similar interests, and express their political views. Artists and government officials use virtual entertainment to speak to voters.

For businesses, social media has become an important tool. Companies use the platform to find and connect with customers, drive sales through advertising and promotion, measure customer trends, and provide customer service or support.

The information-gathering capabilities of social media help businesses improve their marketing campaigns and conduct market research. It helps companies to promote products and services as it enables targeted, timed and delivery of special sales and coupons to potential customers. Furthermore, social media can help build customer relationships through loyalty programs linked to social media.

Benefits of Social Media

Social media platforms allow people to access information, connect, and discover specific communities in real-time. It has helped many people find common ground with others online, making the world more interconnected and accessible.

On the other hand, social media is prone to spreading misinformation, polarizing and causing harmful psychological effects.

Nevertheless, according to a 2019 survey by the Pew Research Center, people's use of social media is associated with more friends and more diverse personal networks, especially in emerging economies. According to a 2022 Pew Research Center survey of American teens ages 13 to 17, 80% say social media makes them feel more connected to their peers. Overall, one in three said social media has had a positive effect on them, while 59% said it had no positive or negative effect.

Businesses are also using social media marketing to target their customers, build a loyal fan base, and build a culture behind their brands. According to Facebook, more than 200 million small businesses use its platform for marketing purposes.⁶ Separately, 90% of marketers say they use Facebook for promotion.

In 2022, social media and search advertising spending will account for approximately 55% of total advertising spending globally. It is also the fastest-growing category on the ad channel.

Social Media Sites

Facebook is the largest social media platform in the world with 2.96 billion users. Here are the statistics of the most popular social media websites in January 2023:

1. Facebook (2.96 billion users)
2. YouTube (2.51 billion users)
3. WhatsApp (2 billion users)
4. Instagram (2 billion users)
5. WeChat (1.31 billion users)

6. Tiktok (1.05 billion users)
7. Facebook Messenger (931 million users)
8. Douyin (715 million users)
9. Telegram (700 million users)
10. Snapchat (635 million users)

In particular, two sites specifically for the U.S. Twitter and Pinterest, which are popular all over the world, do not figure in the top 10 list globally. Twitter ranks 14th with 556 million users worldwide, while Pinterest ranks 15th with 445 million users.

Social media helps people stay in touch with friends and extended family and expand their personal networks to include people with similar interests.

Some people use social media for professional networking and finding career opportunities. Many people use it to connect with people with similar interests and share their thoughts, personal updates and insights.

Social Media Evolve

Online entertainment started as a way to talk with loved ones but has expanded to meet certain needs. In 2004, MySpace was the leading organization reaching 1,000,000 monthly active customers.

Virtual entertainment collaboration expanded soon after with the introduction of Facebook and Twitter. Organizations come to this platform to instantly connect with the worldwide crowd.

Overall, consumers around the world spent 2.24 hours per day in informal communities in 2020, the most across any media type.

As indicated by the World Wide Web file, a total of 46% of web users support their news through virtual entertainment stages. 40% of customers viewing news on the site see it. Gen Z and those in their twenties and thirties were bound to watch news of varying ages through web-based entertainment sites.

Social Media Marketing

The promotion of virtual entertainment is the use of informal communities as a bargaining and performance tool. Organizations having an item to advertise can proceed with showcase promoting to create an internet-based presence and connect directly with their customers.

Web-based entertainment advertising has opened doors for neighboring organizations to reach their customers without taking advantage of the advertising situation.

The Bottom Line

Web-based entertainment has shaped our lives, reaching a total of over 4.7 billion customers and then some. While each stage continues to impress you, it also provides a way for individuals and brands to interface across diverse interests and networks.

From a business marketing perspective, it provides an important way to promote to a large audience, target customers, and ultimately encourage them to buy.

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Conclusion

From Facebook and Instagram to Twitter and YouTube, social media includes a wide universe of apps and platforms that allow users to share content, interact online, and build communities.

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