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The Power of Social Media for Startups

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Abstract

Social media marketing is the new Mantra for several brands since early last year. Social media has made communication a lot easier than ever before. It is the medium to socialize and it plays a marketing role and provides great opportunities for marketing products and services. It helps in bringing in new customers or clients and helps better to serve its existing customers. All types of business are getting involved in social media in an attempt to reach to a new audience and reinforce their ties with existing customers. As one is starting a new business, the major concern is with creating a product or service offering, finding first customers, to help grow more quickly and ensuring one has enough money to sustain the company. Social media tools such as face book, twitter, You Tube and LinkedIn reach consumers in innovative ways. The purpose of this study is to understand how owners of startups recognize using social media to grow their business and use social media to engage with their customers.

Key words: Social Media, Business, Audience, Marketing products and Services.

Introduction

Social Media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue. Social media takes on many different forms including magazines, Internet forums, weblogs, social blogs, microblogging, wikis, podcasts, photographs or pictures, video, rating and social bookmarking. With the world in the midst of a social media revolution, it is more than obvious that social media like facebook, twitter, orkut, MySpace, Skype etc., are used extensively for the purpose of communication. The online sharing of information also promotes the increase in the communication skills among the people especially among the learners/students of educational institutions. This aspect of SMM is

called social customer relationship management. SMM became more common with the increased popularity of websites such as Twitter, Facebook, Myspace, LinkedIn, and YouTube, response, the Federal Trade Commission (FTC). There is also a flip side to the use of social media tools. The social media tools have virtually brought people close to one another specially those living in far off places. Social media is transforming the way organizations communicate — the many social tools that are available today are very cost-effective compared to traditional approaches such as email and online advertising. Blog posts and tweets enable businesses to create communities, offer immediate feedback or assistance, and promote their products and services. This paper basically tries to analyze the effects of the growth of social media and its implications in the society. This paper also tries to find out the usefulness of social media as a tool of communication.



Review of Literature:

Holy Paquette et (2013), examiner recognize the social networking sites have become an avenue retailer can extend their marketing. An individual's perception of overall market place plays a major role in the motivated to consumption activities. To stay relevant retailers, need to keep up with the changes noticed by consumers, reinforcing the fact that more research. M.Saranyamani (2018), The goal of SMM is to convey content that customers will give to their casual association to empower an association to construct check introduction and enlarge customer reach. The issue with enrollment records is that once the container has a tick in it, senior organization acclaims itself and pronounces to any person who will listen that they have managed these cases being checked— anyway they don't for the most part mind if every movement has been done suitably. To do thusly might be to uncover the manner in which that they have truly managed nothing. It is this kind of key organization that gives rise. Sree Lakshmi K. R et (2020), Social value in this context refers to the perceived benefits of enhancing customer's social wellbeing and relationships. The social aspects enable customers to share information and help others solve product related problems. They identified and recalled brand associations quickly and clearly understood the brand personalities as well, that food and non-alcoholic beverages brands in India have been successful in their use of social media. Tal Z. Zarsky (2014), the author

analysis the pointing out theories are strengthened and possibly refuted terms of efficiency, fairness and justice. The future research on social media governance has right to be forgotten. The methodology of the social media norms to better understanding of the governance in the digital age. Viola Gjylbegaj et (2020), research focuses on the philosophy of research, behind closing impacts of social media Public relation industry in UAE. The data has been collection of quantitative collection face-face, only 21 respondents were disagreed. They found the different types device having interest connections to access the social media.

Facebook

Facebook allows you to put a large amount of content on its site through its posts, walls, Instant messages, e-mailer, etc. Most of the startups use facebook to attractive audience with brand. They need of target their audience different from competitors and to find new customers for their brand. The content will be different from brand to brand, as well as tone of voice used, but it should be factual, relevant, and timely and interesting to members of the target audience. Face book offers form of advertising with face book ads.

Twitter

Twitter is an online social-networking and microblogging platform. Twitter works in real time were we get instant response. It search features can be effectively used to monitor were the company, service, products and competitors. In content from facebook where you become where you become friends with people you know, on twitter to follow the institution to interesting, celebrities reaching out a huge audience.



YouTube

YouTube will make it visible to thousands of people within minutes. One can reach out a huge market without having to resort to expensive techniques that require a lot of time and work. YouTube also has a "subscribe" button to viewers can subscribe the channel for latest videos that they uploaded. YouTube is a video sharing service that allows users to watch videos and posted by other users. As per February 2017 there are

more than 400 hours of content uploaded into YouTube each a minute, and one billion hours of content were watched on YouTube every day.

Linked In

LinkedIn is a social networking site designed specifically for the business community. A LinkedIn member's profile page, which emphasizes skills, employment and education, has a professional network. Basic membership for LinkedIn is free; network members are called "connections". Other social networking sites like Facebook, Twitter, and LinkedIn connections have a pre-existing relationship. LinkedIn is an online directory of individual professionals and organizations; individual users use LinkedIn for professional networking, connecting and job search for employees.

Social media tools



Everypost

Everypost simplifies your business flow and makes your social media marketing a breeze. Once you log in, in the top right corner you can add accounts and choose which updates to post. You can connect your Facebook, Pinterest, Twitter, LinkedIn, Google+, and Tumblr accounts.

On the right, you have a cool feature that lets you pull visual content from many different sources such as Instagram, YouTube, Flickr, or Pinterest to create your own unique content to share with your audience.

Buffer

Buffer is software easy to navigate, looks simple, and can make your team more efficient, and then Buffer is definitely your key to managing social media. Buffer offers the option of automatic posting and determines the right posting times for your brand, based on the engagement of your audience. They offer the free trial pack to customers.

SocialOomph

SocialOomph offers a variety of interesting features that boost your marketing strategy. Creating an account is simple. Verify it through your email and you're ready to go. The final tab, Help, lets you learn how to set up your account, follow SocialOomph on Twitter, and contact support, Social Oomph really helps you get the best out of your social media marketing. With minimal effort, you can get maximal results. You can choose to use the free version of this software which has certain limitations.

Hootsuite

Hootsuite is one of the best known social media management tools, used by millions of people around the world to market their business in an efficient and simple way. The first thing you need to do is add your social media channels (Facebook, Twitter, Instagram, LinkedIn, and Google+). The main dashboard is where it all happens. There's no need to log in and out of accounts. Hootsuite is fast, simple, and it gives results.

Sprout Social

Sprout Social is different from the rest, because it focuses on the idea that communication and engagement between businesses and customers should be better and more open. To manage the tasks you've assigned to different team members, after which you can focus on scrolling through the feeds of your social media channels and keeping up with the news. Apart from seeing who followed, mentioned, or conversed with you on social media, use smart search to find keywords that your customers.

Conclusion

From the paper we can conclude that it is essential for startups to understand social media tools and the strategies behind using social media for growing their business. Social media enables companies to show the startups of the consumer's value. Marketers are taking note of many different social media opportunities and beginning to implement new social initiatives at a higher rate than ever before. Social media marketing and the businesses that utilize it have become more Sophisticated. The social media networks were useful to share effective ways to transfer the information. The social media startups can effective to companies in both reaching and retaining customers. These variables can also affect the consumer's purchase decision. Additionally, studies in future can be conducted on examining the impact of consumer reviews on potential customers at social media sites like Facebook, Twitter, Instagram ,LinkedIn and Snapchat etc.

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