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## STRATEGIES FOR SOCIAL MEDIA MARKETING AND THEIR IMPACT

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### ABSTRACT

Nowadays, we are in the twenty-first century, and folks do not have time to come and socialize with one another. Social media helps us connect ourselves with social networking sites, through which people can now stay far and yet stay connected. Besides this, media like Facebook create a reliable connection between products and individuals, which leads to large internet advertisements. Correspondingly, other social media, like Blogs, create a platform to publish comments on any event that needs to be. Users are now gaining followers and subscribing to your social media page. Since there is a time lag between the emergence of a social event and the time it is publicized, these media have a competitive advantage over other frequently visited media such as television. This research paper focuses on the approaches to expand this paid advertising mode beyond the current social media platforms. As just a result, it can also help build a sufficiently strong community to make your advertising and initiative purchasing quite effective.

**Keywords:** social media marketing, social media, advertising

### INTRODUCTION

The use of social media to sell a company's products and services is referred to as social media marketing (SMM). Digital marketing allows businesses to engage with existing clients and discovers higher ones while trying to promote their change initiatives, mission, or tone. Marketers can monitor the success of their endeavours using data analytics tools designed specifically for social media marketing. Social media has altered how we work properly as a society, such as how we converse with one another. Businesses made a note as platforms like Facebook, Twitter, and Instagram grew popular. They began to use these sites for online marketing further to their interests. This is because these websites can influence customer behaviour.

Social media has evolved into a readily available platform to anyone connected to the Internet. Better communications within associations encourage brand recognition and, in many cases, improve customer service. Furthermore, social media provides a low-cost framework for businesses to launch advertising campaigns.

## **SOCIAL MEDIA OUTLETS/PLATFORMS**

### **TWITTER, FACEBOOK, GOOGLE+, YOUTUBE, BLOGS**

People can interact with each other and form relationships through social networking websites. When goods or businesses join those sites, users can connect with them. Users perceive that contact to be personalized due to their prior interplay with social networking sites. Individual followers of social sites such as Twitter, Facebook, Google Plus, YouTube, Pinterest, and blogs can "retweet" or "repost" comments made by promoting the product. All of the user's connections can see it by repeating the message, allowing the message to reach a wider audience. Social networking sites assist as a form of word-of-mouth. Because the product is being distributed and repeated, more traffic is drawn to the product/company.

Products/companies can engage in conversations and conversations with followers via social networking sites. This personal interaction can instil loyalty in followers and prospective customers. Furthermore, by selecting who to follow on these sites, product lines can achieve a specific audience.

### **CAMPAIGNS**

#### **ADIDAS**

Adidas and their agency Carat developed a public audience engagement for football players in 2007. Adidas pitted two different cleats against each other and asked the public to "pick your side." The content aimed to foster an environment of friendly discussion and debate about Adidas' two elite soccer cleats/boots, the Predator and the F50 TUNIT. Visitors to the community could join one of the product "teams" and leave supportive comments about their preferred model. The community featured professional Adidas soccer players on each "team," radial product views, available to download graphics, forum discussions, a link to additional product details, and a link to the Adidas Mexico Ftbol personal page.

#### **BETTY WHITE**

The outcome of events can be hugely affected by social networking sites. In the form of a petition, a Facebook advertisement appeared in 2010. Users virtually signed the petition requesting that actress Betty White host Saturday Night Live on behalf of NBC Universal. Users who signed the petition submitted it to all of their followers. Betty White based web SNL on May 8, 2010, after the petition began circulating.

#### **PRESIDENTIAL ELECTION IN 2008**

The presidential campaign of 2008 had a significant presence on social networking sites. Barack Obama, the Liberal nominee for President of the United States, used Twitter and Facebook to distinguish his campaign. His profile pages on social networking sites were constantly updated, and he interacted with believers. The use of social networking websites provided Barack Obama's advertisement with email accounts posted on social networking site profile pages. This enabled the Democratic Party to launch email campaign groups in which they solicited votes and campaign contributions.

#### **LOCAL ENTREPRENEURS**

Small businesses can also use social networking sites to promote themselves. Companies can advertise promos and pacts by following individuals who use social networking websites in their local region. These can be definitive, such as "get a free drink with a copy of this tweet." This message motivates other locals to follow the company on social media to take advantage of the promotional offer. The company is getting noticed and helping to promote itself due to this process.

## TACTICS

### **TWITTER**

Twitter marketing seems to be an assumption or plan that entails looking to invest money and time in implementing a plan that will drive traffic, engagement, and sales for your company. It is extremely good for products focusing on politics, blue-collar companies, media, and B2B sales.

Twitter enables businesses to market their brand on an individual basis. Shortcodes explaining how to use a product are far more likely to be read by followers. These signs are on the home pages of followers. Messages can include links to the product's web page, Facebook page, photos, videos, etc. This link allows followers to spend much more time interacting with the purchased product. Twitter encourages a product in real-time, bringing in clients.

### **Facebook**

Facebook profiles are much more comprehensive than Twitter profiles. They enable a product to include videos, photos, and longer explanations. Videos can exemplify because once and how to use a brand. These can also include personal recommendations, as other followers can leave comments on the product pages for others to see.

If you want your organization to have a social media presence, Facebook is presumably one of the first or the first social media outlets that comes to mind. More than 1.4 billion people use The Internet every day, and many of them do so multiple times per day. It is almost certain your prospective customers are on Facebook and actively using it to connect with their family, friends, and favourite brands.

### **BLOGS**

Blogs enable a product or company to provide detailed product or service explanations. The extended description can include rationalization and applications. It can include testimonials and links to and from Facebook, Twitter, and various other social networks and blog pages. Blogs can be updated frequently and are effective promotional tools for retaining customers. Other sales promotion uses include gaining adherents and subscribers and directing them to your social media pages.

## **SOCIAL MEDIA MARKETING TOOLS**

Social media marketing is a somewhat perplexing field. It appears that anyone would do that: post anything really (anything!) on social media, look for existing content, talk to people, and fill your company's Instagram account with the most photogenic members of the group. Sounds like a job at hand for any social-media-savvy adolescent today.

## **IMPLICATIONS OF TRADITIONAL ADVERTISING**

### **MINIMIZING USE**

Print and television advertising are examples of traditional forms of advertising. The Internet had already surpassed television as the most important advertising medium. Websites frequently include banner or pop-up advertisements. Ads are not always present on social networking sites. In exchange, products have their pages and can interact with users. Television commercials frequently conclude with a spokeswoman encouraging viewers to visit the product's website. Print advertisements are also beginning to include barcode scanners. Cell phones and laptops can scan these barcodes, directing viewers to the product's website. Advertising is starting to move viewers from conventional channels to electronic ones.

### **LEAKS**

Leaks from the Internet and social networking sites are challenges that traditional advertising faces. Video and print advertisements are frequently leaked to the online public before they are set to start. Social networking sites enable leaks to go viral and should be seen by many users more quickly. The timeframe is another issue that traditional

advertisers face. When social events occur and are broadcast nationally, there is frequently a time lag between east and west coast airings in the United States. Social media sites have become a hub of discussion and interaction about the event. This allows people to watch the event on the west coast (who are watching it in real-time) to know the result before it airs.

**FOR SMALL BUSINESSES, ADVANCED SOCIAL MEDIA MARKETING STRATEGIES**

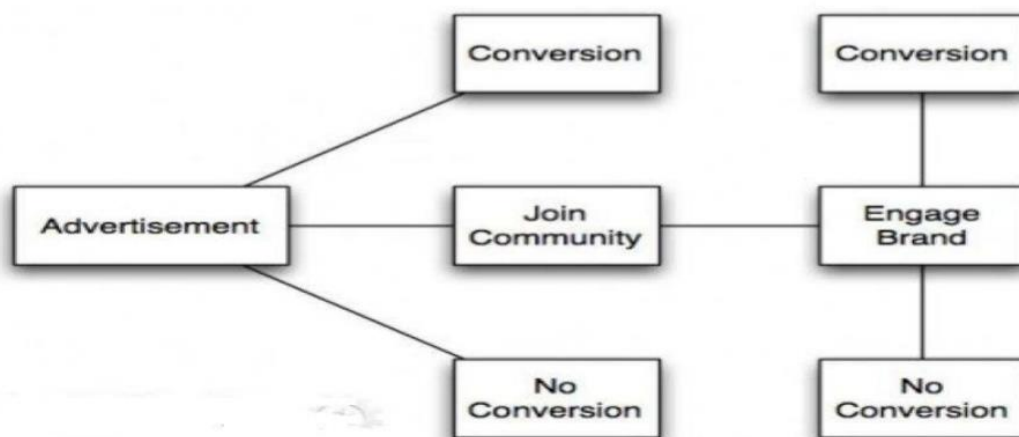
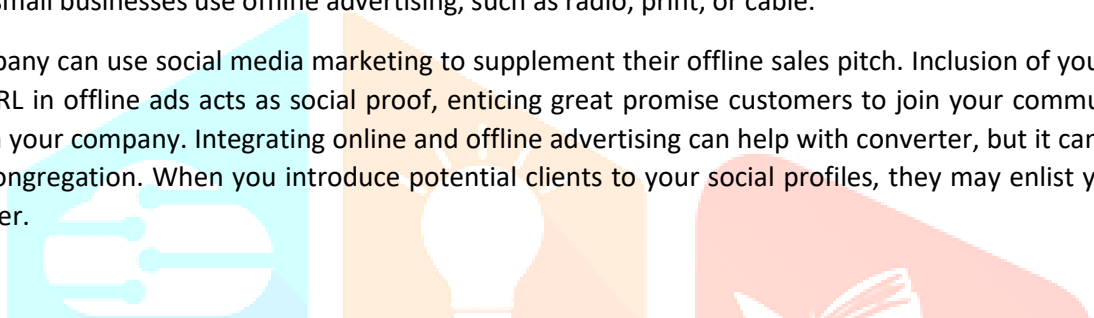
**STRATEGY 1: USE OF MULTIMEDIA**

The adage "a photo is worth a thousand words" has never been more accurate. Consumers are now using the Internet to look for product images and videos; they need some more information and see what they're thinking about purchasing. The best part is that it is simple for a company to create and publish videos and images. In addition to photographing products, you can photograph office events to highlight company culture. This mostly persuades others to work with you or buy from you (consumers see that you are down to earth and one of them, rather than a stuffy corporation), but it also assists your HR department in recruiting new employees.

**STRATEGY NO. 2: COMBINE OFFLINE AND ONLINE ADVERTISING**

Many small businesses use offline advertising, such as radio, print, or cable.

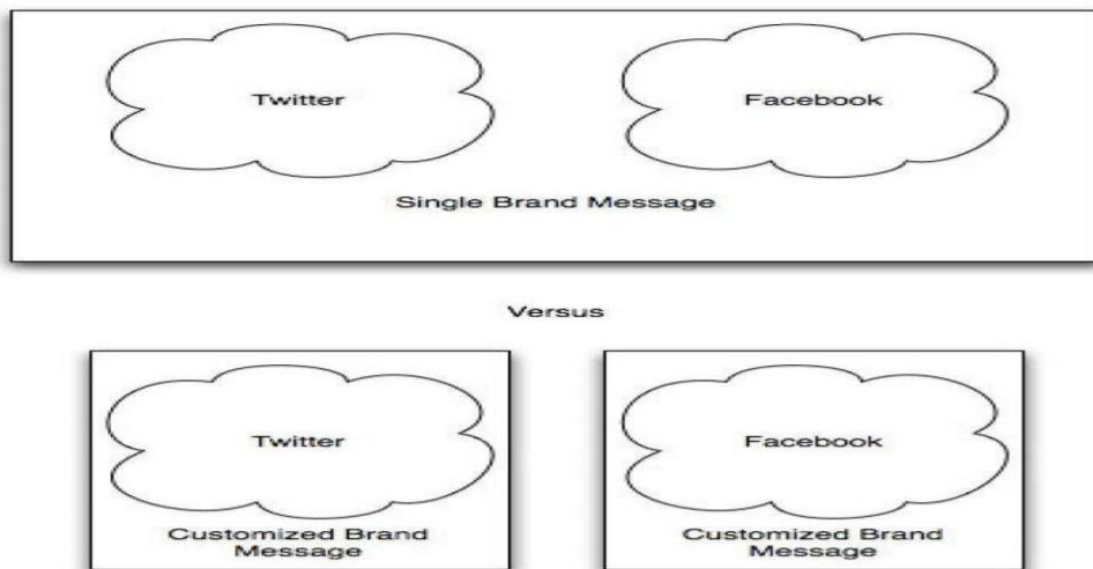
A company can use social media marketing to supplement their offline sales pitch. Inclusion of your Facebook Page or blog URL in offline ads acts as social proof, enticing great promise customers to join your community and increasing trust in your company. Integrating online and offline advertising can help with converter, but it can also help you build your congregation. When you introduce potential clients to your social profiles, they may enlist your public now and buy later.



**MESSAGE ADAPTATION IS STRATEGY 3**

Businesses are leveraging more online platforms as they become more intricate with social media. Most, however, deliver the same message across different devices rather than tailoring communications to each isolated intersection. Each social platform has its environment. What is appropriate on Tumblr may be considered spam on Facebook. A particular writing style may spread on Twitter but fail on FriendFeed. Understanding that each site is unique and then customizing your message ensures that they perform well on each site. Customizing messages across sites helps the management refer to the application, but it also prevents users from receiving duplicate correspondence.

**STRATEGY 4: LOCAL SOCIAL NETWORKS BEYOND YELP**



Local search can be a big win for a small business. It is critical to be accessible to customers looking for a company in their area. Make sure your site is listed in local business directories so that customers can find you when they need it—trying to find that many sites, on the other hand, can be difficult at times. First and foremost, do a list of your competition. Where are they listed? Examine their inbound links to see if there are any company directories to which you can add yourself. Also, check if your business has been added to Google Maps via the Local Business Center. Take the time to include all of the knowledge you can and keep updating any old news. This will be a big deal for a lot of customers.

**STRATEGY 5: COMPETITIVE PRICES AND DISCOUNTS**

Creating a community is only the starting point of social marketing. The true power of social media is in using that congregation to drive sales, spread market research, or crowdsource operations. One way to inspire the community is to come together and make a contest or offer a special discount. A contest not only generates organic buzz but if participants must, for example, publish a story with the most comments in trying to beat, the tournament itself becomes viral. A good social media tournament should make information exchange or popularity a requirement for victory. Discounts are also an excellent opportunity to integrate with your neighbours. Want to give exclusive coupons to your supportive networks rewards and remind them that you are not just a brand to interact with and a fashion label to buy from.

**CONCLUSION**

Each networking site has its ecosystem. Creating a basic digital presence is simple; convincing your community to act seems more difficult. Make sure your website is listed in downtown business directories so that customers can find you when they need you. Customizing communications across sites helps the management and implementation, but it also prevents users from receiving duplicate communications. Give exclusive coupons to your shared group rewards and remind them to know you are not only a company to engage with but also a company to buy from. Using these methodologies can help you build your community, increase the effectiveness of your marketing, and create incentives for purchasing.

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