A Critical Analysis of Key Aspects of Social Media Marketing

A.Bhuvaneswari, Research Scholar, Department of Commerce
Navarasam College of Arts and Science for Women,
Arachalur,Erode, Tamilnadu, India.

Dr.V.Sugumar, Research Guide, Associate Professor & Head,
Department of Commerce with Professional Accounting,
Navarasam Arts and Science College,
Arachalur, Erode, Tamilnadu, India.

ABSTRACT: Marketing is the process by which a product or service is introduced and promoted to potential customers. It also fosters an environment in the marketplace for healthy completion which involves getting the right product at the right price, promoted using the right messages/media and sold in the right place. At the core of effective marketing is the requirement to satisfy customers' needs precisely. Online shopping which entered into our lives in recent years generally revolutionized in the habits of shopping. Digital marketing encompasses all the marketing activities which is done through online or electronic device. Today young - *generations are connected with email, Facebook, WhatsApp, twitter, and other social networks, so they not interested to go out and purchase. Simply they want everything from one sitting. The customers gain the possibility to use their time, energy and other resources as they wish with the environment provided to them through online shopping. Disappearance of time and place restrictions of traditional marketing in online shopping, it contributes online shopping to become widespread every passing day by making it more attractive. Hence digital marketing can lead to the improvement of the products and it pave the way for the market researchers to evaluate the customers need. Relationship building is a marketing strategy built on establishing a long-term and mutually beneficial relationship between business and customers. Using emarketing through social media allows ongoing two-way communication which act as a manifesto for business to build relationships and communities around their trade marks. The main objective of the study is role of social media particularly Facebook in digital marketing.

Key Words: Digital Marketing, Social media, Facebook.

I. Introduction:

In this technology oriented and smart work world Social media platform is widely occupied in today'sbusiness landscape. The reality today is that the customers exist on many social networking sites and that is where they like to communicate and share information. This type of communication and interaction is mainly happening from their computers and mobile devices. The main task to be captured by each and every company is to exist where customers exist. Today customers are more talented and innovator. They have more sources to compare products, prices, quality, and their purchase based on the review given by the previous customer. They expect comfortable and convenient shopping due to their unstoppable running in life. In order to succeed in this Wi-Fi connected environment, companies, retailers and businessman will need to adapt their business strategy, apply new technology, expand their market and alter and adapt their internal culture. Business will have to locate, educate an engage their current and potential customers where they prefer to communicate and that is through social media platforms such as Facebook, twitter, WhatsApp

SOCIAL MEDIA

Social media is a remarkable thing that has transformed the interaction and communication of individuals through out the world. In recent times, social media has impacted many aspects of human communication,There by impacting business. The same source defines networking as "the exchange of information or services among individuals, groups,

or institutions; specifically: the cultivation of productive relationships for employment or business.Social Media is a new marketing tool that allows you to get to know your customers and prospects in ways that were previously not possible. This information and knowledge must be paid for with output of respect, trustworthiness, and honesty. Social Media is not a fad, but I also think it's just the beginning of the marketing revolution – not the end.

EVOLUTION OF SOCIAL MEDIA

Here the evolution of social media that enables peoples life made easy. Email was originally a method to exchange messages from one computer to another, but both computers were required to be online (Borders2009). But Social media in its present form owes its origin to MUD, originally known as Multi-User Dungeon, Multi-User Dimension, or Multi User Domain, which was a real-time virtual world with role-playing games, interactive fiction, and online chat. MUD is primarily text based which requires users to type commands using a natural language. BBS was created in 1978, the same year as MUD. BBS is a synonym for bulletin board system. Users log into the system to upload and download software, read news, or exchange messages with others. In the early years, bulletin boards were accessed via a modem through a telephone line by one person at a time. Early on, bulletin boards did not have colour or graphics. Bulletin boards were the predecessors of the World Wide Web.Many social networking sites were created in the 1990s. Some examples include Six Degrees, Black Planet, Asian Avenue, and Move On (Ritholz, 2010) (Boyd and Ellison, 2007). These social sites where people can interact, including sites for public policy advocacy and a social network based on a web of contacts model. In addition, blogging services such as Blogger and Epinions were created. Epinions is a site where consumers can read or create reviews of products. Third Voice and Napster were two software applications created in the 90s that have since been removed from the market. Third Voice was a free plug-in that allowed users to post comments on web pages. Opponents of the software argued that comments were often vulgar or slanderous. Napster was a software application that allowed peer-to-peer files sharing. Users were allowed to share music files bypassing normal distribution methods, which in the end was determined to be a violation of copyright laws. Launched in 1999, Live Journal provided, people with the ability to mark others

as friends to follow their journals and manage privacy settings (Boyd and Ellison, 2007, Para. 18). K Morrison (2015) observes that the period starting from the year 2001 can be termed as the golden era of social media.

In 2001, fotolog, sky blog and Friendster were launched, and in 2003, Myspace, LinkedIn, 4 last FM, tribe.net,Hi5 etc. In 2004, popular names like Facebook, Dogster and Mixi evolved. During 2005, big names like Yahoo! 360, YouTube and cyword, all emerged (Junco, Heibergert, and Loken, 2011) (Edelwoswom, et al. (2011)). In 2006, Myspace became the most popular social networking website in the United States but was overtaken in 2008 by its competitor Facebook, that internationally became the most popular social networking site worldwide (Natta, 2010). Facebook was founded by Mark Zuckerberg and others when he was a student at Harvard. In the year 2006 Twitter, the second most social media marketing platform was introduced. 2009 saw the advent of WhatsApp which was an IOS, android and windows based application of group chat. Snapchat was introduced in 2012 which was the new platform for chatting and posting pictures.2012 also saw the introduction of Tinder, which was a social discovery application for IOS and androiddevices. A multiple platform video sharing application called Vine was introduced in the year 2013. The year 2014 saw the introduction of Pheed, which is a social media platform with live broadcast option (Morrison 2015).

SOCIAL MEDIA MARKETING IN INDIA

According to the report of Social Media Marketing - India Trends Study, by Ernst and young, 75% of India'sonline population are digital consumers. Trust in a company and brand is no longer dependent on companycontrolled, traditional, mass channels, but rather on communities and of their marketing budget to digital and social media marketing in order to successfully reaches and market to these customers. The increasing internet perforation rate will increase digital advertisement spend in India. According to the same study,

TABLE I. 81% of the brands surveyed considered Facebook to be the most important platform

TABLE II. 48% of surveyed brands think that Twitter is the second-most important platform to be on,

TABLE III. You Tube (43% surveyed brands considered it to be the third–most important 6 channel).Businesses are also establishing their own YouTube channels while actively producing, creating and distributing video content for

promotional material and showcasing new developments for the brand.

FACEBOOK MARKETING

The statistic presents the number of Facebook users across India as of January 2018, broken down by age and gender. The highest numbers of male Facebook users during the measured period were between 18 and 24 years old and amounted to about 73.8 million. Among females, the highest numbers of users were the same age group, amounting to about 23.4 million.Facebook marketing tool for brands is Facebook Pages. Like a personal profile, a Page is the hub of information for your brand, be it a company, product, service, or even expert or celebrity.Users can "Like" a page and "Follow" it, which means they'll automatically receive updates from that page in their news feed. If you have products to sell, Facebook Marketplace might be agame-changer for you. It's similar to Craigslist but built into the Facebook ecosystem. It's a relatively newer feature Facebook is still revising, but it has huge potential for e-commerce retailers and other types of product-based businesses. If you sell products like this, consider setting up a shop. This lets you list products on a separate "Shop" tab on your Facebook Page.

When you list products, they're searchable across Facebook and others can find them.

SET UP FACEBOOK PERFECT FACEBOOK PAGE

Unfortunately, many companies don't use Facebook Pages to their full potential. Worse, some brands use them poorly and actually hurt their credibility. Your profile photo should be your logo. The cover image is a different story. It's really up to you to decide what to put here. Some use photos of employees, while others use fancy artwork and put their contact information in the cover image. M&Ms does a great job blending their logo, characters, and product into their photos. Pick a photo that will enhance your page and draw the eye of your visitors.

BASIC INFORMATION ABOUT YOUR PRODUCT

The "About" section is prominently placed right below your company logo. This is your chance to tell anyone coming to your page what your business does. It's short, so don't try to fit everything in. Explain what your company does, why you're different, and other interesting facts. If you can, take the time to write it specifically for your Facebook audience. But if you're in a pinch, you can just copy the text from the "About"page of your website or blog. Be sure to fill in all of your data under "Basic Info." Ford does a great job including their highlights and contact info on their info page.

PROFILE PHOTO AND COVER IMAGE

Your profile photo should be your logo. Simple as that.The cover image is a different story. It's really up to you to decide what to put here. Some use photos of employees, while others use fancy artwork and put their contact information in the cover image.M&Ms does a great job blending their logo, characters, and product into their photos.Pick a photo that will enhance your page and draw the eye of your visitors.

POST USEFUL INFORMATION TO YOUR TIMELINE

What you post to your wall will show up in the news feeds of everyone who has "Liked" your page, just as it does when you post something to your personal profile.So, make sure what you're posting is useful to your fans. Don't post endless updates about the same thing, and don't post too often, clogging the news feeds of your fans.Major brands like Apple usually only post things they know will be interesting to their fans, like unique video ads or product announcements.

STUDY YOUR STATISTICS AND RESULTS

Facebook Insights offers some really great analytics for pages. Pay attention to them. If you see a big surge in fans (or a drop off), look at what you've posted recently and see if you can figure out a reason for the trend.

POWERFUL TARGETING OPTIONS

As mentioned before, Facebook has some of the most powerful targeting tools of any online advertising program. You can target by virtually anything on a user's profile. You might start with the ocation if that's important. You can specify either city, zip code, county, or state.This works particularly well for local businesses. From there, you can choose basic demographics, including relationship status, age, workplace, education (including major and years of attendance), birthday, and much more. You can target ads to people who have recently moved. So, if you own a gym in Scottsdale and want to find all the individuals who recently moved to the area, you can target your ads and ad copy to those individuals. You also can target people based on their interests. Say, for

example, you have a product that's targeted at baseball fans. You could enter baseball in the Interests field. Or, maybe you've written a book and you're sure that people who like another certain book will like yours. Enter the book's title under Interests, and you'll specifically target those users. You even can target a private list of users. If you have a list of email addresses of people that you want to target, you can use Facebook's ads manager to target just those people. So, if you run a SaaS business and have 200 people on your "prospect list," you can use their email addresses to target them with ads on Facebook.

CUSTOMIZE YOUR ADS

The other big advantage to tightly-targeted ads is that you can create different ads for different demographic groups. Better-targeted ads are going to garner better results. If you're targeting baseball fans, you might create individual ads for different popular teams. You could have one ad specifically aimed at Red Sox fans, one at Yankees fans, and another at Cubs fans. Then you could only have those ads shown only to people who have indicated in their Interests that they are fans of those teams. Or, let's say you've targeted people based on their love of a particular book. You could mention that book in the ad itself to make it more likely to catch their attention. Create different ads for different books, and then target accordingly.

II.   CONCLUSION

The study doesn't go for analytical part, it covers only the overview of social media marketing reference to Facebook. It's purely based on secondary data which is already published. From the study the conclusion for this descriptive information given below, Facebook isn't just powerful it's simple and flexible. No matter what type of company you run, it has enough different marketing options that you can tailor your marketing efforts to fit your company, your budget, and your time constraints. But it takes some time to get to know all of its concepts, but it's worth it. Facebook still is growing very quickly, and every day it becomes a more imperative part of social media marketing. Though the current headlines aren't going in Facebook's favour,the platform isn't going anywhere for a while.If Facebook is not a current part of your marketing campaign, it should be. Set aside some time to tinker around, start a few test campaigns, and see what happens. Like anything, it takes practice to get good at it.

REFERENCE:

[1].   Barreda, A.A., (2015). Generating brand awareness in Online Social Networks. Computers in Human Behavior,http://dx.doi.org/10.1016/j.chb.2015.03.02

[2].   Purnima A S ., (2016)Impact Of Social Media Marketing On Relationship Marketing And Customer Intentions,Http://Hdl.Handle.Net/10603/207313.

[3].   Mr. Neil Patel Facebook Marketing: A Comprehensive Guide for Beginnershttps://neilpatel.com/blog/facebook-marketing/

[4].   The statistical portal, https://www.statista.com/statistics/717615.

[5].   Behan, M. (2014). Efficacy of Facebook Fans: Can They Influence Perception of the Brand?. Open Journal of Business and Management, 2, 281-291 http://dx.doi.org/10.4236/ojbm.2014.24033