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SOCIAL MEDIA MARKETING: A CONCEPTUAL STUDY

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Abstract

The globalization era has reduced the world market to the size of a human palm, and every market can be accessed with just one finger. Social media originally started as a platform for human interaction, but it has now evolved into a platform that can be effectively utilized in many aspects of brand positioning, advertising, and marketing management. It is very important for every business to keep up with the developments in marketing and marketing tools. Nowadays, there is a tremendous change in the way we communicate. Social networks have become a convenient means of communication for all age groups. In particular, the Internet and social media have changed the environment in which consumers and marketers communicate. The Internet has the following characteristics: - The ability to store vast amounts of data inexpensively in various places - A powerful search engine that organizes and distributes data - The ability to function as a physical distribution medium, such as software - Relatively low price. With the help of the Internet and various social networking sites, businessmen can now reach customers all over the world with just a click of a button.

Keywords: social network, marketing, Facebook, social media marketing.

Objective of the Study:
➢ To study the conceptual background of social media marketing.

1. Introduction:

1.1 Social Media (Definition)

"It refers to the online communication, interaction, relationships, content sharing, websites, etc., among multiple users, which may be community-based or personal." While various social media experts define the term "social media" and its definition from different perspectives,

- It is an online environment that operates on the basis of social networks.
- An interactive communication environment.
- An environment where information can be created and shared.
- An environment supported by web technology services.
- We have platforms such as Twitter, Facebook, social games, blogging, social bookmarking, etc.

The basis of exchange, learning, discussion, and debate is communication and interaction. They have been an indispensable part of our lives and culture since ancient times. This does not include direct methods such as speaking or sending letters, but indirect methods such as performing arts and non-performing arts. Therefore, it is not surprising that humans are sometimes called social animals. However, the content and means of communication have

not changed. They started with Pigeon Post, moved to email, mobile, and now to social media and smartphones. What's interesting is that social media not only affects how people interact, but also how people interact. Today, social networks are becoming an important part of our lives. Our day starts and ends with checking and updating our social media accounts and ends in a similar way. Today's industry is driven by consumers and their needs. People want to see recommendations, reviews on Google search results, or websites before they buy a product. To stay in the loop, it is important to know what people think about us. In order for businesses to connect and influence the public, they need to actively participate in relevant communities and manage their online reputation through social media activities. Social media marketing is essential to reach a wider consumer base and grow your business. The act of driving traffic to your website through social media sites is called social media marketing.

2. Social Media Marketing:

2.1 What Is Social Media Marketing?

Social media marketing is a mechanism through which people can advertise their websites, products, and services through social media, and communicate and reach a much wider audience than would be possible through traditional advertising channels. In particular, social media focuses on groups rather than individuals. There are communities of all shapes and sizes on the Internet, and people communicate with each other. In order to effectively communicate with group members about a particular product or service offering, social media marketers need to utilize these communities appropriately. Social media marketing also involves listening to the opinions of groups representing a business and building relationships with them. Social networks are the most popular means of social communication.

In the 21st century, most young people use social networking sites in their daily lives. Social networks represent integration and social communication through media. A series of online tools that facilitate interaction and communication between users. Nowadays, most young people use social networking sites to find friends online, communicate with friends, share information, upload videos to networking sites, post photos and comments, etc. People turn to social media to share common interests and goals. The importance of social media is growing day by day, and this has implications for online marketing. They have become a preferred tool for a wide range of marketing, encouraging two-way communication between businesses and consumers.

Source: - yourstory.com

Social media is a term used to describe the technologies and practices that people use to share thoughts, information, opinions, and perceptions online. This content can take many forms and includes content in the form of text, audio, video, graphics, etc. In today's competitive world, online brands have been trying to market their products online and influence the minds of consumers. Social networking sites help generate interest in the brand and build trust in the minds of consumers, which leads to good brand building activities.

2.1 Benefits of Social Media Marketing

1. Increased exposure: Social media marketing has become more important these days. Consumers and marketers are using social media so much. The current reach has increased to 92%.

2. Increased Traffic: With the introduction of web marketing, the number of users is increasing day by day. Studies show that consumers as well as marketers are using social media sites excessively and these sites are increasing the traffic day by day, and studies show that traffic increases by up to 80%.

3. Develops Loyal Fans: Brand loyalty is another major benefit of social networking sites. For example, if a consumer is satisfied with a product, he will never buy that product from another company. This will increase brand loyalty.
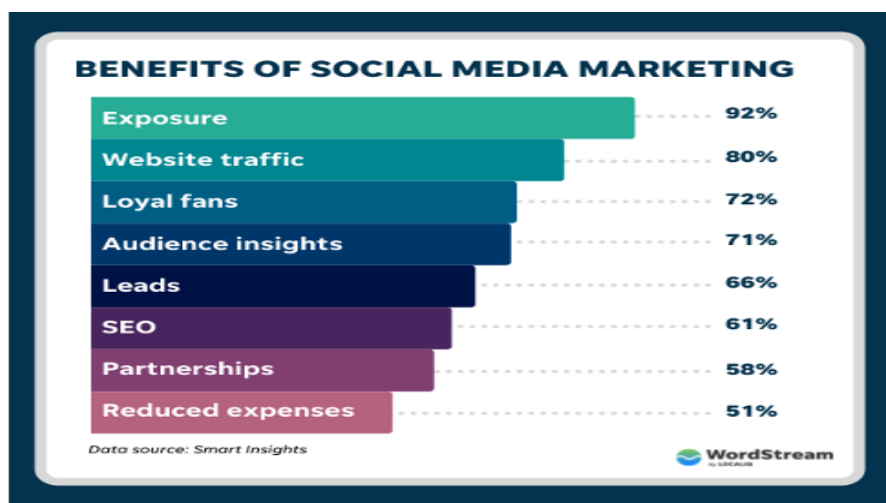
4. Provide market insights: Social media sites provide product information and present it in a clear manner. That is, it includes product features, functions, price, etc. Consumers can get complete information about the product only from the website and do not have to go anywhere else. According to the results, 72% of customers agreed that social media sites provide marketing ideas.

5. Generated Leads: There are many ways to generate leads. Most social media sites generate leads for products and services. For example, blogs serve as a hub for customer

interaction. Of course, Facebook is also an important source, so to put it simply, it generates leads.

6. Improved Search Rankings: Most customers now spend more time searching than watching TV. And since social networking sites are search engines, they are curious. With the help of social media, products are rated based on reviews that customers leave online.

7. Reduced Marketing Costs: The transactional method of selling a product is too expensive. Businessmen need salespeople, offices, and many other things. However, these days, social networking sites are user-friendly, so anyone can use them at any time, and even businessmen can place advertisements on social networking sites at a very low cost.

BENEFITS OF SOCIAL MEDIA MARKETING

Exposure	92%
Website traffic	80%
Loyal fans	72%
Audience insights	71%
Leads	66%
SEO	61%
Partnerships	58%
Reduced expenses	51%

Data source: Smart Insights — WordStream

2.2 Limitations of Social Media Marketing

As we know, there are always two coins of the same coin. Similarly, social media has many advantages without a doubt, but it also has some limitations :

1. Dissatisfaction: Consider a situation where consumers are not completely dependent on online shopping. Shipping delays, inadequate packaging, and complicated cancellation procedures are the main reasons for consumer dissatisfaction.

2. Security concerns: There are many security concerns. Due to privacy concerns, consumers are reluctant to consider purchasing products online. Consumers are concerned about fraudulent transactions.

3. Traditional options are still better: Some consumers still think that traditional options are the best option because there are no issues with exchanges, fraud, or deductions of funds without a successful transaction compared to online shopping.

4. Financial Risk: There are a lot of financial risks associated with online shopping that consumers think about. The 7 levels of uncertainty also affect consumers online shopping.

5. Lack of physical access: This is a major limitation of social media. Consumers will only buy products online and will not buy products online because they cannot physically see the products. We have looked at the various advantages and limitations of social media, but in fact, these are not all-encompassing limitations, but rather partial negative limitations.

Impact Factor: 7.665, Peer Reviewed and UGC CARE I

2.3 Factors Influencing For Social Media Marketing

Social media has opened up new marketing opportunities for Internet marketers. Traditional "word-of-mouth" advertising has been replaced by "word-of-web". This is because the proportion of people connecting to social networking sites to get product reviews before making an online purchase has increased, and this is now having a significant impact on consumer behaviour. Nowadays, many e-commerce companies have official websites that contain detailed information about products, prices, availability, etc., but consumers usually engage by reading reviews and recommendations from existing customers. People want to make sure that a product is top-notch and worth the money before they buy it. This is where social media plays a major role in shaping consumer behaviour. Customers who have already used the product can help spread the word by sharing their experiences, opinions, strengths and weaknesses of the product or service.

3. Online Marketing

Source: - www.marketing91.com

- Internet marketing, also known as online marketing, offers many unique benefits to marketing.
- Internet marketing is interactive in nature, providing both immediate and direct responses, and is unique and different from traditional marketing, with a very wide reach.
- Internet marketing refers to digital media such as the web and email, including digital customer data management and electronic customer relationship management.
- Effective Internet marketing requires a well-designed and effective strategy that aligns the company's business model with the functionality and appearance of the website, and focuses on target market segments and appropriate advertising and promotional tools.
- New connectivity technologies and the Internet are having a huge impact on marketers and customers, especially on strategy.
- Many traditional marketing strategies and practices, such as product standardization, in-store retailing, and advertising, have been used.

4. Key Features

Social media marketing is one of the most important parts of a marketing strategy. With the increasing use of social media platforms, businesses have realized the need to create an effective social media marketing plan to communicate with their customers and promote their brand. In this blog post, we will discuss some of the key features of social media marketing.

1) Content Creation: The first feature of social media marketing is content creation. Social media platforms offer various content formats such as text, images, videos, and live streaming. Businesses need to create high-quality, interesting, and relevant content to attract the attention of their audience.

2) Targeted Advertising: Social media platforms allow businesses to target their audience based on demographics, interests, and behaviours. This means businesses can create personalized ads that are tailored to their target audience and increase conversion rates. Social media advertising is a powerful and cost-effective way for businesses to reach their target audience. The cost of social media advertising varies depending on the platform, the size of the advertising campaign, and other factors.

3) Social listening: social media marketing also includes social listening. This means monitoring social media conversations related to your brand or business industry. This allows companies to identify customer feedback, complaints, and questions and respond quickly.

4) Influencer marketing: Influencer marketing is another popular aspect of social media marketing. Companies work with social media influencers with large followings to promote their brands and products. This helps companies reach more customers and increase brand awareness.

5) Analytics and Reporting: Social media platforms provide analytics and reporting capabilities that allow companies to track their social media performance. Companies can measure the effectiveness of their social media campaigns by analysing metrics such as engagement, reach, and impressions.

6) Customer Engagement: Social media marketing provides companies with the opportunity to interact with their customers in real time. This allows companies to respond quickly to customer requests, complaints, and feedback, which in turn increases customer satisfaction and loyalty.

5. Strategy:

The social Networking sites use as strategy:

Source: www.google.com

6. Online System in India

The 'Internet in India Report 2024' reveals that active internet users reached 886 million in 2024, reflecting an 8% YoY growth. Rural India, with 488 million users, leads this surge, accounting for 55% of the total internet population. These social media users on average spend about 2.6 hours on social media and each on average have accounts on 8.6 platforms.
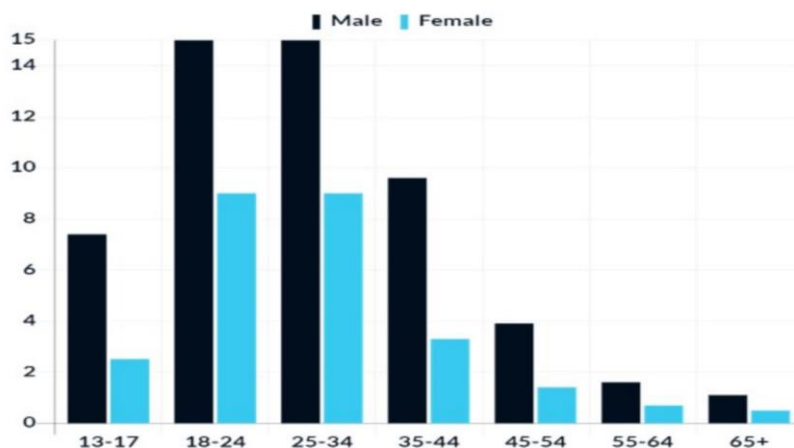
% of Total Social Media Users | Note: Meta's figure as reference, 2024

Conclusion

Social media has become a fundamental part of communication and marketing campaigns. The new generation of consumers have a high level of brand awareness, use the Internet to enter international markets, and their opinions can have a significant impact on

people in many parts of the world. Therefore, when managing fan pages and brand awareness on Facebook, it is very important for companies to create high-quality content and properly understand the behavioural dynamics of users on social media to increase user engagement. They need to know what incentives are needed to create successful advertising campaigns that bring effective results and meet the needs of fans. Posts of brands' Facebook fan pages can have different characteristics and their content can have different effects on different consumers. The advantages of social media marketing speak for themselves: by generating a high degree of brand loyalty and reducing the company's contact gap with its customers. Social media can be a powerful tool for any organization. The benefits of social media marketing are clear. It creates a high level of brand loyalty and closes the gap between a business and its customers. Social media can be a powerful tool for any organization. It increases the visibility of a business, improves relationships, allows two-way communication with customers, provides a forum for feedback, and increases awareness and reputation of a business. For these reasons, social networking sites have become important platforms for businesses. When comparing social media advertising channels to traditional advertising channels, social media advertising channels have proven to be more advantageous.

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