



## **ROLE OF SOCIAL MEDIA IN MARKETING**

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### **ABSTRACT:**

*Social Media, today, is the various 'high-quality opportunities available' to a logo for connecting with prospective consumers. Social media is the medium to socialize. these new media win the believe of consumers through connecting with them at a deeper degree. Social media advertising is the brand new mantra for numerous manufacturers on account that early last 12 months the growth and advantages, position and relevance of social media in advertising and marketing, social media advertising strategies. It also presents an outline on social media marketing in India. So, it's miles the one of the ways to give brief and eminent records to their target customers and to enhance the employer sales. With the help of social media businesses are percentage messages through the internet thru internet web sites, social networks, and instantaneous messages, news feeds about an occasion, product, carrier, brand or enterprise. The goal of this paper is to perceive the range of internet customers in India and its growth function from 2016 to 2019. And additionally discover the specific paperwork social media networks to speak message to their potential clients.*

**Key Words:** Social media, growth of internet users, forms of social media

### **INTRODUCTION**

Social media advertising and marketing is marketing the use of on line communities, social networks, weblog advertising and more. it's the state-of-the-art "buzz" in advertising. India might be some of the first proponents of social media advertising and marketing. in recent times, the organizational cause has changed the social cause as corporations are seeking for to interact with their target market thru the net platforms. The explosion of social media phenomenon is as thoughts boggling as that and the pace at which it's far growing is frustrating. agree with and goodwill are the premise of social networking, and by means of advertising inside the realm of social media these essential notions need to be adhered. It might be the best advertising and marketing platform that encourages idiot proof conversation and responsibility among sellers as well as customers. worldwide agencies have recognized Social Media marketing as a capability advertising platform, utilized them with improvements to strength their advertising campaign with social media advertising.

**Social media:** it is a media is attractive with clients on-line. consistent with Wikipedia, social media is net-based totally tools for sharing and discussing records amongst humans. Social media is all about networking and networking in a manner that espouses consider among events and communities involved. Any website which permits person to share their content material, reviews, perspectives and encourages interplay and community constructing can be labeled as a social media. a few famous social media web sites are: facebook, YouTube, Twitter, Digg, My area, StumbleUpon, delicious, Scribd, Flickr and so on.

The meaning of the term 'social media' can be derived from two phrases which constitute it. Media typically refers to marketing and the communique of ideas or records through

publications/channels. Social implies the interplay of people within a collection or network. Taken collectively, social media clearly refers to conversation/guide structures which might be generated and sustained by the interpersonal interplay of people through the particular medium or tool. Wikipedia has a trendy definition of the time period: Social Media is the democratization of information, transforming people from content readers into content material publishers. it is the shift from a broadcast mechanism to a many-to-many version, rooted in conversations between authors, humans, and peers.

**Benefits of social media marketing:**

Significantly different from conventional marketing strategies, Social Media Marketing (SMM) offers three distinct advantages. One, it provides a window to marketers to not only present products / services to customers but also to listen to customers' grievances and suggestions

Social media marketing helps in:

- Generating exposure to businesses.
- Increasing traffic/subscribers.
- Rise in search engine rankings.
- Generating qualified leads due to better lead generation efforts.
- Selling more products and services

**OBJECTIVES**

- To identify the number of internet users in India and its growth position from 2016 to 2019.
- To identify the different forms social media networks.

**2.0 LITERATURE REVIEW**

**Alalwan, A.A., Rana** Social media is the medium to socialize. these new media win the accept as true with of consumers by way of connecting with them at a deeper degree. Social media advertising is the new mantra for numerous brands for the reason that early closing yr. entrepreneurs are listening to many different social media possibilities and starting to implement new social tasks at a better fee than ever before. Social media advertising and the companies that put it to use have end up more sophisticated.

**Choi, E.ok., Fowler** Social media is made from user-pushed websites that are normally centered on a specific focus (Digg = information) or characteristic (del.icio.us = bookmarking). every so often, the community itself is the primary enchantment (facebook and Myspace = networking) Social media is enticing with consumers on-line. in keeping with Wikipedia, social media is internet-based gear for sharing and discussing facts among people. Social media is all approximately networking and networking in a manner that espouses believe amongst parties and communities involved.

**Duffett, R.G** consequently, an organisation might be more aware of its product's trajectory and attraction to its most important targets, and act according to those new gathered insights. although, whether or not an business enterprise is pursuing a proactive or reactive strategy,

the social media objectives are inspired by its enterprise, size, and the social networks it makes use of for its virtual advertising approach.

### **3.0 STRATEGIC OPPORTUNITIES OF SOCIAL MEDIA MARKETING FOR ORGANIZATIONS**

Social media offers many possibilities for both clients and agencies. On one hand, in using social media, purchasers have evolved new methods to have interaction with manufacturers, to voice their reviews approximately particular brand studies, and have additionally helped them in looking, comparing, choosing and buying items and offerings the opposite hand, businesses have the opportunity to spend money on their social media presence and broaden more focused campaigns, talk with consumers, use the medium to force direct sales, benefit insights into how customers understand and respect a brand, as well as lifetime price targets, along with customer acquisition and retention.

#### **ROLE OF SOCIAL MEDIA IN MARKETING:**

Social media is now an increasing number of becoming an ingrained aspect of political campaigns, countrywide defence techniques, public policy, public relations, brand control and even intra enterprise communique. because the major project of marketing as device used to tell consumers about the organisation's merchandise, who they're and what they offer, social marketing plays an essential position in advertising.

- Social media can be used to provide an identification approximately the corporations and the goods or offerings that they provide.
- Social media allows in creating relationships with individuals who won't otherwise understand approximately the products or carrier or what the agencies constitute.
- Social media makes corporations "real" to consumers. if they need humans to follow them, they want no longer just talk approximately the trendy product information, but percentage their character with them.
- Social media can be used to companion themselves with their friends that may be serving the identical goal market.
- Social media may be used to communicate and provide the interaction that consumers search for.

#### **Forms of social media:**

**Facebook:** Now days fb is principal key participant in social media. facebook and twitter both are complementary to each different. when examine to facebook is permit a product to offer motion pictures, photos, and longer content material and suggestions as different followers can at once touch upon the product pages for others to look and take a look at the information.[4] whilst facebook can link returned to the product's twitter pages as well as ship out events reminder. As of may additionally 2017, eighty three% of corporations marketers use facebook to sell their brand.

**Google+:** Google+ presents pages and a few functions just like the fb. it is also able to integrate with the Google search engine. a few other Google products are also integrated,

such as Google advert phrases, Google maps. For the development of Google personalize search and different vicinity-based seek services

**Twitter:** Twitter is pleasant platform of social media, companies without difficulty to sell their merchandise in tiny messages confined to a hundred and forty characters which seem based totally on fans' domestic pages. Messages can link up with products internet sites, along with face ebook profile, pix, videos and and so forth. amongst these utilized by organizations to provide patron services.

**Instagram:** it is one of the social media .it facilitates to agencies provide data directly to their respective clients. it is ones of the fine platforms for all outlets and marketers to reveal their manufacturers to goal clients. the various human beings they share pictures, emblem names to their friends. Many massive names have already jumped on board .in world the famous brands are Starbucks, MTV, Nike, Marc Jacobs, purple Bull are comply with this social media.

**Whats App:** In India whats up users rather growing 12 months by using yr. So companies provide product or services related to this social media. In its character percentage facts advantageous and corrective records to target market .and it's also famous via media advertising.

#### **4.0 SOCIAL MEDIA MARKETING STRATEGIES:**

SMM is still in its infancy. Most of the online retailers though appreciate its positives fallouts on the brand awareness and promotion; they are still in the early stages of adoption. For an organization willing to invest in social media marketing, it is important to understand why SMM is an important marketing strategy and how it can help:

- this is the age of purchaser satisfaction. It isn't about promoting it is greater approximately interacting. There is a lot to analyze from the customers. the usage of social media you could perceive clients, listen to their feedback and use them to improve and innovate on products or services.[5]
- SMM is not a mass advertising approach. it could be used to identify peer groups and promote it to that particular institution. Social Media can assist in figuring out influencers and thru them possible manual a potential customer into making a purchase.
- SMM calls for novel marketing techniques as the attention span of on line junta may be very low. This is basically because of the multitasking phenomena. a person watching a video clip on YouTube might be concurrently updating a weblog, at the same time as reading any other one and looking buddy's pix on fb. with the intention to garner their attention faraway from distractions the advertisement ought to be innovative and exciting to hold the creativeness and attention of the prospect.

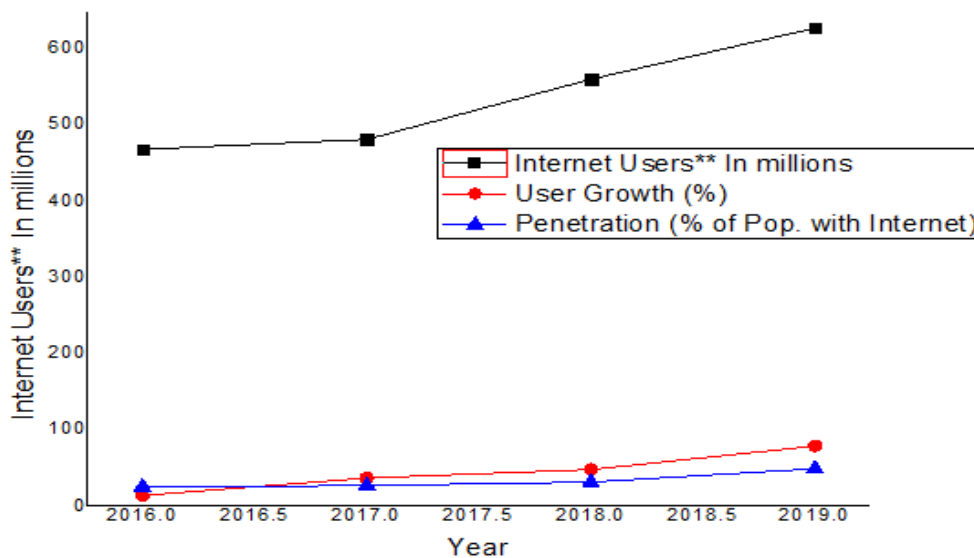
#### **Growth of social media marketing:**

in line with the have a look at, exceptional industries are adopting social media advertising and marketing at one of a kind fees, and at the same time as many industries have commenced using social media advertising and marketing of their efforts to reach greater customers, many nonetheless have no longer located it as their pinnacle priority. A research suggests that charitable groups are still outpacing the enterprise international and academia in

their use of social media. In a examine carried out in 2016 to 2019, a incredible 80-9 percent of charitable organizations are the usage of a few shape of social media together with blogs, podcasts, message boards, social networking, video blogging and wikis. A majority (fifty seven%) of the groups are blogging. 40-five percent of those studied report social media is very crucial to their fundraising method. whilst these corporations are high-quality acknowledged for his or her non- earnings status and their fundraising campaigns, they demonstrate an acute, and still growing, awareness of the significance of net 2.zero techniques in meeting their goals

**Table: 4.1 Growth of Internet users in India**

Year	Internet Users** In millions	User Growth (%)	Penetration (% of Pop. with Internet)
2016	468	42	25.19
2017	481	48	27.04
2018	560	59	31.58
2019	627	79	49.07



**Figure 4.1 Growth of Internet users in India 2016-2019**

Above table shows that. the growth of internet users in India 2016 was 468 million they increase to 627 million in 2019. In between 2016 to 2019 the internet users growth was 79% when compare to the user growth to previous year, 2019 has highest growth 78%.

**CONCLUSION:**

it's miles concluded that Social media offers many possibilities for both purchasers and corporations. On one hand, in the usage of social media, consumers have evolved new approaches to engage with brands, to voice their opinions approximately particular logo reviews, and have additionally helped them in searching, comparing, selecting and buying items and services in India internet person’s increase is tremendously growing yr by year. it's far an opportunity for all groups. through Social media companies are send without problems



facts to target clients. it creates and cognizance on the product and offerings. Social media is a fine promoting tool to reduce advertising expenses. And additionally, without delay increasing quantity of subscribers. The sturdy courting among net users and social media. the general public of customers in cutting-edge days the use of internet in India. So, it's far the one of the methods to give quick and eminent information to their goal clients and to improve the organization sales.

**Future scope:**

It have to recognition on examining customer behavior on social media advertising, through proposing and validating a scale that would provide an explanation for this conduct. moreover, researchers have to inspect the variations of on line patron behavior based on one-of-a-kind social media platforms (facebook, Twitter, Instagram, Snapchat). Social media components are nevertheless within the early degree of research in inspecting their volume for virtual advertising. As a result,) word this is probably the principle impediment in reading the attitudinal and behavioral responses of customers toward virtual marketing procedures on social media systems.

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