

## AN OVERVIEW OF SOCIAL MEDIA MARKETING

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### Abstract

In recent years, Social Media Marketing has become an unique way of marketing by content sharing, posting text and image updates. Social Media marketing is a form of internet marketing which opens a wide place for the business. It made possible for business people to reach their customers easily and instantly. It is one of the most effective forms of internet marketing and gaining its popularity all the time. Social media enables brands to reach people through one to one communication. This article discusses about an overview of Social Media Marketing.

**Keywords:** social media marketing, consumer, social networks, facebook,

### Introduction

Different forms of marketing are all around us and we cannot help running into them every day of the year. The basic purpose of marketing is to attract new customers and to maintain the already existing customer relations. By creating value for customers, marketers capture value from customers in return. This means that marketing is a dialogue between the marketer and the customer. (Kotler & Armstrong 2014, 26-27.)

Marketing is constantly changing its rules according to the needs takes place. The role of marketing is gradually changing by adopting new methods. Social Media Marketing is one of the methods of Marketing. Social Media Marketing is a form of Internet marketing that utilizes social marketing websites as a marketing tool.

Now a days, consumers most definitely spend more time online. It's up to marketers to understand these new behaviour trends. It helps a company get direct feedback from customers. Today user's interact through social networks where peer reviews and recommendations are key elements. Social media marketing helps a company get direct feedback from customers. The interactive parts of social media give customers the opportunity to ask questions or voice complaints and feel they are being heard. Social Media Marketing is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve branding goals. It including activities like posting text, image updates and videos and other content that drives audience engagement. Social Media Marketing became more popular with the websites such as facebook, youtube, whatsapp, twitter, Instagram linkedin etc.,

Social media marketing is one of the most effective forms of internet marketing and gaining its popularity all the time. Facebook recently announced that 40 million active small business pages now exist in their service (Snyder 2015). This gives an idea how popular marketing on social media is.

### Objectives:

1. To study about the social media marketing.
2. To know about the impact of social media marketing on consumers.
3. To study about the usage of social media channels.

### Methodology:

The study focuses on extensive study of Secondary data collected from various books, Journals, publications from various websites which focused on Social Media Marketing.

### Benefits of Social Media Marketing:

1. Direct Access to Customers: Social media allows you to connect with your target market, prospects, and customers at any time. In fact, some platforms allow you to import your contacts into your account to connect with them. You can use this as a way to instantly inform your customers on current promotions, special offers, new products, and more. And best of all its free. This is a great way to up sale your current base.
2. Lower Advertising Cost – It cost more to print than to make a post on social media. There are Facebook ad campaigns that reach more people than billboards. YouTube, which is the second largest search engine in the world, can be more cost efficient than network TV ads. Social media allows brands to be laser focused and spend less on advertising.
3. Unbiased Reviews on Brand, Product, or Service – Consumers today are leaving more online reviews than ever before. They will either show their love or hate for your product or service. Either way, it provides honest feedback for your brand to consider. Whether good or bad, by monitoring what is being said about your business is a great way to improve. Show your customers you care about them.
4. Word of Mouth: Social media can be a great tool to create massive word of mouth about your brand. Great content can go viral in reach millions fast. Also, the right promotions and contests can get the word out pretty quick.

- Increase Leads & Sales – Social media marketing can increase sales. It is your job to decide how. There are people who are tweeting right now about a specific need they have. Brands who engage with this audience daily may can convert leads. A percentage will turn into sales and the source will be apparent.

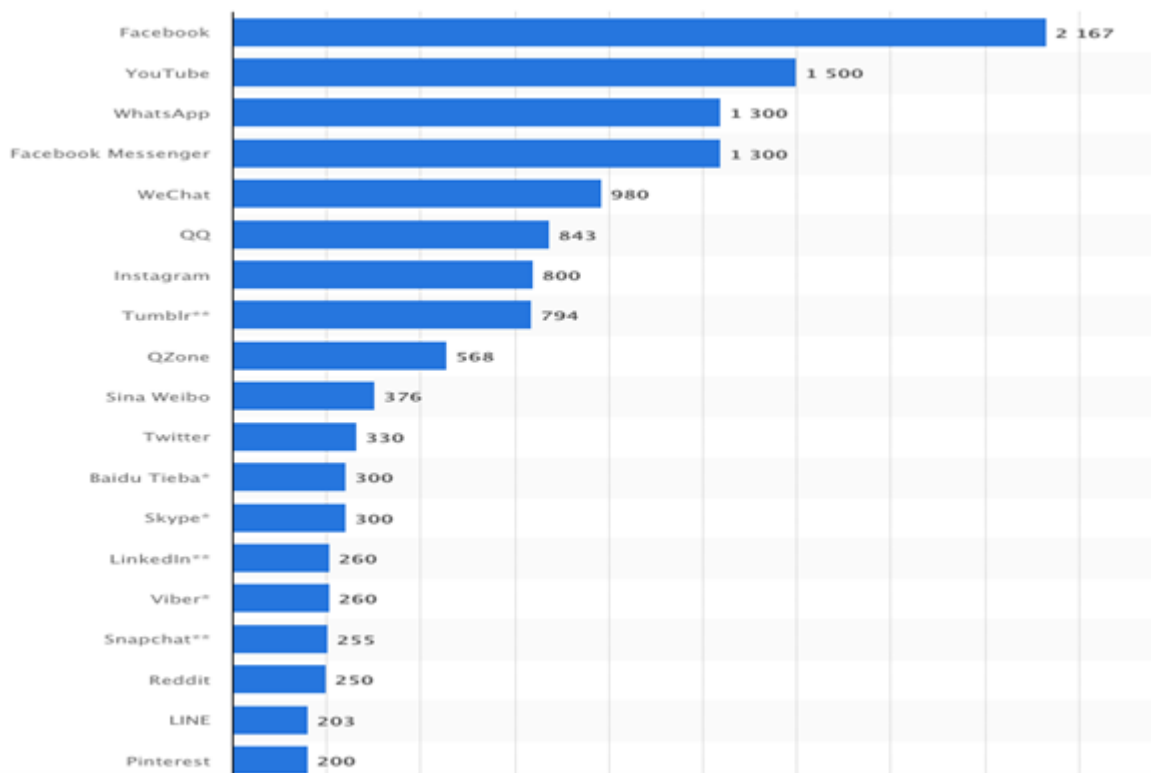
**Impact of social media marketing on consumers:**

Social media Marketing creates a venue through which computer-based word-of-mouth communication can significantly influence the brand image. Because one consumer can reach hundreds if not thousands of followers in a single post, companies must address their approaches to managing social networks before creating an online presence. The rise of social media over the past decade has not only changed the way people communicate, it has undoubtedly also had an impact on how they shop, be it online or at a boutique around the corner. Before making a purchase, consumers now have the chance to scroll through thousands of product photos on Instagram or Pinterest, look for promotions on a retailer’s Facebook page or scroll through comments in a brand’s Twitter feed. 78 percent of consumers are influenced by social media when shopping online. The following chart sums up in which ways social media affects online shopping behavior.



**Usage of social media channels:**

The most popular social networks worldwide are Facebook, youtube, whatsapp, messenger etc., With over 2 billion active users Facebook holds the majority market share. Google's YouTube is second with Facebook-owned, WhatsApp and Messenger not far behind. Facebook's Instagram platform has fewer than half of the visits of following from this.



**Conclusion:**

Social Media Marketing is a powerful way for business of all sizes to reach prospects and customers. Great marketing on social media can bring remarkable success to the business, creating devoted brand advocates and even driving leads and sales. It will help the business to convert social followers into buyers. In the world with over 70% of internet user’s active on social networks, who spend at least one hour a day on average on those social networks, we have to conclude

that social networks have become a sort of reality in which people communicate, interact, and obviously trust. Most of the users access social networks via mobile devices, with strong indicators that this percent will only increase in the future years. So Social Media Marketing is also a part of business practice.

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