

# “SOCIAL AND ONLINE MARKETING”

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**Abstract:** Social and online marketing plays a very important role now a day's more and more people use internet facilities and therefore online marketing is an important tool to link with them and introduce their product in front of them. In this paper, we discuss social marketing and their importance.

Online marketing removes various limitations of traditional marketing. Online marketing is an impotent tool of marketing to serve a no. of customers which was not previously possible because of high transpiration cost, high cost for giving advertisement in television etc. online marketing involves marketing through social media like face book, twitter, YouTube, and digg and with the help of media too we will do online marketing and an the other hand social marketing means a marketing which is done for the welfare of the society. It include marketing on socially desirable topics like advertisement of polio, athithi devo bhavah etc. all these are social marketing.

## I. ADVANTAGE OF SOCIAL AND ONLINE MARKETING

### A. Advantage of social marketing

1. *Social welfare:-* Main purpose of social marketing is social welfare not to each more profits by giving unethical advertisement us main purpose is to introduce a favorable change in the society.
2. *Cheapest ways of marketing:-* social marketing is the one of the cheapest ways of marketing if is cost effective.
3. *Desirable change in the society:-* Through social marketing there is possible a desirable change in the society like smoking is injurious to health, this advertisement may change their behavior and people may avoid smoking.

### B. Advantages of online Advertisement / Marketing

1. *Less Expensive:-* online advertisement is less expensive as compared to traditional Advertisement.
2. *Use Social Media:-* online advertisement use social media, which is now day's very popular. Customers now a day's love for the marketer to reach no. of customer.
3. *Convenience shopping :-* Customers may see online advertisement whenever they have time marketer may contact there customers 24 hours a

day without any problem and customer may contact marketer whenever they have time. So it a benefits very easily through online marketing.

4. *Choices:-* customers may have a no. of choices in online marketing and it is possible for them to select the best out of the various products.
5. *Cross National Boundaries:-* through online marketing it is possible for the marketing to cross national boundaries and cover international on foreign customer too which is more profitable for marketer.

## II. DISADVANTAGE OF SOCIAL MEDIA

1. *Limited coverage:-* social media advertisement cover only those customers who have internet connection and ignores rest of the society i.e. it has limited coverage.
2. *Uncontrolled Negative Remarks:-* Marketer may not have control over negative remarks of customer. If they give any negative remarks about the product through social media it would have negative favorable on product's image and harms its profitability too.
3. *Hinder Customers:-* if customers use social media they may not be interested in the advertisement but advertisement may be show to them at that time. It just hidrs customers and they may ignore the adverstiement.

## III. CONCLUSION

We finally conclude that social marketing and online marketing is very important from the point of view of customers as well as marketer. It gives many benefits to marketer like increased profits, cost effectives, target audiences etc. limitations of social marketing and online marketing are also there but in spite of that social and online marketing took consideration now a days. As we know that every good thing may have some bad effects also, despite of that we need that. In the same way. Online marketing also have some limitations but ist good side are much more relevant than the bad one.

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