

# “MARKET EXPANSION THROUGH SOCIAL NETWORK”

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**Abstract** ---Social networking sites are websites which allow users to communicate, share knowledge about similar interests, discuss favorite topics, review and rate products/services, etc. It is an online platform that is used by people to build social networks or social relations with other people having similar personal or career interests, activities, backgrounds or real-life connections. Even though social network marketing is still in its infancy, it holds a potential success for businesses if it is carefully integrated in the marketing mix. Using social media for marketing can enable small business looking to further their reach to more customers. Customers are interacting with brands through social media, therefore, having a strong social media marketing plan and presence on the web is the key to tap into their interest. This paper presents a general overview and discussion about adoption of Social Networking sites and Social Commerce platforms for market expansion. Further paper also focused upon the pros and cons and future scope for various businesses.

**Keywords**---Social Networks, marketing, Internet.

## I. INTRODUCTION

The electronic media with a constant innovation like Orkut and g+, Facebook, Twitter, Linked etc given platforms to the wide population of world to not only communicate, do business but also to get into touch on virtual platform as a form of social gathering. The features that available with such a platform have widened the scope of use of Information technology from school children to old age people.

Social networking is rapidly expanding; Williamson (2009a) estimates that there was an 11 percent increase of people visiting social networking sites between 2007 and 2008, with "79.5 million people. 41% of the U.S. Internet user population" visiting the sites in 2008 and by 2013, the number will increase to 52 percent. Furthermore, the trend will continue, and now after the national survey of 1520 adults conducted March 7-April 4, 2016, finds that Facebook continues to be America's most popular social networking platform by a substantial margin: Nearly eight-in-ten *online* Americans (79%) now use Facebook, more than double the share that uses Twitter (24%), Pinterest (31%), Instagram (32%) or LinkedIn (29%).

Globalization has been characterized with unprecedented challenges for businesses to stay competitive and survive for long term. In the business context, market is driven by consumer attitude

towards product and services available with large number of variety. While planning for expanding the market there is a need to understand demographic, need and now tools to reach which are changing rapidly. Large number of people using internet are continuously engaging in conversation via various internet platforms. Tapping people and their conversation and using such a platforms for promoting the business can not only save the efforts needed for traditional marketing and networking with people but also helps in increasing business with less time, cost and efforts.

This paper will attempt to understand the workings behind social network advertising, determine whether it is profitable for businesses to promote their products and services via the social network platforms, and determine the opportunities and pitfalls of social network marketing.

## II. SOCIAL NETWORKING SITES

Social Media is a virtual platform as a Social Networking site for people whether techno savvy or not. It is a place where they can make a group of people, share the ideas, views, opinion, experiences, promote the things etc. The web enables any person to build a vast number of relationships with others, regardless of geographical distance." These sites are further broken down into sub networks, based on demographic or geographical preferences. Certain social networking sites establish networks within networks for particular schools and universities in order for students to sign up, interact with schoolmates, and participate in online events.

Most social networking sites also provide other means of online communications, such as email, instant messaging, chat, blogs, discussion group, and others. Furthermore, in order to attract visitors to their sites, social networks use a different marketing mix to attract visitors to their websites. The 4Ps that are used on such websites are

1) *Personal*: They are personally relevant. The information in social websites resonates to the personal interest of users.

2) *Participatory*: Social networking websites allow participation.

3) *Physical*: Many social networking websites allow users to meet online and outside the cyberspace.

4) *Plausible*: Participation and performance in some social networking websites require some rules which allow all users to function.

Additionally, social networking sites are expanding themselves in new areas. For example: Facebook allows users to create and deploy different custom-made applications and features, which can be business-related ads, promotions, or coupons or non-business applications such as games, quizzes, meetings, groups, fan clubs, etc.

### III. SOCIAL NETWORK AS AN ADVANTAGE FOR MARKETING

Social network marketing can be very advantageous for businesses. Many businesses whether small or big facing problems of both land, labour, capital. The advent of information technology has change this concept into online Marketplace, where there are lots of trading places, low capital and no labour cost, on that need is the skill and tools. social networking, if approached correctly, can help find talent, build brand awareness, find new customers, and help conduct brand intelligence and market research. The communication in social network gets shoppers to listen to one another, review ratings for products and services, and provide product knowledge and personal information.

1) *Brand Intelligence*: First, businesses have an advantage of brand intelligence conducted on social networks. Businesses cannot dismiss the amount of traffic generated by social networks. Social networks used to appeal more to the young audience. However, they are now gearing to other demographic groups, such as "career-based social networks, shopping-based social networks, and employee groups." Thus, businesses can collect consumer feedback, establish a brand presence, or, perhaps, just observe the way their brands are discussed and perceived.

2) *Cost Saving*: Moreover, social marketing can be an inexpensive way to promote a company rather than putting together a huge marketing team or a prohibitive budget. For example, MySpace (2009) charges \$25 minimum to start advertising on MySpace, plus \$0.25 per advertisement. Facebook (2009) charges \$5 minimum daily budget, plus either \$0.01 or \$0.15 cents depending on the advertising campaign purchased. LinkedIn (2009) charges a \$25 rate per thousand clicks.

3) *Connections*: In addition, there are other ways businesses can benefit from online social network marketing. First of all, social network databases of prospects give businesses opportunities to mine social network information and contacts identified through

social networks. Furthermore, social networks may be a great way to find suppliers or employees; for example, the sites like LinkedIn, where people gather to exchange professional information.'

4) *Brand Awareness*: In order to raise brand awareness, employers should encourage their employees to participate in social network marketing and stay connected to the community. However, these activities should also be monitored in order to discourage abuse. Some companies do not seriously approach building brand awareness on social networks; it is a good approach to build that into the business model. Businesses start with small steps. If the method finds profitable, then consider introducing own social network.

### IV. SOCIAL NETWORK MARKETING HAZARDS

Along with the strengths, there are a few weaknesses, when it comes to online social network advertising. Issues such as aggressive advertising, lack of e-commerce abilities, invasion of user privacy, and certain legal pitfalls, among others, can be major disruptions to social network advertising.

1) *Aggressive Advertising*: First, it is thought that if businesses target the consumers too aggressively with advertisements and product promotion and selling, the consumers will not choose to stay in the network.

2) *Lack of e-Commerce Abilities*: Moreover, it is widely thought that social networksites are not yet ready to conduct direct ecommerce. Businesses should not become early adopters of commerce capabilities on social networks. The users will not return or stay with the network if there is too much pressure to buy or if the network is viewed as too commercialized.

3) *Data mining*: Finally, social networking is an opportunity to collect consumer data; however, these data pools cannot just be tapped into. As the time goes by, social network users are more worry regarding sharing their private data. In order to have access to the consumer information, businesses must build widgets and applications that will require that a user share at least some personal data. However, it is projected that the privacy issues will not allow easy access to consumer private data. Data mining companies are collecting free information from personal posts and applications. A company called "Colligent" collects such free information, mines it and sells statistical data to record label companies. For example, Disney's Hollywood Records label used Colligent's data to reach out to the Latin American community to advertise Jonas Brothers newest album.

4) *Legal Issues*: In addition, there are also certain legal downfalls when it comes to advertising on social

networks. There is a number of existing media laws, since social network marketing involves the publishing or broadcast of online content. Thus, businesses have to be especially careful in market research and advertising laws in order not to cross legal boundaries.

## V. FUTURE SCOPE

The scope of social networking is widening, and today it offers a strong support to the companies in providing the much desired touch of concern. Future of social media networking brings exciting promises as expected from the experience of limited users from a few companies in the top bracket.

This is the beginning of interweaving social media networking as a positive business process bringing two people together than merely two organizational entities. People can communicate their message to the suppliers or customers and also convey any difference of opinion over the social networks. The business community has started to take a keen interest in the enormous possibilities of reaching and serving the buyers in this emerging domain of marketing.

Social media networking is a more practical approach for dealing with the consumers. It may be for improving the products listening to the customers' views with critical appreciations. It may also help improving the ways of dealing with buyers using them as ears and the eye of the organizations. The bright future prospect of social networking is also proven with the fact that the technology is integrated in the mobile phones as well. These devices are now being created to with the perspective of global interaction and messaging across geographical boundaries. The concept is one, wherever on the earth; reach the common platform of the people for everybody's benefit.

## VI. CONCLUSION

Social networks are popular places for people of all different backgrounds and experiences to meet. Furthermore, they can be powerful tools for businesses to establish brand presence, build brand awareness, as well as save advertising costs in economically dismal times. However, businesses must also be worry of ethical issues such as intruding user privacy, aggressive advertising, and spamming, in addition to legal pitfalls and data mining issues. Protecting user privacy and securing the user's personal data has become one of the most imperative goals of today's society. In conclusion, social network advertising is flourishing in the era of Web end-user interaction. Therefore, it is advisable that businesses not ignore the opportunities to jump in and expand their customer base.

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