

SOCIAL NETWORKING AND MARKETING MEDIA

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Abstract

Social media marketing is the process of gaining website attention through social media sites. Social media marketing programs usually based on efforts to create content that attract user concentration and encourage readers to share it across their social networks. These electronic word refers to any statement consumers share via the Internet e.g. web sites, social networks, instant messenger, news feeds, product, service, brand or company. When this type of message spreads from user to user and most probably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company, this type of marketing results in earn media rather than paid media. While some small business owners still think social media is just a trend, social media marketing has proven to be an excellent and cost-effective way to promote small business. Social media allows personalizing business brand and developing business relationships with both potential and current customers. There are a number of ways to promote business on the top social media sites, such as Pinterest, Facebook, Twitter, LinkedIn and Google+. This paper presents a survey on how to use social media marketing sites to promote business, benefits & disadvantages of social media marketing. It also provides future aspects of social marketing media.

Keywords : Social media, Internet, Web sites, Social Networks, Instant Messages, Earned Media, Paid Media, Pinterest, Facebook, Twitter, LinkedIn and Google+.

1 Introduction

While some small business owners still think social media is just a trend, social media marketing has proven to be an excellent and cost-effective way to promote small business. Social media allows personalizing business brand and developing business relationships with both potential and current customers. There are a number of ways to promote business on the top social media sites, such as Pinterest, Facebook, Twitter, LinkedIn and Google+.

2 Social Media Marketing and Its features

Social media marketing is a rapidly growing world in which companies are reaching out to targeted customers easily. In simple words Social media marketing is defined as the use of social media channel to sponsor a company and its products. This kind of marketing can be thought of as a subset of online marketing activities that complete traditional Web-based promotion strategies, such as e-mail newsletters and online advertising campaigns (Barefoot & Szabo 2010). When someone talks about social media marketing people often think that they may be talking about Facebook and Twitter. But social media networks also offer effective marketing tools that can bring more traffic to your website and improve your online popularity. Social media marketing has many characteristics. To achieve a good marketing strategy, following are the Social Media Marketing characteristics :

I. Openness

Social media success requires honesty, transparency and authenticity. One fake or negative comment can destroy your online reputation.

II. Customer service

It is very necessary to take worry of your customers. Social media networks are all concerning about each others. It is all about giving value to customers, and not just to promotion.

III. Build communities

Individually managed Blogs, are another heavily used marketing tools. By using blogs, businesses can promote brand awareness by sharing inside information, updating customers about new products by providing links to the main sales units. Interested customers will be updated time to time on any special events, contests or a new promotion organized by the brand or product. Blogs also facilitate the posting of comments and feedbacks, allowing fans and detractors to post opinions and questions to producers. This encourages the exchange of ideas and can also promote honest discussion between individuals and companies to improve their defaults

IV. Participation

Social media encourages contributions and feedback from everyone. Social media includes delivery of ideas at the time of online conversation. It helps to link the gap between companies and audience. With all the new channels of social media, people are enjoying this process of participation.

V. Build relationships

Social media is a two-way communication channel. It requires participation from both companies and customers. As a business owner, it is very important to make good connections with your target audience.. Answering to customers queries is a good way to build relationship with customers.

VI. Reliability

To make profile reliable, companies need consistently show their online presence. Effective social media marketer visits their targeted sites regularly. Companies' marketers also get involved with new users to promote their products.

Social media marketing is the most powerful platform for small businesses. An effective social media marketing campaign grows your business and brings more traffic to your website. Social media marketing is the best marketing strategy allows you to promote your company at the same time build relationships.

3. Advantages

With the popularity of digital marketing on the rise, many businesses are investigating how social media can help them promote their products and services to potential and existing customers. Social networking sites like Facebook and Twitter have transformed the way some businesses think about advertising. Some businesses direct customers toward their social network pages more than they direct them to their own websites. There are certain advantages to market via social media, but there are also related drawbacks as well. To understand better about the advantages of social media marketing, there are five main advantages to succeed in this field:

1. Cost-related

The main advantage of social media marketing is cost-related. The financial barriers to social media marketing are quite low compared to others. The majority of social media sites are free to access, create profile and post information. Whereas traditional marketing campaigns can cost millions of dollars, many social media tools are free even for business use.. The viral nature of social media means that each person who reads your posts has the capability to spread the news farther within his own network, so information can reach a large number of people in a short time .

2. **Social Interaction** One of the most prominent phenomenon of new media is how it has increased and created new forms of social interaction. Users spend more of their time online in communication activities like emails, IM chat, and social networks, which is equivalent to the total time spent online for general free time and entertainment.
3. **Interactivity** is one of the defining characteristics of new media technologies, giving greater access to information as well as supporting increased user control of and engagement with social media content. Interactivity depends on the context. In an online social networking context, interactivity refers to a user centered interaction with machines, messages, or other users, focusing on the experiential aspect of networking process cited.
4. **Social media** provide social media marketers with the skill to mark consumers based on users' personal interests and their friends liking. For example, list of devotional music as one of your interests on a social networking site; you will most likely be seeing ads about devotional music concert and musicians. Moreover, social networking enables word of mouth to promote products beyond what advertising alone does.
5. **Customer Service** Customer service is another crucial area for social media marketing. Certain degree of complexity in the architecture of a website cannot be avoided by website designers. Therefore, it is necessary to have a kind customer service system. Links to Frequently Asked Questions (FAQs) and links to online representatives are useful in order to assist customers in the selection or buying process. Except online assistance in many cases, customers call conveniently a company. Therefore, the use of a toll free phone number for customers should be considered.

4. Disadvantages

The online environment creates not only opportunities, but also complications and challenges for the social media marketing process. The transparency of the web makes online information available to all audiences, and reinforces the need for consistency in the planning, design, implementation and control of online marketing communication. There are five main disadvantages need to be considered on social media marketing, which are:

- I. **Social media** is interactive, and successful, two-way exchange stake pledge. The nature of marketing changes in social networks, with main focus on establishing long-term relationships that can turn into more sales. Some Employee of the company must have to be responsible to monitor each network, respond to comments, answer questions and post product information the customer deems valuable (Barefoot & Szabo, 2010). Businesses without a service to manage these social networks will find it difficult to compete.
- II. **Trademark and Copyright Issues** According to Steinman and Hawkins (2010), It is of the utmost importance for companies to protect their own trademarks and copyrights when using social media to promote their brands and products. A company's brands and other intellectual property are also precious as the products or services of the company. Social media's capacity to facilitate informal and unprepared communication often on a real-time basis can aid companies in promoting their brands and disseminating copyrighted material, but it can also facilitate third party abuse of a business.

- III. Trust, Privacy and Security Issues Using social media to promote one's brand, products, or services can also implicate trust, privacy and data security issues. Company must assure the measures to minimize the exposure of personal data collection, use, and maintenance.
- IV. User-Generated Content (UGC) During the last few years, users have spent more time and shared more information, thoughts, and opinions with each other easily via the Internet. Also, new forms of content generation, communication, and collaboration have come out on the Internet. Oftentimes marketing strategies involving social networking sites or other social media incorporate user-generated content (UGC) into the field (Filho & Tan 2009).
- V. One of the major negative feedbacks of Social media is that it converts consumers into marketers and advertisers of products & services, and consumers can create positive or negative pressure for the company, its products, and its services. Depending on how the company and its quality of product is presented online. Product reviews, images, and tags, provided by customers, serve as a valuable source of information for customers making product choices online ,have increased rapidly on the Internet and have had a great impact on electronic commerce .

5. Discussion

According to Filho, L. M., and F. B. Tan. (2009),The online marketing environment raise a sequence of opportunity and also challenge for social media marketing practitioners. The audience become more uneven and positive, but, on the other hand, the company has the possibility to combine various modes and categories of information in a complex message. Social media also permit the enterprises to collect, register, analyze and use customer data and feedback for better targeting online audiences and customizing its messages Filho, L. M., and F. B. Tan. (2009).In reality, the specific personality of the Internet and social media applications are making the implementation of integrated online marketing both certain and proficient for an online approach. The cost-related factors, social interactions, interactivity, targeted market opportunities, and customer services are excellent features for organizations to adopt a proactive-reactive attitude and to succeed in social media marketing.

6. Conclusion

Social media can be established anywhere with an Internet connection, and it should be considered by marketers, advertisers, and online content creators as a basic part of their communications because social media affects all aspects of the Internet and transforms the role of Internet in people's lives . Today, consumers gain a new role with social media. Consumers are becoming content creators and, thus, functional consumers instead of just consuming, as in the past. Social media applications or tools that facilitate this are blogs, micro blogging applications, social networking sites, podcasts, and video and photo sharing sites. Given this reality, it is useful for companies, especially marketers, to integrate social media into marketing and their marketing strategies. This study has attempted to identify the major advantages and disadvantages determined by the development of Internet technology in the area of social media marketing. Social media is the modern tool for marketers who try every means to get their message out to their target markets. The medium has many advantages and disadvantages based on their firm, and many companies still struggle to find the right way to use it. The average business owners or marketers do not fully understand the risks and challenges in it. The field is still so fresh that it is difficult to evaluate the qualifications of social media "experts" who offer their services online. So, before a company step into the field of social media marketing, they have to complete full research on social media practices. An organization has to master basic principles and tactics of using social media as an effective tool in order to survive in the field of social media marketing. Main goals of a company or organization have to engage customers, to protect company reputation, to provide customers with good quality of product and services and to satisfy customer's need. Social Media Marketing

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