

## **Role of Social Media Marketing for Women Entrepreneurs**

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### **ABSTRACT:**

The role of social media in the empowerment of women entrepreneurs in emerging economies is a nascent area of research, despite the large numbers of women entrepreneurs around the world. The empowerment of women is much needed for the social and economic growth of any society. They are the creators, teachers and developers of any human generation. Although the stand of women socially and economically and the scenario of women entrepreneurship are gradually changing in big cities, the small cities still face a challenging environment on this issue at this point of time. This study also sheds light on social media's important role in saving women's businesses. Facebook, WhatsApp, and Instagram have become the main instruments through which women market their businesses and reach new audiences. Aggressive promotions, accompanied by attractive offers such as discounts and additional services, have helped women entrepreneurs reduce their losses. Overall, we conclude that women entrepreneurs found innovative ways to survive their businesses. Social media platforms with its dynamic nature and intensive reach have helped many women entrepreneurs to identify new business opportunities and sales leads online for developing their business. The idea of "Minimum investment, Maximum profit" in Ecommerce business is helping women entrepreneurs to start their businesses while working from the comfort of their homes. Thousands of women are selling products around different categories like jewellery, home furnishing, handicrafts, home utility products, fashion apparel and

accessories, etc through Ecommerce platforms. This study is about understanding the role of social media platforms as a branding tool for women entrepreneurs in India and how these social media platforms have helped them in establishing their own personal brand.

**KEYWORDS:** Women entrepreneurs, social media, E-commerce, empowerment.

## INTRODUCTION

Understanding the importance of social media is crucial in today's small business environment. These platforms have become essential tools for any digital marketing plan.

A savvy social media strategy for small businesses can help you increase brand awareness, boost inbound traffic, and improve SEO. Staying active and responsive increases brand loyalty and builds trust, enabling your business to become relational and connected to its audience. . This is observed through Coca Cola which has ground-breaking promotions that are fun and have interactive features on the social media platform of Facebook. In their summer snapshot promotions fans are persuaded to take

pictures with the summer coke cans, which enables the product to be incorporated with the involved fans whose photos have been uploaded. The viral effect takes place when the posted pictures are sent to newsfeed since on Facebook pictures are the main feature of communication as they are the most viewed items . Nike is another big brand that has taken their social media marketing campaigns to the streets through their training applications, which is a portable work out training tool that enables their community to train anywhere from This aspect of big international brands using social platforms to their advantage through online social networking.

Social Media also known as Web 2.0 has enabled modern entrepreneurs to be more in charge of the affairs as far as information is concerned. They also have control over market procedures and vital disputes and problems affecting them. Web 2.0 or Social Media, has been recognised as the new tool in strategic marketing that offers a lot of different tactics for women entrepreneurs globally to advertise, market and attract clients, which leads ultimately to transactions

taking place. Employing these tactics has allowed these women entrepreneurs to survive by creating economic al of engaging social media platforms apart from other aspects of community building, reputation, knowledge and support management. Social Media tools have a lot to offer in terms of encouraging and assisting indirect sales, while the

most vital of all the tools is enabling the brand awareness. The only requirement needed for achieving this is long term-

investment, understanding the importance of user feedback and a wide community that engages with the platforms.

Currently the outcome of ICT is experienced in all aspects of marketing, organisations core operations such as market

analysis and decision making, monitoring and control, communications, distribution channels, product development.

### **IMPACT OF SOCIAL MEDIA ON WOMEN ENTREPRENEURSHIP**

Increasing use of social media platforms has opened up plethora of opportunities for women who are willing to work independently. It has been a blessing in disguise for all those women who have the potential to do things differently. Social media has thus played an important role in economically empowering women. Social media has been a step closer to bridging the gap between concrete floating ideas and their smooth execution. Here are a few ways in which social media has helped women entre

**Building easy networks and connecting with customers has become easier:** Traditional forms of marketing relied on investing a lot of resources and managing all the expenditure by itself. Social media, on the other hand, has led to more effective ways of marketing. Marketing campaigns can be easily handled with the use of powerful social media marketing offers.

**Direct interaction with customers which can lead to increased engagement:** Nothing can outweigh the importance of directly building ones market through social media channels. With increasing social media marketing, companies can directly share their offers, product updates with customers to enhance their experience. Women entrepreneurs are exploiting this form of communication to increase their visibility in the market. According to reports, women are using social media channels to promote

their businesses and personal brands by leaps and bounds as compared to male counterparts.

**Increased collaborations can lead to huge profits:** Building ones loyal customers using social media platforms can be a tedious task in hand. Women entrepreneurs can connect with larger community of businesses to diversify their networks. Collaboration can be extremely helpful in this regard as it can lead to increased online visibility of ones own brand. This can particularly benefit women as they are ready to help each other as compared to male counterparts.

**WOMEN ENTREPRENEURS SHOULD CONCENTRATE ON THE FOLLOWING ACTIVITIES TO MANAGE A BUSINESS ON SOCIAL MEDIA:**

- Identify your target market and create a plan to reach them. Attract their attention with the right product/service.
- Choose the most appropriate mix of social media platforms. Also identify the platform which works best for you target market and product.
- Plan on the frequency of posts. If you cannot keep your followers engaged or fail to give them new and unique products, they will lose interest in your brand and unfollow. Create pictures and videos of the products strategically/creatively. This will be the prime factor which can attract the target consumer towards your brand on social media.
- Encourage customers to post positive reviews. This is a crucial factor which can motivate other followers to make a purchase.
- Focus on relationship building. Keeping the customer happy will ensure positive word of mouth publicity.
- Create a process to deliver quality service.

**WHY SOCIAL MEDIA IS A BLESSING TO WOMEN ENTREPRENEURS WHO WISH TO START VIRTUAL VENTURES:**

In this situation social media has proven to be a blessing for such women entrepreneurs. They can today run successful business from their homes with minimum technological know-how. Social media has enabled the women entrepreneurs to do business online and earn profits in their free

time. Social media setup require low investment and initial funding, making it very attractive to the home-based women entrepreneurs. Since, many women can run their businesses from home and at their own convenience, this has helped them to have a better work-life balance, where they can effectively manage both their professional and personal lives simultaneously. The home-based women entrepreneurs who have become financially independent are now able to contribute to the family expenses, the ability to do so has empowered them. The home-based women entrepreneurs require basic technological knowledge to run a business on the social media platforms, however, skills and know-hows of promoting the products will lead to greater profits and growth. Social media has limitless scope as it offers one access to a limitless market, you promote your products or services beyond the boundaries of your neighbourhood, hometown, state and country. The scope is as big as your ability to manage a successful venture.

### **CHALLENGES FACED BY WOMEN ENTREPRENEURS:**

Women entrepreneurs are a different class of entrepreneurs. They function in an environment which is distinct, the challenges they face are vastly different from the challenges faced by male entrepreneurs. The situation is even more difficult for the Home-based women entrepreneurs, who run their business from their homes. Some of the challenges faced by them are:

Societal norms which discourage women to be financially independent, inability to set up and manage a brick and mortar set up, lack of trust by family members and financiers, priority towards family commitments, lack of business know how, lack of experience and professional knowledge. The Home-based women entrepreneurs are the ones who run their business from their homes and do not have a shop or any other physical setup for the purpose of conducting their business. They can broadly be divided into two categories, producers of the product or service they sell and resellers of the commodities they sell.

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