

# Social Media Marketing for IT Company

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**Abstract** – Social media permits people to freely interact with others and gives more than one approach for an entrepreneur to attend and interact with consumers. Considering the numerous methods social media impacts individuals and cooperation alike, in this article, the author's awareness of this on the satisfactory social media platform for IT Services Company. Apart from this media like Facebook create a faithful connection between product and individual which leads to massive Advertising and Marketing opportunities. Similarly, different social media blogs create a platform to put up a touch upon any occasion which desires to be publicized also may be utilized as a promotion approach from customer's Adoption for promotions. Now users are obtaining followers and subscribers and directing them on your social networking page. These media have a competitive side over different famous public media live television because there may be a time gap among social occasion occurrence and the time it is being broadcasted. This research paper emphasizes on the strategies that can take this viral advertising mode beyond the normal social media at present. As a result, it can also assist in building your community strong enough to make your marketing effective and initiative buying.

**Keywords** – Social Media Marketing, Digital Marketing, Facebook, Twitter, Instagram, Social Advertising, Blogs.

## I. INTRODUCTION

Social media advertising or SMM is a type of e-marketing that involves innovating and sharing quality content material on social media networks to gain advertising and branding goals. Social media advertising and marketing include jobs like posting text and image updates and other content material that drives users' engagement, as well as paid social media advertising.

Social media advertising is a technique that empowers individuals to sell their products or services through an online social channel and to speak with the individuals into a miles larger network that may not have been to be had traditional advertising channels. Social media, importantly emphasizes the collective in place of the individual. Communities exist in specific shapes and sizes at some point of the internet, and people speaking among themselves. It is a process of social media marketing to leverage these groups well to efficiently

speak with the community participants about applicable product and service offerings. Social media advertising additionally involves listening to the communities and organizing relationship with them as a consultant of your company. As we will talk later on this book, this is not constantly the very best feat. In essence, social media advertising is about taking note of the network and responding in kind, but for plenty of social media entrepreneurs, it also refers to reviewing content material or finding a particular beneficial piece of content material and selling it inside the substantial social sphere of the internet. Social media advertising is a new component of search engine marketing, but it is without a doubt in a class of its own. Social media advertising and marketing first started with publishing. Entrepreneurs have been sharing their data on the social media platform to generate traffic to their websites and make income. But social media has matured a way past being just an area to broadcast content material. Nowadays, businesses use social media in multiple ways. For example, a commercial enterprise that is concerned about what human beings are saying approximately its emblem might screen social media conversations and respond to applicable mentions (social media listening and engagement).

An enterprise that wants to reach a particular set of audience at scale might run highly-focused social media ads (social media advertising). As a whole, those are often also called social media management. It does not relate most effective in searching it relates to a broad class of word of mouth Advertising and Marketing that has taken the internet through its horns. Fortunately, the phenomenon is the simplest growing at this point.

### **The objective of the Study**

1. Study about Social Media Marketing for IT Companies.
2. To understand how IT companies using Social Media Marketing.
3. To understand the Growth of social media marketing before and after COVID19.

## II. LITERATURE REVIEW

## A. *Social Media Marketing*

### i. *Importance of Social Media Marketing*

Unless you have been living under a rock, chances are, you are more than familiar with the term social media. You probably have an active account on at least one of the popular social media platforms. For the sake of your time, I will not go into defining social media or bore you with its early rise. Instead, let's look at why is that social media is so important and how to take advantage of its popularity. Easy and convenient connecting with friends and family aside, social media offers many other advantages that people in the past couldn't enjoy. From getting to know people from all over the world, to stay updated with the latest news, sharing your opinion, and discovering new things, products, and services, social media has become an inevitable part of the modern society of today. Growing with an insanely fast pace, social networks are now one of the fastest-growing industries in the world. It is no doubt that many businesses have taken advantage of the activity on social media and managed to increase their conversion. If you think of social media as nothing but a trend that is doomed to fade away, you cannot be more wrong. With more and more people joining every day and using the social media platforms efficiently for various purposes, it is safe to say that the social media industry is definitely at its peak and will only grow bigger in the years to come. If you want your business to evolve, then forget about newspapers or TV ads, because right now, social media is the ticket for expanding your company.

### ii. *Social Media Marketing Goals*

In the confusion that the fast-evolving world of social media marketing can bring, with the popularity of different platforms coming and going, different uses, numerous sets of metrics to measure performance, etc., it can be useful to come back to basics and remember the benefits that organizations can expect from social media marketing. This can help see the forest from the trees and ensure that strategy is aligned with goals and not with the latest fad. The benefits social media can bring to organizations can be summarized as follows.

### iii. *Brand Awareness*

When you've had a paper cut, I bet you've put on a Band-Aid. When you've got an urgent question, I'm positive you've to Google it. When you had to make some copies, I'm guessing that you xeroxed them. And while you've packed for a nice picnic, I'm inclined to bet you grabbed a Coke to drink. Am I correct? Most likely. But notice how the number of the words above are capitalized. These are brands, now not nouns or verbs. Speaking in emblem-much fewer terms, Band-Aid has to be called bandage, Google, as a search engine, and Xerox as a copier. But it's more fun to consult the emblem itself, even though we aren't using their unique product. That's what logo consciousness does. It friends actions and products with

specific brands, subconsciously encouraging us to replace common phrases with branded terms. And earlier than you already know it, easy paper cuts or picnics are doing the marketing for us.

### iv. *Brand Engagement*

Brand engagement indicates an emotional dedication to a brand. It's greater than brand awareness; it is loyalty and word-of-mouth advertising. Brand engagement is essential each internally and externally. Building the brand internally and obtaining employee engagement with the brand facilitates to also solidify and build the emblem, in the end, enhancing the brand for customers. Social media has given new that means to word-of-mouth advertising and marketing and the ability for purchasers to engage with manufacturers on new tiers and construct relationships in new ways. Brand engagement is going hand in hand with patron engagement and engaged clients translate to extended revenues, profitability, and market share.

So, does your brand matter? Yes! And, it topics to your employees, your customers, and your backside line. Surveying your customer base, the market, and your employees can perceive the level of brand engagement that exists today and may discover key action objects to increase brand engagement across those key populations.

### v. *Lead Generation*

Generating leads using social media starts with three core elements that are: offers, calls to action (CTAs), and landing page. The offer can range from an educational webinar or eBook to a free consultation with a salesperson. CTAs serve as advertisements that businesses use to send visitors to their landing pages. Think of a landing page as an information transaction. Your business provides some type of information and in exchange for a visitor to that page provides some of their contact information. Landing pages traditionally do not have any site navigation and have only one goal: lead generation. Landing pages are pages of a business website that contain a form into which visitors can submit information in exchange for an offer.

## B. *Social Media Marketing for IT Companies*

Today, Social Media Marketing for IT companies is more vital than ever. Circulation of print magazines is down, traditional tech conferences are declining, and B2B tech buyer profiles are changing—with advertising, HR, finance, and sales groups making their tech selections related to IT. Traditional efforts for promoting your brand propose declining returns, whereas Social Media Marketing for IT-related Companies is in profit. If you don't have the time, the finances, or the internal expertise, an obvious option is to show to an external associate

that can provide guidance on social media marketing for IT organizations. There are, of course, many social media advertising groups out there, yet the majority of these are generalists.

i. *Reasons Why IT Company Needs Social Media Marketing Specialist*

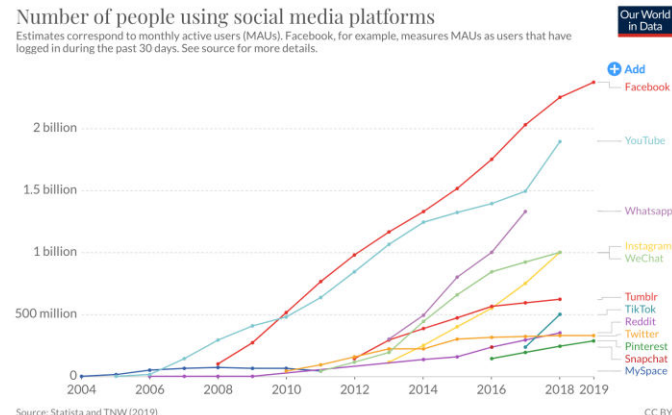
- **Immediate Experience:** You need to market your services however with so many factors to consider your budget, whether or not your focus is on inbound or outbound advertising, the gear you need to succeed, it can be difficult to recognize where to start. The solutions to these questions can be what gets your social media marketing moving. Without the proper experience, you'll need to undergo a long duration of trial and blunders to recognize what works on your company, your target market, and your industry. A company that knows jogging Social Media Marketing for IT companies, just like yours, already knows what works and what doesn't and may spend its time sculpting your precise voice, to achieve better results faster.
- **Cost Benefits:** You need to market your services however with so many factors to consider your budget, whether or not your focus is on inbound or outbound advertising, the gear you need to succeed, it can be difficult to recognize where to start. The solutions to these questions can be what gets your social media marketing moving. Without the proper experience, you'll need to undergo a long duration of trial and blunders to recognize what works on your company, your target market, and your industry. A company that knows jogging Social Media Marketing for IT companies, just like yours, already knows what works and what doesn't and may spend its time sculpting your precise voice, to achieve better results faster.
- **To Hit the Ground Running:** When you pick a specialist agency instead of generalist one, you narrow down at the time it takes for them to research the fundamentals of your product. If they're IT specialists they may already understand the arena of your business – like the Microsoft Partner Network, for example. Especially, if they're a Microsoft Partner themselves who work every day with Microsoft and the Microsoft Partner Network. They're going to recognize what an API is; they will realize who buys tech, they may be familiar and comfortable with SharePoint, etc.

ii. *Some Important Social Media Platforms for IT Companies*

• *Number of Active users on Social Media Marketing*

Number of people using social media platforms

Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.



Source: Statista and TNW (2019)

Source: [Statista](https://www.statista.com)

- **Facebook:** Assuming that you already know how big Facebook is, I will not try to convince you why you need to open a Facebook account. Besides, when you say it like that, your business needs a Facebook page, it sounds like a pretty obvious understatement. But I will give you a taste of the newest statistics and make you understand why having a decent marketing strategy on Facebook can be of huge importance for your overall business. Although Facebook has been a big deal practically since the day it was invented, its marketing side now offers tools that we didn't think were even possible 10 years ago. From selling services via your chatbot and promoting your product in a 360-degree video, Facebook marketing is a standard that all businesses must meet. The fact that Facebook has 2.6 billion active users, from which 1.62 billion use this platform actively daily, is a pretty good reason why you should seriously invest in marketing your brand on Facebook. When the average person spends 50 minutes per day on this platform, you can only imagine how huge of a marketplace this network can be. And while it is true that Facebook is one crowded marketplace, not taking advantage of the tools that it offers can be a terrible mistake for your business. Being as huge as it is, the odds are, your competition is already out there, promoting their products on this platform. Sitting this out is simply not something that your business can afford. It may seem scary, but if done correctly and with just the right amount of effort, you too could have amazing returns. Let this chapter guide your way for a successful marketing journey.

- **YouTube:** I am certain that everyone who has ever used the Internet is aware of how huge YouTube is. I am also pretty sure that, at some point, we have all wasted an entire lazy day watching funny YouTube videos. But what not everyone knows is that, besides its ability to entertain, this platform has also become a crucial tool for successful marketers from all over the world. With over 2 billion monthly users, over 1.2 billion hours of watched videos per day, and over 500 hours' worth of video being uploaded every minute, YouTube is the 2nd popular Search Engine. Whatever category they might fall under, chances are, a huge chunk of your target audience is already on YouTube. Marketing your content on YouTube is a smart move that will help your brand grow by providing more value to your customers.
- **Instagram:** If you still think of Instagram as the social media platform where you post your selfies and well-plated restaurant foods, you need to change your opinion at this instant. Okay, I admit, that's what Instagram was when it first started in October 2010. But fast forward 9 and a half years later, and you see a platform that is filled with valuable tools for businesses. If you want to market your brand successfully online, then having a strong Instagram presence is a must. Instagram has over 1 billion active monthly users, but statistics aside, the main reason why you should choose to learn this platform inside out and decide to have a marketing presence there, is the fact that Instagram users are not just active, they are engaged. Instagram is all about the visual, and if you happen to be in the e-commerce business, well, marketing your brand on Instagram may just mean hitting the jackpot.
- **Twitter:** With approximately 6,000 new tweets per second, Twitter is a great platform for your business. Whatever your goals may be, chances are, a huge chunk of the 330 million monthly active Twitter users represent your target audience. With that in mind, it is safe to say that marketing your brand on Twitter can turn out to be a very profitable strategy for you. But simply signing up and tweeting will not be enough. Just like with any other social media platform, you also need a well-crafted marketing strategy for Twitter. This chapter will help you learn how to promote your brand on Twitter and discover the possibilities of hiding behind Larry the bird.
- **LinkedIn:** It is one of the popular professional networks with over 675 million users from all over the world. If you want to build your connections and expand your network, then being active on LinkedIn is

an absolute must for your business. It is, after all, the top social network for lead generation. Being a platform that connects companies and professionals, LinkedIn, most certainly, requires a unique marketing strategy. Here, the rule is the word of mouth. It is not about who you know, but about who can connect with through the people you know. But promoting your brand via your outdated personal page will not turn out to be a successful marketing plan. Read on to see how to create your killer marketing strategy that will raise you to the top on LinkedIn.

- **Pinterest:** It is that interesting platform where people plan their kids' unrealistic birthday parties. It is your go-to place when you need inspiration, whether it is for remodelling your living room, getting a new haircut, or buying a pair of sneakers. But if you think that just because Pinterest is so much different than Facebook and Instagram, it is not worth the investment of time, money, and effort, to promote your brand, you cannot be more wrong. It is the fact that people go there for inspiration that makes Pinterest a great platform for marketing your business. When your potential customers are searching for inspiration and solutions, your products or services can be the thing that can solve their problems. And as Pinterest's motto suggests, this platform is perfect for reaching your customers while they are making a decision.
- **Snapchat:** When you think about Social Media Marketing, the first platform that comes to your mind is not Snapchat. However, just because it is not up to par with Facebook, Twitter, and Instagram, it doesn't mean that trying to promote your brand on Snapchat is a wild-goose chase. Quite the opposite. Snapchat is taking the social world by storm. It is constantly improving and gaining more users, so missing out on the Snap chatting journey can be a huge strike for your business.

### ***C. Measuring Performance with Google Analytics***

Understanding the performance of your social media marketing is key to being able to succeed in the long run. One of the best ways to monitor your performance is through Google Analytics. Two of the most valuable reports for social media marketers feature under the "Social" section of the site: Network Referrals shows the data on social media traffic referrals to your website from social networks, and Landing Pages will show you which of your website pages are shared most often on social media. You can also use Google Analytics to set up and monitor goals, like completed sales, inquiries, and



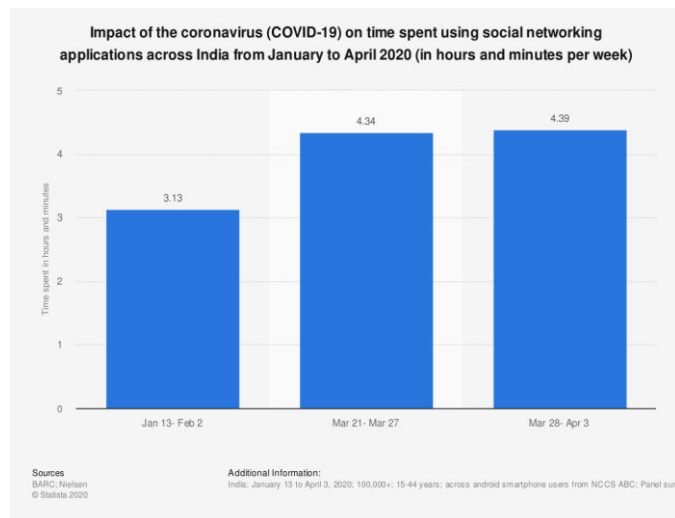
engagement. One of the simplest goals to set up are URL Destination — Google Analytics will mark the goal as met when a visitor lands on a particular page on your website other useful tools for measuring the performance of your social strategy include social networks’ native tools (Facebook Insights, Twitter and Pinterest Analytics, etc.), and Social Mention to track mentions of your business name, competitor names, etc. In essence, use analytics tools to set goals, see where your social media strategy is working best, and work out how your customers are finding you so that you can communicate and improve your efforts to move ahead. It is unlikely that you will nail your social media strategy on the first attempt, so evaluate your progress often and do not afraid to test new ideas, try some old ones, and chose which one is work for you.

### III. FINDINGS

#### Impact of Covid19 on Social Media Marketing

COVID-19 has greatly surprised the world and sent economies spinning. It became late-2019 when the virus first seemed within the Chinese metropolis of Wuhan. Initially, it only affected China, but its outcomes are now felt around the globe, with many nations in lockdown.

During curfew and lockdown, people were using social media applications to gain information about COVID19 as a result of which it was observed that there was a spike in usage of social media applications in the first version of lockdown across the nation. Broadly, there are two perspectives the one is company and other is individual in the case of a company, it uses social media platform as a marketing tool and uses it to brand, sell, market their business. Moreover, it provides a platform for the customer to bond together. As an individual same thing translates into self- present also in this crisis users invest most of the time on social media applications to connect with friends and updated with COVID19 updates as we know twitter, Facebook and Instagram become a primary source of information.

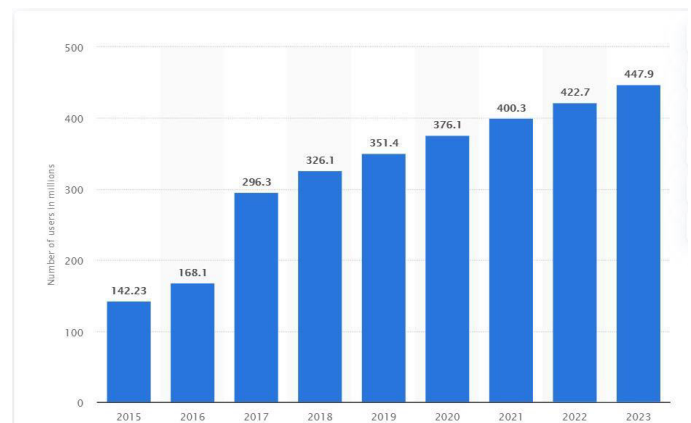


### IV. RESEARCH METHODOLOGY

This research is based on secondary data methodology and non-empirical research. This research involves a literature review, most commonly used research approaches involved collecting data from people through interview, focus group, and survey methodologies. It also involves Content analysis which is the second most commonly used approach whereby researchers use Facebook posts, Tweets (Twitter posts), YouTube videos, or other social media content as a data source. This paper also involves the impact of covid19 on social media and companies.

### V. FUTURE OF SOCIAL MEDIA MARKETING

The future of social media in India is enormous and moving rapidly. It is the 10th biggest economic system and also has the 2nd largest population inside the world. A survey in the year 2019, which notices the top groups admitted that 25-35 per cent of their marketing accounts are dedicated to social media advertising. From that, it's far understood the significance of social media in brand advertising. There will now not be any character who doesn't understand what social media is. Isn't it? But many individuals may not recognize how it's compulsory in digital advertising and the way social media marketing can enhance career growth. Based on the Statista analysis it's been discovered that the number of customers of the social network in India might be 376.1 million. Statista says there is a drastic upward push from approximately 200 million users from 2020-2023. India is encountering development in the variety of mobile customers regardless it includes simply 40% of the nation's mixture populace with getting entry to the net. Besides, it's evaluated that India's net clients will become incredibly the world's largest internet base, after China and the US. As purchasers end up extra related to the matters around them, from shopping to news and interaction, buyers are converting short and now being supplied to data immediately.



Source: Statista

## VI. CONCLUSION

This research paper study lets us understand the different social media platforms available in the market. With the help of the literature review, we have learnt different methods of social media marketing and its impact on the customers. The study depicts that IT companies have been using social media platforms to promote themselves. Considering the views of the respondents and the findings of our research, this study concludes that the influence of social media has a great impact on consumers and therefore the IT companies have effectively taken advantage of it. We have proved that due to the COVID-19 effect, as most of the people are working from home, the usage of social media platforms have significantly increased and thus the companies are using this opportunity to advertise their products to the customers.

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