

Survey on choosing social media for advertising

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Abstract—Advertising is a marketing tactic involving paying for space to promote a service. Communication in the present situation has changed its structure from audio to textual content. Online life publicizing is turning out to be enormous business. Social media will become part of the everyday enterprise operations. A bulk notification is a marketing message sent by a brand to multiple recipients at once. We are adapting a strategy based on the mentioned characteristics to choose the best one out of all the social media applications. The Objective of this paper is to think about various social media and pick the best one among that and deal with the content management system where we pick to diminish the human interaction to a more prominent degree by automating stuffs. To land at the essential finish of which media is best we explored different papers with respect to the adequacy of each social media.

Key words: Social media, Advertisement, Business ,Marketing, profit , Companies.

I. INTRODUCTION

The famous zeitgeist social media is hard to overlook in terms of technology. Social media is on the web everywhere, the internet, the phone and even, occasionally, in the courts. Many big websites are related to social media sites or use design trends for social networking. As of February 2012, in terms of social ads, it became apparent that Facebook was the leader[6] who hit a whopping one billion user accounts[7] with an estimated 750 million unique visits every month[8].

Currently companies seem to be rushing to develop social networking profiles and to advertise through social media. Some corporations seem to feel that such actions are justified because of the ability to produce profits through publicity. Nevertheless, others are sceptical and argue that ads on social media may merely be the next unadvised wave of irrational exuberance in search of the gold of internet fools. This could prove to be the case that at best ads would be nothing more than meaningless to consumers and a waste of money from marketers and as a reduction in the benefit to their members in social media websites. An important first step must be to obtain consumer acceptance of social ads. Over time Social Media has modified its design, in part, in an attempt to build a more functional social advertisement system. Changing the design has been in the hope of increasing customer acceptance. Facebook public pages and social ads can provide businesses with an opportunity to advertise on a large scale. Therefore social media

provides tantalizing hints of untold promise, but with not a small amount of hype as we have seen in Presidential election campaigns .

CIOs will have to develop strategies for introducing four main technologies like cloud computing, context-based computing, pattern-based computing, and social computing in the coming decade[4]. By closely linking these technologies, a CIO can create an ecosystem that can give the company economic benefit while allowing effective collaboration with customers and business partners. Although some may view these technologies separately, it is important for CIOs to recognise how they work together as part of a strategic strategy for social media.[4]

In developing a strategy, one must first appreciate the sheer magnitude of computing power the cloud provides so that one can make full use of cloud-based resources.[4]

II. Weave together major trends

With the development of online life, it is workable for one to speak with hundreds or indeed, even more. The devices and methodologies have changed altogether as the outcome. Because of the effect on an organization's notoriety, a regularly expanding number of organizations utilize social media to advertise.[1]

A. Social media marketing

Social media promoting is one of the most common utilizations of social media which benefits a few organizations a great deal. Starbucks' utilization of social media exhibits it well.[1]

As per Wikipedia, social media advertising alludes to the way toward picking up site traffic or consideration through social media destinations, and social media promoting programs typically focus on endeavors to make content that stands out and urges perusers to impart it to other people[1].

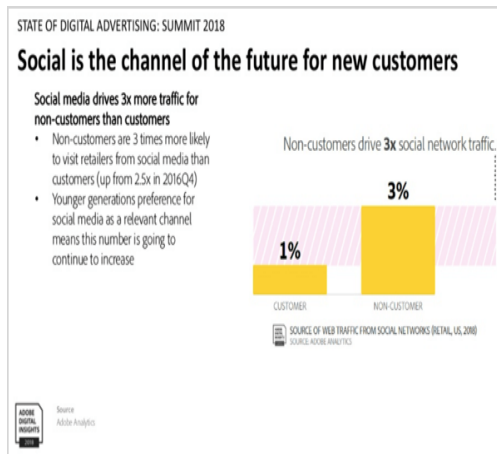


Fig 1: State of Digital Marketing

B.Utilization of social media

So as to assist organizations with bettering social media, Hanna, Rohm et al offer an orderly method for understanding and conceptualizing on the web social media, as a biological system of related components including both computerized and customary media. Michaelidou, Siamagka et al. (2011) focus on B2B SMEs and their social systems administration rehearses, especially, use, saw hindrances, and the estimation of adequacy of SNS as a showcasing device.[1]



Fig 2: Usage of social media

C. The spread of social media

Facebook, Twitter and YouTube are the most prominent social media sites, hosting a substantially larger online user population. These networks draw all kinds of people from youth to senior citizens who spread ethnicity across Western nations, developing markets and least developed countries to create a virtual group of hundreds of millions of users worldwide. Social media is all over the place. In addition to promoting information flow, they also link people to people, people to businesses and businesses to businesses.[2]

Companies see them as an efficient way to send crucial information about their goods and services to the public, despite their unrivalled capacity to provide a global communication hub. The opportunities these platforms offer for businesses are enormous. This infinite ability to disseminate persuasive knowledge worldwide in a

very short span of time lets businesses maximise their influence in the market. Users Want to see or hear about the product or service of a business that can fix their problems, and make a deliberate decision to support such a business. Popularity of sites or networks, however, is by no means a guarantee of excellent financial performance, except that they contribute high- interactions that offer insightful insights into industry and increased sales. [2]

D)Marketing

Mangold and Faulds (2009) contend that social media is a half and half component of the advancement blend on the grounds that in a conventional sense it empowers organizations to converse with their clients, while in a nontraditional sense it empowers clients to talk legitimately to each other. deVries, Gensler et al. (2012) point that situating the brand post over the brand fan page improves brand post prominence.[1] In any case, the discoveries additionally appear that various drivers impact the quantity of preferences and the number of remarks. Lipsman, Mudd et al. (2012) offers a top to bottom investigation of how social media brand impressions arrive at Fans and Friends all through Facebook, rather than just on brand Fan pages. Kaplan (2012) discusses how firms can utilize versatile social media for advertising research, correspondence, deals advancements/limits, and relationship advancement/steadfastness programs. Besides, vital utilization of social media can help build up a training's notoriety (Bonilla-Warford, 2010). Susie Samuel (2012) portrays how to set up profiles with the absolute most mainstream social media stages to encourage work on advertising

Tips for marketers

The problem facing many businesses is that while understanding the need to be involved in social media, they do not really understand how to do it efficiently, what success measures they should be tracking, and how to measure them (Hanna, Rohm et al., 2011)[1].

First, to help managers understand social media better, Berthon, Pitt et al. (2012) propose five axioms: (1) social media are always a function of the technology, culture, and government of a particular country or context; (2) local events rarely remain local; (3) global events are likely to be (re)interpreted locally; (4) creative consumers' actions and creations are also dependent on technology, culture, and government; and (5) technology is historically dependent.

Second, the research of Wilson, Guinan et al. (2011) revealed four distinct social media strategies, which depend on a company's tolerance for uncertain outcomes and the level of results sought: the "predictive practitioner", the "creative experimenter", the "social media champion", "social media transformer"[1].

Third, Kietzmann, Hermkens et al. (2011) present a number of recommendations regarding how firms should develop strategies for monitoring, understanding, and responding to different social media activities: cognize, congruity, curate, and chase—relating how firms should develop strategies for monitoring, understanding, and responding to different social media activities.[1]

Social media helps companies increase revenue; improve profitability; keep its position in the industry; make them more competitive and dynamic. Marketers should make appropriate and sufficient use of social media. However, there are some questions to be solved: how to coordinate social media and conventional media

so that the ROI is maximum; What kind of company is suitable for the use of social media ; How to distinguish the role of social media from other marketing tools etc.

IV .Social media classification

Different endeavours exist in the writing to clarify the structure and reasons for internet based life. Most social media classifications are customer-oriented. 4C's classification models are (1) connection, (2) collaboration, (3) communication, and (4) cooperation.

V.Background on companies that use social media

Social media is recognized by customers as different media that is used for information and communication as well as to create and share content. Social media is defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content".

In spite of the fact that this correspondence was basically proposed to be among people, the utilization of internet based life has immediately stretched out to B2C and B2B, and this to a range that practically 40% of the present associations are actualizing online life as an essential piece of their systems. Social media can be divided into digital libraries, forums, social bookmarks, social review, social game, geolocation,

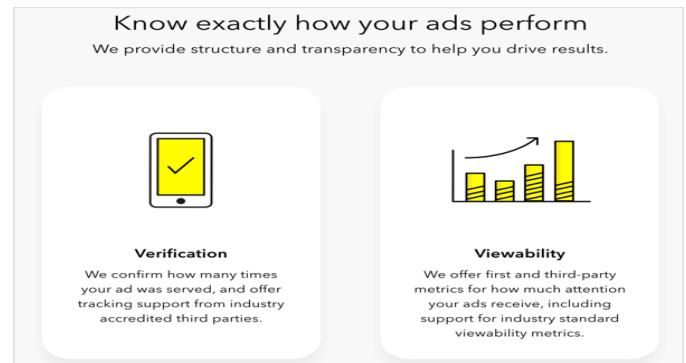


Fig 4: Performance of advertisements

B)Social media is mostly free and low-cost

Major platforms such as Facebook, Twitter and LinkedIn are mostly free, depending on the option, and therefore provide a cheaper means of advertising to a niche market. Small businesses can be up and running in a few hours on a social media storefront, and the fractions of money that the social media platform captures from transactions would hardly be missed by that small business. Companies like the T-shirt supplier, Threadless, are successfully completing e-commerce transactions on social networks. Thanks to social media, viral marketing has become cheaper, very efficient and widespread

C) Social media gives customers a voice

Social media helps manufacturers and service providers monitor feedback, comments and criticisms from their customers. Such user-generated contents furnish companies with strategies and insights for communicating with customers. This connection with their customers promotes their advancement and facilitates new product development. In a recent survey by Maersk Line, one of the biggest shipping companies 15 to 20 percent of Maersk's Facebook fans told them that they were customers. Companies that listen to social media conversations can compute metrics such as relating to business process improvements, which include quickening resolution time, increasing customer satisfaction levels, cost-efficiency gains or profitability enhancement.

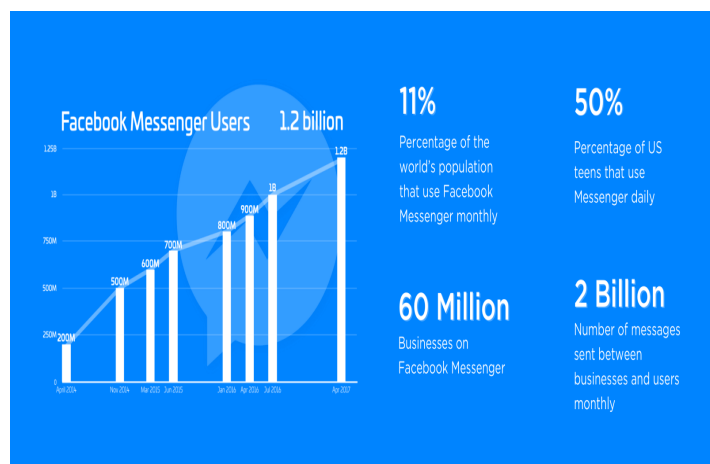


Figure 3: Statistics of facebook users

V1 .How social media promotes business success

A) Social media increases a company's visibility and sales

Social media will raise awareness about the brand, consumer loyalty and sales. Social networks are full of prospecting and leading sales and marketing information. PepsiCo has used social networks to collect consumer feedback through its DEWmocracy promotions, which has contributed to the development of new Mountain Dew brand varieties. The company sold over 36 million cases of these.

D)Social media help companies build a large fan base

A business will post messages on its wall, open to millions of its followers. Many organisations, large and small, use social media and social networking to create strong followers 'communities, stay ahead of the competition, raise profits and reduce costs. Social networking offers companies the opportunity to create fans, not just customers; mobilise organisations to become more customer-centered; and generate new revenue streams. In addition, a company can choose to forward multiple emails simultaneously to various organisations and individuals.

VII. Challenges posed by social media

The rise of social media is also raising challenges for corporations. Some corporations still have to fulfil their financial breakthrough promise due to their inability to understand the new culture of people-driven mode of exchange amid major social media investments. Other obstacles include the danger posed by hackers, the likelihood of fostering myths about the actions of customers, and the complexity of calculating the return on investment (ROI) for a which company depends exclusively on social media. Unlike net present value (NPV) and internal rate of return (IRR) the ROI calculations neglect time. Shama Kabani's *The Zen of Social Media Marketing* (BenBella Books, 2010) is a solid overview that out-lines some of the mechanics and key considerations of a business social media strategy [4].

VIII. CONCLUSION

Social media will become part of the everyday enterprise operations. Much like the Web, this doesn't mean there won't be additional investments required or a shortage of social media require an increase in in-ternal costs, or can we become more efficient with what we have? Will customer loyalty increase? Will we drive more revenue and reduce costs? Will we become easier to do business with? [4].

The sooner you realize that social computing is about a dialog and thus implies more listening than speaking, the sooner you'll identify where there's business value. Thinking about what you can learn from your custom-ers will reveal opportunities for implementing social comput-ing, but to realize the benefits, your team must know what to do with the customer feedback it receives.

The role of social media in shaping the business-to-consumer relationship can not be overstated. 60 percent of online customers support or feed brands on social media platforms, while 84 percent use social media sites. This suggests that businesses and customers are moving away from conventional markets and distribution hubs to marketplaces [2].

Adobe Digital Insights' 2018 State of Digital Advertising Report shows that social media ads drove three times more non-customers than existing customers to retailer websites as of the end of 2017. In short, people are looking at social ads and they're clicking on those ads more than ever before.

We have built this project keeping in mind that the trend will just keep getting increased with people turning towards digitalization. Countries with massive populations have a huge scope where the number of social media users will keep increasing and the reach of the advertisements will also have a rapid growth.

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