

A STUDY OF SOCIAL MEDIA MARKETING

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Introduction: social media has gained importance and acceptance at a very past pace. It has become an avenue to share one's personal and professional life. The usage of social media as a marketing tool is already implemented by many businesses. These reports analysed how effectively social media be used as a marketing tool. The comparison of social media versus traditional media for marketing was studied and advantages and disadvantages of both are compiled. This report also analysed how small business start-ups can benefit from the ever-growing social media industry.

Method: This report used journals, magazine articles, newspaper articles, business reviews, online survey and so on from the library of Galgotias University. Further official social media pages of various companies on Facebook, Twitter and LinkedIn were analysed to generate statistics.

Result: Social media presence is definitely an advantage for all kinds of businesses. Social media marketing has wider market appeal and is relatively cheaper than traditional advertisements. With a huge number of audiences and high customisability of social media for required content, social media marketing emerges as an exciting and effective tool for marketing.

CHAPTER-1

INTRODUCTION



Social media marketing:

Social media marketing programs usually centre on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word- of mouth, meaning it results in earned media rather than paid media.

Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.



Social Media Marketing at Marketing Land

Marketing Land is the sister site to Search Engine Land that covers all facets of internet marketing, including these popular topics within social media marketing:

- Facebook
- Instagram
- Twitter

- Pinterest
- LinkedIn
- YouTube

Facebook is an American for-profit corporation and an online social media and social networking service based in Menlo Park, California. The Facebook website was launched on February 4, 2004, by Mark Zuckerberg, along with fellow Harvard College students and roommates, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes.

The founders had initially limited the website's membership to Harvard students; however, later they expanded it to higher education institutions in the Boston area, the Ivy League schools, and Stanford University. Facebook gradually added support for students at various other universities, and eventually to high school students as well. Since 2006, anyone age 13 and older has been allowed to become a registered user of Facebook, though variations exist in the minimum age requirement, depending on applicable local laws. The Facebook name comes from the face book directories often given to United States university students.

Instagram is a mobile photo-sharing application and service that allows users to share pictures and videos either publicly or privately on the service, as well as through a variety of other social networking platforms, such as Facebook, Twitter, Tumblr, and Flickr. Originally, a distinctive feature was its confining of photos to a square, similar to Kodak Instamatic and Polaroid SX-70 images, in contrast to the 4:3 aspect ratio typically used by mobile-device cameras. In August 2015, version 7.5 was released for mobile devices, allowing users to upload media captured in any aspect ratio, but not at full size. Users can also apply various digital filters to their images. In June 2013, Instagram added support for videos, allowing pre-recorded square standard definition resolution clips of up to 15 seconds to be shared; later updates introduced support for widescreen resolutions at 360p and longer recording times for either pre-recorded (up to one minute per video, or up to 10 minutes with a multi-video post) or disappearing live videos (up to one hour).

Instagram was created by Kevin Systrom and Mike Krieger, and was launched in October 2010 as a free mobile app exclusively for the IOS mobile operating system. It was later released for Android devices two years later, in April 2012. The service rapidly gained popularity, with one million registered users in two months, 10 million in a year, and ultimately at 600 million in December 2016. Support for the app is available for iPhone, iPad, iPod Touch, Windows 10 devices and Android handsets, while third-party Instagram apps are available for BlackBerry 10 and Nokia-Symbian Devices.

Pinterest is a web and mobile application company that operates a photo sharing website. Registration is required for use. The site was founded by Ben Silbermann, Paul Ciara and Evan Sharp.

Pinterest CEO Ben Silbermann summarized the company as a "catalog of ideas," rather than as a social network, that inspires users to "go out and do that thing"

Twitter is an online news and social networking service where users post and interact with messages, "tweets," restricted to 140 characters. Registered users can post tweets, but those who are unregistered can only read them. Users access Twitter through its website interface, SMS or a mobile device app. Twitter Inc. is based in San Francisco, California, United States, and has more than 25 offices around the world.

Twitter was created in March 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams and launched in July. The service rapidly gained worldwide popularity. In 2012, more than 100 million users posted 340 million tweets a day, and the service handled an average of 1.6 billion search queries per day. In 2013, it was one of the ten most-visited websites and has been described as "the SMS of the Internet". As of 2016, Twitter had more than 319 million monthly active users. On the day of the 2016 U.S. presidential election, Twitter proved to be the largest source of breaking news, with 40 million election-related tweets sent by 10 p.m. (Eastern Time) that day.

LinkedIn is a business and employment-oriented social networking service that operates via websites and mobile apps. Founded on December 28, 2002 and launched on May 5, 2003 it is mainly used for professional networking, including employers posting jobs and job seekers posting their CVs. As of 2015, most of the company's revenue came from selling access to information about its members to recruiters and sales professionals. As of September 2016, LinkedIn had more than 467 million accounts, out of which more than 106 million are active. LinkedIn allows members (both workers and employers) to create profiles and "connections" to each other in an online social network which may represent real-world professional relationships. Members can invite anyone (whether an existing member or not) to become a connection. The "gated-access approach" (where contact with any professional requires either an existing relationship or an introduction through a contact of theirs) is intended to build trust among the service's members. LinkedIn participated in the EU's International Safe Harbour Privacy Principles.

YouTube is an American video-sharing website headquartered in San Bruno, California. The service was created by three former PayPal employees—Chad Hurley, Steve Chen, and Jawed Karim—in February 2005. Google bought the site in November 2006 for US\$1.65 billion; YouTube now operates as one of Google's subsidiaries. The site allows users to upload, view, rate, share, add to favourites, report and comment on videos, subscribe to other users, and it makes use of WebMD, H.264/MPEG-4 AVC, and Adobe Flash Video technology to display a wide variety of user-generated and corporate media videos. Available content includes video clips, TV show clips, music videos, short and documentary films, audio recordings, movie trailers and other content such as video blogging, short original videos, and educational videos.

Most of the content on YouTube has been uploaded by individuals, but media corporations including CBS, the BBC, Vevo, and Hulu offer some of their material via YouTube as part of the YouTube partnership program. Unregistered users can only watch videos on the site, while registered users are permitted to upload an unlimited number of videos and add comments to videos. Videos deemed potentially offensive are available only to registered users affirming themselves to be at least 18 years old.

YouTube earns advertising revenue from Google AdSense, a program which targets ads according to site content and audience. The vast majority of its videos are free to view, but there are exceptions, including subscription-based premium channels, film rentals, as well as You Tube Red, a subscription service offering ad-free access to the website and access to exclusive content made in partnership with existing users. As of February 2017, there are more than 400 hours of content uploaded to YouTube each minute, and one billion hours of content is watched on YouTube every day. As of April 2017, the website is ranked as the second most popular site in the world by Alexa Internet, a web traffic analysis company.

Social Media Marketing Tools:

Besides research tools, various companies provide specialized platforms and tools for social media marketing:

- Social media measurement
- Social network aggregation
- Social bookmarking
- Social analytics
- Automation
- Social media
- Blog marketing
- Validation

Different Methods of Social Media Marketing

Social network marketing is popularly called as Internet marketing. Today you can find many ways for internet marketing. Many people who enter this online marketing are less worried because of its guaranteed success. If you see in Internet totally all types of products have been marketed online without much effort. Internet attracts many business people to promote their business online. Social network marketing is grown to such a height that today many people can't earn without it.

Some of the most recognized network marketing tools are Face book, My Space and LinkedIn. Twitter became regular place for people who have newly entered the field of social network marketing.

1. Blogging: When you start Blogging or posting your data about any product, you can see less response from clients. Later it will become big business via blog. Websites and blogs are most powerful tools for social network marketing when matched with other networking tools. Blog is an amazing tool which provides many other facilities in addition to just marketing your business. It also helps you to communicate with other clients in case if you have any problems.

2. Personal website or blog: It is important to have private website if you are a freelancer. Your website will help your clients to know about you and it will make them clear that you are a serious freelance marketer and help to make huge revenue via online marketing.

3. Article selling: It is also best and cheap internet marketing method. It is a mode of advertising our trade just by writing articles and attracting endless number of users across world. We usually sell our articles to different article database websites and article directories. Today it provided free business to many advertisers and publishers and they are really benefited through their articles.

4. Email sending: Electronic mail sending is the best way to marketing. Collect list of email addresses through portfolio websites and email about your business to all internet users. Your Email should be attractive in such a way that your recipient will be impressed to get back to you.

5. Use social networking websites: Social networking websites like Twitter, face book can be used to promote your sales. These provide best platform for all who are thinking of online marketing.

6. Video promotion: Use several video distribution websites for your marketing. These websites upload your service to the whole world. All that you need to do is film a video about marketing and send it to video uploading sites like You Tube. It seems it is the easiest way of marketing than any other modes since many people will be interested in view videos rather than word form of advertisement.

7. Press Release or media release: It attracts several public clients and increases relationship among them.

8. Search Engine Optimization: It improves the traffic to your website by providing quality web content. It uses RSS feeds and many SEO techniques.

Social networking websites and blogs:

Social networking websites allow individuals to interact with one another and build relationships. When products or companies join those sites, people can interact with the product or company. That interaction feels personal to users because of their previous experiences with social networking site interaction

Social networking sites and blogs allow individual followers to “retweet” or “repost” comments made by the product being promoted. By repeating the message, all of the user’s connections are able to see the message,

therefore reaching more people. Social networking sites act as word of mouth. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company.

Through social networking sites, products/companies can have conversations and interactions with individual followers. This personal interaction can install a feeling of loyalty into followers and potential customers. Also, by choosing whom to follow on these sites, products can reach a very narrow target audience.

Engagement

In the context of the social web, engagement means that customers and stakeholders are participants rather than viewers. Social media in business allows anyone and everyone to express and share an opinion or idea somewhere along the business's path to market. Each participating customer becomes part of the marketing department, as other customers read their comments or reviews. The engagement process is then fundamental to successful social media marketing.

Implications on traditional advertising:

Minimizing use

Traditional advertising techniques include print and television advertising. The Internet had already overtaken television as the largest advertising market. Websites often include banner or pop-up ads. Social networking sites don't always have ads. In exchange, products have entire pages and are able to interact with users. Television commercials often end with a spokesperson asking viewers to check out the product website for more information. Print ads are also starting to include barcodes on them. These barcodes can be scanned by cell phones and computers, sending viewers to the product website. Advertising is beginning to move viewers from the traditional outlets to the electronic ones.

Leaks

Internet and social networking leaks are one of the issues facing traditional advertising. Video and print ads are often leaked to the world via the Internet earlier than they are scheduled to premiere. Social networking sites allow those leaks to go viral, and be seen by many users more quickly. Time difference is also a problem facing traditional advertisers. When social events occur and are broadcast on television, there is often a time delay between airings on the east coast and west coast of the United States. Social networking sites have become a hub of comment and interaction concerning the event. This allows individuals watching the event on the west coast (time-delayed) to know the outcome before it airs.

Social media marketing mishaps

Social media marketing provides organizations with a way to connect with their customers. However, organizations must protect their information as well as closely watch comments and concerns on the social media they use. A flash poll done on 1225 IT executives from 33 countries revealed that social media mishaps caused organizations a combined \$4.3 million in damages in 2010. The top three social media incidents an organization faced during the previous year included employees sharing too much information in public forums, loss or exposure of confidential information, and increased exposure to litigation

An example of a social media mishap includes designer Kenneth Cole's Twitter mishap in 2011. When Kenneth Cole tweeted, "Millions are in uproar in #Cairo. Rumour is they heard our new spring collection is now available online at [Kenneth Cole's website]". This reference to the 2011 Egyptian Revolution drew objection from the public.

General Social Networking Statistics:

- 62% of adults worldwide now use social media
- Social networking is most popular online activity, with 22% of time online spent on channels like Facebook, Twitter and Pinterest
- 65% of the world's top companies have an active Twitter profile
- 90% of marketers use social media channels for business, with 93% of these rating social tools as "important"
- 43% of marketers have noticed an improvement in sales due to social campaigns
- 72% of marketers who have worked in social media for three or more years said that they saw a boost in turnover due to social channels (the longer you're working in it the better you get)

Indian Market

- India's Internet economy is expected to reach Rs. 10.8 trillion by 2016, as the country's growth rate in this segment is far ahead of many of the developing nations, reported by BCG.
- According to BCG, the India Internet economy contributed to 3.2 trillion rupees to the overall economy in 2010, 4.1% of the country's GDP, & could triple in 4 years' time.
- More than 39 million Internet users who form 86% of the total Internet audience, visited social networking sites in July 2011.
- There are more Internet users in towns with a population of less than 5 lakh than in the top eight metros put together.

- “About 2 billion people worldwide access the Internet and 25% of them are from China. India contributes about 6% to the world's Net population and the US 12.5%.
- The survey found that more than 75% of Internet usage is among school- and college-going students and those who have recently graduated.
- Mumbai has the highest number of Internet users (6.2 million) followed by Delhi/NCR (5 million), Kolkata (2.4 million) and Chennai (2.2 million).
- The percentage of companies using social media in top 5 markets is:
 - China: 82%
 - USA: 71%
 - India: 70%
 - Brazil: 68%
 - Canada: 51%

E-Marketer estimates advertisers will spend \$3.63 billion in the US and over \$4 billion more in the rest of the world on social networking sites this year. And that’s just paid ad spending. When the Association of National Advertisers (ANA) surveyed US marketers this year, 90% said they were using social networks for their efforts—about even with last year, at 89%. While this percentage has risen dramatically since 2007, when just 20% of marketers used social media, growth has plateaued—and shifted to other new digital media platforms instead.

OVERALL AIM

Marketing is of core importance to any kind of business. It can range from promotions and advertisements on a large scale to one-to-one word of mouth marketing. Marketing forms the essence of a business by which the brand name is reached to the intended audience. The cost associated with traditional marketing techniques including print and visual media is increasing at a fast pace. The cost of a full-page colour advertisement in ‘Time of India’ is around ₹200,000, if not more. Thus, it is important to look out for new and more creative methods of marketing. Online marketing especially social media marketing is a sensible alternative.

This report tries to analyse how effective is marketing via social media. The report also compares and contrasts the advantages and disadvantages of social media marketing with traditional advertising like print and visual media. Today’s youngsters are aspirers. They dream big and want to be their own boss. Most of them aspire to be entrepreneurs and the success stories of entrepreneurs are a huge encouragement for them. A major problem that these entrepreneurs face while starting a new business is the cost associated with the brand building and marketing. In this era, though the young population is all set to take over the world with extended technological advancements, many of them fail due to lack of financial resources for brand building. It is in this scenario that this report analyses how well social media marketing can help new businesses.

“E-Commerce Industry”

E-Commerce industry is a fastest growing industry in all over the world and India too. It includes E-Retailing, social media, E-Business and information Technology.

In a fact Only Less than 25 % of Indian are using internet properly, out of it only 12-13% Indians are using Internet for E-buying or online ordering and these users are basically from Tier 1 cities and Tier 2 cities. Reach of E-Commerce industry are still very saturated in These Tier 1 & 2 cities, but it is looking to expand its reach and business in to the tier 3 cities and rural area very soon and very fast. By the Believer and market predication at the end of 2020 reach of E-Commerce industry will be in every area. And no. of internet E-buying users are expected to increase by 12 % to 25 % or more very soon. Even some initial decision and plans has been introduced also in India by the Government of India as “Digital India” and it will be very much helpful for the E-Commerce industry and Other social media or E-Business based companies.

Social Media Marketing is the new mantra for E-Commerce industry since early last year. Marketers are taking note of many different social media opportunities and beginning to implement new social initiatives at a higher rate than ever before. Social media marketing and the businesses that utilize it have become more sophisticated

So according to the prediction and by seeing the growth instantly in this area we can say easily that the future Indian industry will be going to in E-commerce Dominating industry and it's very necessary to have good hand on it.

Even when we talk about the competition in this E-commerce industry is now very high and market giants are there already to perform and still dominating.

Customization, printing and personalization industry is also going to nourish and grow very well in future and still it is performing outstandingly. E-Commerce industry is very impactful business because it has limit beyond and above. It's limitless and frequent & efficient rather than any traditional market place or platform. It's a platform to perform with Innovation, Digitalization, Customization and personalization. It is helpful to increase high customer reach, Visibility, Awareness, updating, and easily communication and more importantly more optional and cheaper than any traditional market. E-Commerce has been invented and developed as the social media platform basis and social media is its soul. Every successful E-commerce industry requires a very good social media promotional & marketing activities by Facebook, LinkedIn, Twitter, you tube, Google AdWords, Google AdSense and it require analysis also which is possible in most efficient way by Google Analytics, Click and Alexa tools.

Historical Contour of the Industry-

In Earlier day E-Commerce industry was totally based on online services and Online Buying and selling. Now the scenario has been changed and it is not in the limited in Online services buying and selling but also in

Online transaction, Online Customization, Online Personalization, Online Ordering, E-Business, E-retailing, Customer satisfaction etc. If we talk about its beginning, it started in USA in the early 1990's and came to India by 1996, in very initial level but became dominated and established properly by 2004-05 properly.

Now this generation is going to create so many milestones in different areas of E-Commerce by using Social Media Marketing as Business tool to increase revenue, increase reach of customers, increase visibility, spreading awareness and most importantly providing the best services and solution practices. E-Commerce industry is now not only expanding its value and usability in terms of generating profit but also satisfying customer base and utilizing youth power & economy as an area of growth and expansion.

Social Media Marketing is the new mantra for E-Commerce industry since early last year. Marketers are taking note of many different social media opportunities and beginning to implement new social initiatives at a higher rate than ever before. Social media marketing and the businesses that utilize it have become more sophisticated

Implications in E-Commerce industries & social media –

If we talk about the previous feature of E-Commerce industry it was not that much trustworthy in the point of personal informational security and payment gateway, & accounting detail. But now it has been improved at the optimal level and has created its trustworthiness in terms of informational security, payment gateway and accounting privacy, also it is creating awareness about the product and services.

The coming generation is going to depend upon the E-commerce industries because of its utility and the generation going to adopt it completely as modern marketing era or Modern Market place. Even Social Media Marketing is not limited only in Facebook and Google, and has diversified with LinkedIn, WhatsApp, Twitter and YouTube, Pinterest and various blogging and applications.

Mobile Marketing is the most innovative invention in this area, highly predicted and most profitable with lower investment with high conversion tool for Marketers.

Social media as a Marketing tool: -

By using social media marketing as a marketing tool, anyone can gain information, education, news, etc., by electronic media and print media. Social media are distinct from industrial or traditional media, such as newspapers, television, and film. They are relatively inexpensive and accessible to enable anyone (even private individuals) to publish or access information, compared to industrial media, which generally require significant resources to publish information.

One characteristic shared by both social media and industrial media is the capability to reach small or large audiences; for example, either a blog post or a television show may reach zero people or millions of people and also useful to generate revenue. Some of the properties that help describe the differences between social media and industrial media are:

1. Reach - both industrial and social media technologies provide scale and are capable of reaching a global audience. Industrial media, however, typically use a centralized framework for organization, production, and dissemination, whereas social media are by their very nature more decentralized, less hierarchical, and distinguished by multiple points of production and utility
2. Accessibility - the means of production for industrial media are typically government and/or privately owned; social media tools are generally available to the public at little or no cost.
3. Usability - industrial media production typically requires specialized skills and training. Conversely, most social media production does not require specialized skills and training, or requires only modest reinterpretation of existing skills; in theory, anyone with access can operate the means of social media production.

Profitability – social media is a source of promotion but also it is using as a source of income and get profit by selling and buying through social media sources. Social media has become the biggest source of platform to perform and earn profit in a very effective manner.

Permanence - industrial media, once created, cannot be altered (once a magazine article is printed and distributed changes cannot be made to that same article) whereas social media can be altered almost instantaneously by comments or editing

Size: Facebook has over 250 million users globally. On an average, 70-100 tweets happen by the second. An average user on Facebook has 120 friends. This is the kind of enormity social networking sites espouse and with this comes the license to communicate powerfully. But when such large numbers are involved, there is a danger of something going wrong and when it does, it happens in a big way. An expert should be hired to do what is best for business.

Boost website traffic: social media is probably the fastest and easiest means of redirecting traffic to company's website. By simply placing their website URL in their profile, the company can have all their profile visitors check out their website and a percentage of traffic is sure to get converted in course of time. This is the virtual way version of "word of mouth".

Branding: Buying a candy may have been impulsive all your life, but if it is discussed on a social networking site, there is likely to get brand conscious even a candy. Social media is a smart way to build brands. Social media platforms are known to be one of the most powerful and fast means of branding. Some of the big brands like Coke, Ford, Dell, IBM, Burger King is some of the well-known brands have powerfully used social media platforms to endorse themselves Community media constitute an interesting hybrid of industrial and social media. Though community-owned, some community radios, TV and newspapers are run by professionals and some by amateurs. They use both social and industrial media frameworks.

In his 2006 book, *The Wealth of Networks: How Social Production Transforms Markets and Freedom*, Yochai Banker analysed many of these distinctions and their implications in terms of both economics and political liberty. However, Banker, like many academics, uses the neologism network economy or "network information economy" to describe the underlying economic, social, and technological characteristics of what has come to be known as "social media".

Andrew Keen criticizes social media in his book *The Cult of the Amateur*, writing, "Out of this anarchy, it suddenly became clear that what was governing the infinite monkeys now inputting away on the Internet was the law of digital Darwinism, the survival of the loudest and most opinionated. Under these rules, the only way to intellectually prevail is by infinite filibustering."

Tim Berners-Lee contends that the danger of social networking sites is that most are silos and do not allow users to port data from one site to another. He also cautions against social networks that grow too big and become a monopoly as this tends to limit innovation.

There are various statistics that account for social media usage and effectiveness for individuals worldwide. Some of the most recent statistics are as follows:

- Social networking now accounts for 22% of all time spent online in the US.
- A total of 234 million people age 13 and older in the India used mobile devices in December 2012-13. Most time spent on Facebook by all the age groups.
- Twitter processed more than one billion tweets in December 2012-13 and averages almost 40 million tweets per day.
- Over 45% of Indian internet page views occurred at one of the top social networking sites in October 2013, up from 13.8% a year before.

Major customers /or consumers in this industry-

At the heart of any Business are Customers, and social networking represents an opportunity to build even more mutually rewarding and candid relationships with those Customers. But for organizations to realize tangible business benefits, they need to find better ways to plan, manage, and measure their social networking efforts.

- Major Customers and Consumers are from the teen age groups. As we know that E-commerce, social media and printing industry became familiar after 2000, so that age group between 13-20 years are more interactive and comfortable with it. Also, the age group between the 20-35 years are also known as modern generation youth of India and world and they are the most potential buyers for the ECommerce industry.

- Most number of users are from the age group of 13-20 years by 35% than from 20-30 years age group users are 31%, age group between 30-40 years users are by 25% and then rest of the user group from 40-65 are there. So, we can say that age group of more than 40 years are not so much bothering from E-Commerce industry but when we talk about the conversion rate on the same age group is higher than others even marketers are looking at as potential consumers for these industries.
- Most of the E-Commerce users are coming from home users by 62%, then from office by 28% at last from school and colleges by 10-15% only.
- On the basis of the report generated from sales force, most of the time users of internet are use social media sites and spent about 7-9 hours weekly on social media sites like Facebook, LinkedIn, Twitter, you tube etc. so that conversion and market penetration can come through social media marketing promotion, and yes it's all true that E-Commerce and online digital printing organizations and industries are generating revenue through Social media marketing and Social media marketing is working as a bridged between the industrialist, or vendors and the consumers.

Social Media, Marketing, and “Social authority”:

One of the key components in successful social media marketing implementation is building "social authority". Social authority is developed when an individual or organization establishes 27 themselves as an "expert" in their given field or area, thereby becoming an influencer in that field or area.

It is through this process of "building social authority" that social media becomes effective. That is why one of the foundational concepts in social media has become that you cannot completely control your message through social media but rather you can simply begin to participate in the "conversation" in the hopes that you can become a relevant influence in that conversation.

However, this conversation participation must be cleverly executed because while people are resistant to marketing in general, they are even more resistant to direct or overt marketing through social media platforms. This may seem counter-intuitive but is the main reason building social authority with credibility is so important. A marketer can generally not expect people to be receptive to a marketing message in and of itself. In the Eddleman Trust Barometer report in 2008, the majority (58%) of the respondents reported they most trusted company or product information coming from "people like me" inferred to be information from someone they trusted. In the 2010 Trust Report, the majority switched to 64% preferring their information from industry experts and academics. According to Inc. Technology's Brent Leary, "This loss of trust, and the accompanying turn towards experts and authorities, seems to be coinciding with the rise of social media and networks."

Thus, using social media as a form of marketing has taken on whole new challenges. As the 2010 Trust Study indicates, it is most effective if marketing efforts through social media revolve around the genuine building of authority. Someone performing a "marketing" role within a company must honestly convince people of their genuine intentions, knowledge, and expertise in a specific area or industry through providing valuable and accurate information on an ongoing basis without a marketing angle overtly associated. If this can be done, trust with, and of, the recipient of that information – and that message itself – begins to develop naturally. This person or organization becomes a thought leader and value provider - setting themselves up as a trusted "advisor" instead of marketer. "Top of mind awareness" develops and the consumer naturally begins to gravitate to the products and/or offerings of the authority/influencer.

Of course, there are many ways authority can be created – and influence can be accomplished – including: participation in Wikipedia which actually verifies user-generated content and information more than most people may realize; providing valuable content through social networks on platforms such as Facebook and Twitter; article writing and distribution through sites such as Ezine Articles and Scribd; and providing fact-based answers on "social question and answer sites" such as EHow and Yahoo! Answers.

As a result of social media – and the direct or indirect influence of social media marketers – today, consumers are as likely – or more likely – to make buying decisions based on what they read and see in platforms we call "social" but only if presented by someone they have come to trust. Additionally, reports have shown organizations have been able to bring back dissatisfied customers and stakeholders through social media channels. This is why a purposeful and carefully designed social media strategy has become an integral part of any complete and directed marketing plan but must also be designed using newer "authority building" techniques.

Marketing has always been a crucial part of a business. Good companies have become great on the sheer basis of effective marketing strategies. In the era of huge competition, organizations are going great length to advertise and promote their products and earn valuable customer loyalty. The concept of marketing has kept evolving with the passage of time. Companies are forced to adopt new changes in their marketing strategies to remain relevant. If there is one factor that has really affected the way marketing plans are being defined then it must be technology

Social Influence

How Does Social Influence our Behavior?



Figure- Sales force social media report and analysis Feb. 2016

In the new century, the marketing tools of earlier years were rendered obsolete. Those who manage to anticipate the changes and adopt them quickly have better chances of survival. Social media marketing is one such great change that many companies have started to accept in a big way. Though, it is still in a nascent stage but canny marketing strategists are already harping onto the next big marketing revolution taking place in form of social media marketing.

The concept of social media marketing basically refers to the process of promoting business or websites through social media channels. It is a powerful marketing medium that is defining the way people are communicating. It is one of the significantly low-cost promotional methods that provide businesses large numbers of links and huge amount of traffic. Companies manage to get massive attention and that really works in favor of the business. Social media marketing is a potent method applied by progressive companies for selling their products/services or for just publishing content for ad revenue.

Social media is an extremely useful tool using which companies can get their information, product descriptions, promotions all ingrained in the chain of networking world. Considering the newness of this marketing method, organizations are coming up with innovative ways to develop their marketing plans. New platforms are being created to approach potential clients. A large number of business organizations are allocating budget for online business development using social media marketing. It is a booming sector which is going to redefine the way marketing strategies are being formed and promoted.

While much of today's attention is focused on popular recreational social media platforms such as YouTube, Facebook and Myspace, the future of corporate social media will facilitate collaboration and knowledge management in large, decentralized environments. Chief executives should be prepared to discuss such concepts and social media strategy with stakeholders inside and outside of their organizations. Most of the C-level executives Korn/Ferry speaks with are intrigued about the possibilities of social media and social networking, but they still need validation on how this emerging trend will drive performance for their

company. Companies that jumped into social media early have been developing guidelines and standards ad hoc, but it makes sense to analyse their progress. The rules those companies develop likely will shape the best practices for social media in the future, and there is much to learn from their successes and mistakes.

Creative use of new technology is a common method of creating competitive advantage, so it does not surprise Hoffman that social media platforms are now deployed in ways their creators never envisioned. Salesforce.com recently launched Chatter, its own social media platform that fuses its customer relationship management databases, staff profiles and status updates, and outside Twitter feeds to improve teamwork among sales staffs. Microsoft encourages its employees to blog about the details of new software releases. JetBlue keeps its customers informed and engaged with humorous banter via Twitter. When social media first emerged, much industrial and other business-to-business enterprises saw the technology as applicable only in the mass market. They are quickly learning that this technology can be a powerful Component of their overall business operations.

Technological changes in social media that are affecting E-Commerce industry-

E-Commerce industry are based on Social Media Marketing mainly and it is being use as marketing tool. In social media and E-commerce industry both have changed its working nature, speed, efficiency, reach and technology for example previously we used to work on Web 1.0 where multiple functioning and multiple operating system was not there but in Web 2.0 we can have multiple functioning and multiple operating system. Social Media is "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user-generated content." Businesses also refer to social media as consumer-generated media (CGM). A common thread running through all definitions of social media is a blending of technology and social interaction for the co-creation of value.

In current times, the development of Web 2.0 technique and the constant developing progression and fame of online marketing have had a marvellous effect on the mode corporation carry out for their advertising. The fundamental advertising norms always implement; though, corporations should more inventive so as to their aimed customers and generate a profit. By the utilization of many techniques, organization are magnetizing new customers, servicing recent customers, and generating more profit, in addition to supporting brand image, offering useful facilities, and promote aimed marketing operations.

Social Network Sites (SNS) are useful tools for making effective societies, otherwise social networks, for persons with same knowledge, way of life, purposes, and otherwise actions. The mode is a movable relationship of persons who communicate by SNS. The web allows every people to make a great level of connections with furthers, in spite of geographical space.” Mainly social marketing furthermore offer different signifies of online interactions, for example emails, immediate messaging, chat, blogs, conversation teams,

and furthers. Major Social networking sites are Facebook, LinkedIn (B2B), Twitter, YouTube, Instagram, Hike, WhatsApp etc.

Growth of Social Media Marketing:

A recent study, “The State of Small Business Report,” sponsored by Network Solutions, LLC and the University of Maryland’s Robert H. Smith School of Business, points to economic struggles as the catalyst for social media’s rapid popularity. The study results show that social media usage by small business owners increased from 12% to 24% in just the last year, and almost 1 out of 5, actively uses social media as part of his or her marketing strategy. In 2009, only 23% of marketers were using social media for years. Now that number has grown to 31%. Here’s a breakdown of what the small businesses reported as the main uses of social media marketing:

75% have a company page on a social networking site.

69% post status updates or articles of interest on social media sites.

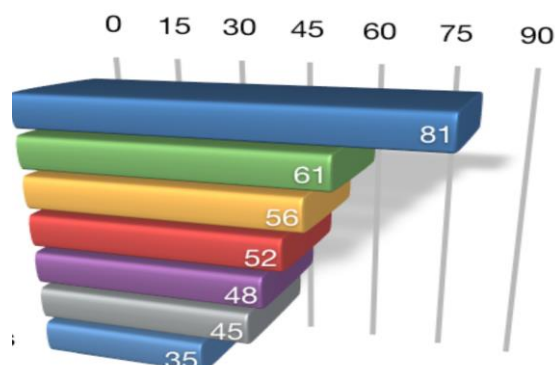
57% build a network through a site such as LinkedIn.

54% monitor feedback about the business.

39% maintain a blog.

26% tweet about areas of expertise.

16% use Twitter as a service channel. According to the study, different industries are adopting social media marketing at different rates, and while many industries have started using social media marketing in their efforts to reach more customers, many still have not positioned it as their top priority.



As per the business survey report the number-one benefit of social media marketing is gaining the all-important eyeball. A significant 81% of all marketers indicated that their social media efforts have generated exposure & Profit for their businesses. Improving traffic and growing lists was the second major benefit 61%, followed by building new partnerships 56%. An unexpected benefit was a rise in search engine rankings reported by more than half of participants 52%. As the search engine rankings improve, so will business exposure, lead

generation efforts 48% and a reduction in overall marketing expenses 45%, about one in two marketers found social media generated qualified leads 35%. However, only slightly more than one in three said social media marketing helped close business. Some questions that naturally emerge from the above chart might include, "Is there a way to improve the likelihood of achieving these benefits by investing more time in social media?" and "Are those marketers who've been doing social media marketing for years gaining even better results?" The following charts address these questions.

In just a few years, social media swiftly has evolved into a legitimate platform for corporate communications. Established companies such as IBM, Facebook, Google, Twitter, YouTube, and Microsoft are marketing social media solutions for business use, and they are likely to have competition as more organizations seek effective methods of collaboration across global networks. These are simple and powerful computing tools, yet social media remains a mystery to many executives. As a result, some organizations have been hesitant to adopt its use formally, even as others are already establishing best practices. In every decade new technologies emerge that create business value and therefore move from bleeding edge to leading edge, and then into the mainstream of enterprise technology. In the 1990s, it was the World Wide Web and ERP (enterprise resource planning) systems. More recently, it was tools for cost management and operational innovation. In the decade ahead, social networking strategies will be "must haves" for chief executives and their key leadership staff.

Much of the scepticism surrounding corporate social media results from a mistaken belief that all social media platforms perform the same function. And yet there are substantial differences between the applications used by high school kids to share party photos and the applications used by large decentralized business organizations to facilitate collaboration among global teams. Reid Hoffman, one of the leading visionaries of the social media revolution, sees the tendency to equate one platform with another as a hurdle that must be cleared before social media can be fully embraced by business users. Many people still think that Facebook, LinkedIn and Twitter are "pretty similar to each other. In fact, they support very different uses," says Hoffman, the founder of LinkedIn and a founding board member of PayPal. Facebook, for example, is mainly a platform for recreational socializing within a defined group. Twitter, on the other hand, is a tool for micro broadcasting bits of information. LinkedIn is a highly customizable search engine for networking with professionals anywhere in the world. And while those three platforms are the best known, there are dozens of others, including Myspace, Orkut, Delicious, Technorati, Digg, Propeller and Friend Feed

Practical business applications John Lilly, the CEO of Mozilla says he now routinely uses LinkedIn to prepare for face-to-face or voice-to-voice business meetings. "I will always look up someone in LinkedIn if I haven't talked to them before," says Lilly. Lilly uses Twitter to follow potential business partners and suppliers. Those people, in turn, often follow Lilly on Twitter. "When they come in the door and we sit down, they already understand where my head is," he says. "It really lets us get to velocity that much faster."

The complexities of careers also make social media tools invaluable for busy executives who need to keep on top of their networking, says Lilly. In today's rapidly changing economy, people tend to move from one job to another – and from one industry to another – much more often than in the past. Their careers are also defined by more than job titles. “People have so many different affiliations today,” says Lilly. “They’ve got their main job, but they’ve also got boards they sit on, or organizations they volunteer for, or causes they’re interested in and support. I find that discovering the affiliations of people is a key way for me to understand who they really are.” Although the use of social media by business organizations is still a relatively new phenomenon, Lilly predicts it will grow steadily. “Right now, we’re all searching for ways to have authentic conversations with customers and business partners,” he says. The tools are there. Social media is built on proven technology that is readily available and relatively inexpensive.

CHAPTER-2

LITERATURE REVIEW

LITERATURE REVIEW

Whereas Social Networking Site is a great mode of social marketing, Myspace and others enable their visitors to contact with more visitors through a joint connection; users furthermore allow them to take authority from one another. This new user empowerment of social networks has important implications for marketers. This mode of marketing enables their users to interact, share information regarding same matter, chat about preferred matters, assess and rate goods/services, et cetera. Although marketing through social networking is also in their immaturity, it grasps a prospective achievement for organizations if it is cautiously included in the selling techniques. In current times, the development of Web 2.0 technique and the constant developing progression and fame of online marketing have had a marvellous effect on the mode corporation carry out for their advertising. The fundamental advertising norms always implement; though, corporations should more inventive so as to their aimed customers and generate a profit. By the utilization of many techniques, organization are magnetizing new customers, servicing recent customers, and generating more profit, in addition to supporting brand image, offering useful facilities, and promote aimed marketing operations. SNS are useful tools for making effective societies, otherwise social networks, for persons with same knowledge, way of life, purposes, and otherwise actions. The mode is a movable relationship of persons who communicate by SNS. The web allows every people to make a great level of connections with furthers, in spite of geographical space.” Mainly social marketing furthermore offer different signifies of online interactions, for

example emails, immediate messaging, chat, blogs, conversation teams, and furthers. The chief inspiration for SNS is interaction and preserving connections.

Social Networking:

Social networking is the vital part of social science that utilizes to a broad extent of human being corporations, large otherwise small. The learning of SN (social networking) offers a consideration of the sharing relationship with one person to further supports assess the communal capital of that person and is able to assist discover initial parts and groups. Social capital is the combination of the capability to magnetize on the sources of the system associates. Through this unparalleled progression of Information Technology and the Internet throughout the previous time age, the globe has observed the entrance of online SNS for example Facebook, Myspace, Bubo and several social networking sites. SNS are an alternative of social media form example YouTube, Wikis, Blogs et cetera with exclusive traits, creating them famous to diverse user segments. Social networking sites are area which enable persons to contact and interact with more persons with ordinary attentions for example friends, heartening them to frankly contribute, give criticism and join to other social sites and connects. They offer a broad extent of jobs for example fast messaging, send emails, blogging, and networking through teams and occasions. To link a communal system, one has to offer knowledge employing their email addresses therefore that information is able to be sent to him/her on his email address. Some of these systems show detailed information of their users comprising their attention, hobbies and dislikes. Though, associates are able to be choosy in selecting who they desire to interact and share knowledge with. SN is the greatest rising action on the new users over Internet, Web2.0, which has developed to SNS of every size, and are “more and more entwined as stages unlock”, and where everybody can change everybody else’s job openly. A lot of businesses look these SNS as ‘should have’ instruments. Whereas conventional mass advertising looks for to increase consumer reach employing print media and broadcast, social media allows an extra potential move through looking for great marketplaces and advertising expressly to them employing an innovative modern approach. The process of data mining through these SNS gives advertisers straight entrance to their aimed customer segments. This move, which is able to be furthermore explained through the Long Tail Business Model, has supported social networking to generate instruments for advertisers that are being employed for managing marketing attempts to exact marketplaces.

Different types of social network advertising:

Social Network Advertising contains three major types which are given below:

- **Straight advertising that is depended on their friend’s network** - This is able to be the very useful style other than furthermore stokes the great criticism. The recent instance of this controversy is the Facebook beacon plan. Depended on an activity of their friend has applied, they cloud see a note in their news blog which denotes that 'Bob has just bought a 'Radio Head CD from Music World'. This is able to be a very

successful way as frequently persons take decisions to buy a little otherwise act amazing depended on their nearer community of friends. Though, there is furthermore much disagreement nearby this because it is able to be understood developing the individual connections they have with their buddies and furthermore increases solitude worries.

• **Direct Advertising placed on your social networking site** - This is a further conventional style of marketing through web. For example, they see banner advertisement on several different websites; also, this is the same method, apart from on a social marketing by social networking sites. Users are able to see these – such as- Like as block in the peak right of Myspace site, otherwise like a poster on the left side of Facebook pages. There is much dissimilarity though – and these are that these social networking sites is able to be receiving benefit of personal information on their demographic and therefore aimed the advertisement straight to them. Next, these kinds of advertisements are able to be furthermore situated through human beings on their request pages by advertisement systems for example Offer wall, Adaprolol. They have entrance to the similar information and is able to be create revenues for request developers providing them extra inspiration to make requests and offering marketers a further comprising mode to access to these SNS users.

• **Indirect Advertising by creating 'groups' or 'pages'** - This is a pioneering advertising method in which an organization will make a 'cluster' otherwise 'page' that site users are able to be pick to connect. Users will employ this to increased 'subscribers' base otherwise 'admirers' and employ this to marketplace a competition, a fresh product, otherwise just support raise brand identity. These user clusters are able to be rapidly developed in amounts of users which are able to be turn into an extremely successful advertising mode.

Working of Myspace, Twitter, LinkedIn and Facebook:

The capability of social networking sites to take on different roles are fundamentally approaches from situating cookies on associates' browsers, which pursues the manners of subscribers and are generally find out all over the online marketplace. Myspace is included in both Google's search and content networks, allowing search network ads to appear on Myspace alongside, or above search results, and relevant content ads to display alongside relevant content. The Hyper Targeting system launched by Myspace in 2007 scans user profiles, gathering information about their interests and demographics and sorting them into categories such as entertainment, sports etc. Google's AdWords identifies particular words searched by users and brings up related ads on the search result page; it only involves costs for actual clicks made, therefore marketers can ensure that they are only paying for advertisements that are successful in attracting customers. AdSense follows a user's behaviour by placing related ads on visited websites.

For instance, a search for “pet care” may also include” kitten care” or” dog care” on the page of a pet care information site. Facebook, in collaboration with Microsoft has introduced Social Ads and Beacon. Social Ads enables a Facebook member with a particular interest to be highlighted when searching for a target market.

Consequently, promotion of a brand does not remain limited to the member alone; it gets extended to the member's friends. Working with commercial websites such as eBay and Blockbuster, Beacon tracks the purchases of Facebook users' and displays them to their friends who might be encouraged to follow suit. Given that this information is immediately available on these networking sites, and that the behaviours of their members can further indicate other potential customers, these are significant innovations that can be utilized in the creation of an integrated marketing communication plan for specific target markets, resulting in a more efficient and focused marketing approach. Facebook also offers Insight, a service which supplies free data to promoters, enabling them to review the activity and performance of their advertisements as well as user demographics and trends. It assures advertisers of trusted referrals as they are allowed to attach friend-to-friend referrals to their advertisements. This feature offers them opportunities to take advantage of flexible pricing and buy advertising space based on clicks or impressions. Facebook Pages - an added feature of the network - allow rich media display, create an Internet presence for organizations and can be easily set up. Since these are shown in member profiles, members are able to invite their friends to join these pages, enabling businesses to directly communicate with members. Facebook enables advertisers to be cost-efficient through a choice of paying either by clicks or impressions. This enables a company to create advertisements which can best serve their promotion objectives.

Myspace, Twitter and Facebook retain the interest of their members by being useful to them and providing services that are entertaining and/or helpful in expanding their networks. With enough time and effort, it is theoretically possible to create a series of virtual-visual web-based networks of friends, starting with one individual and extending out to others. Due to the nature of the medium, the friend-of-a-friend-of-a-friend idea underlying the development of such networks can lead to a seemingly endless number of possibilities for interconnections. Consumers are engaged in goal-directed behaviours. While human behaviour is influenced by personal and social goals, behaviour is also a function of interaction between human capacities to make decisions and the task environment involved. In today's high stress work environment, where people are forced to spend more time on work, social networks provide a "space" where individuals can express themselves freely and interact with others. They have empowered their users, who are also consumers, through the exchange of opinions and information and led them to a new 'information democracy,' in which the possibility of manipulating information by marketers has been greatly reduced, since information has now tilted toward the consumer.

Effectiveness and measurement issues:

In spite of their great benefits, marketing on social networking sites recently shows a little part of largely online marketing. The raise in marketing income has not successful to address former predicts, recommending that advertisers also have worries regarding the successfulness of marketing by real networks. Advertisers are hesitant of how they are able to control the authority of SN for their products name. Though, some firms are

forecasting an important raise in SN marketing income; in the United States, profit is anticipated to raise through 180 per cent from USD 800mn in 2009 to USD2, 700 Mn in 2012. The non-appearance of great methods for efficiency dimension slowed down the procedure of social networking advertising implementation. Though, the attractive marketing technique shaped a mission derive to inspect and generate ruled gauges to assess social networking sites effect that might assist eradicate mystification. The benefit of social networking advertising is that the assessments are able to be accomplished in suitable time, which offers to secure data. Many online exact assessments have been expanded and cross-media utilization learning are being employed to assess efficiency. SNS enables marketers on their website to assess the usefulness of their marketing.

- (i) By deep investigative where marketers can tackle who is including with their sites and how; and
- (ii) Through optimization where marketers are able to change and purify their objectives, financial plans otherwise inventive directly. Moreover, marketers can raise the significance of their sites for extra processes that have been taken on these websites.

Marketing Implications:

The effectiveness of selling plans based not just on setting up a suitable valuable plan; it is furthermore a job of the capability to successfully interact it to the aimed marketplace. Innovative technology for example SN and the customer empowerment obtaining from them have made an innovative type of customers, deriving advertisers to understand how they contact this worth plan to this cluster and include with them. Advertisers is not bale to depend on mass media networks to “force” their interactions to customers in this latest client-concentrated atmosphere; they should hold new plans if they desire to be successful. The gainful and the prospective advantages that are able to be forced from the customer growth are two chief inspirers at the back of the raising employ of social systems because selling instruments. Through the effective costs engaged, investing on advertising by social systems will develop more effectively, with a projected USD 2.5 Mn being invested through 2010. This has significant suggestions for advertisers. In against to website “poster” advertising, which is same to conventional mass media marketing, social networking sites provide advertisers the chance to marketing otherwise take on PR actions by electronic word-of-mouth – appeared through several because the mainly strong request of SN. At the opening of the Facebook advertisement stage, which joints parts of Word-of-Mouth and marketing, this system inspired regarding an innovative age of force selling in which customers would willingly support the goods customers like, where this site assists advertisers in generating most successful advertisement operations. Real hopefulness is relied on the greatly documented information that the influential authority of selling interactions is developed when it invents through an unbelievable resource for example a family member. Effective study has exposed that strangeness among the resource (for example the messenger) and the contact (for example the matter) is able to be support for an unenthusiastic assessment of the message in its place of an optimistic one as formerly proposed. Joint

advertising and interpersonal interactions at the similar moment and at the similar gap on numerous online websites can enhance the incidence of real strangeness issues, as advertisers have fewer authorities in the innovative knowledge democracy time age. A few companies have furthermore started to integrate electronic Word-of-Mouth on their personal social networking sites. Also, this work recommends suggests that in real frameworks the message can be observed as intentionally influenced selling interactions and thus be fewer successful than electronic Word-of-Mouth provided by normal social networking sites. The result of advertising on the site is that it enables for entrance to advertisers in spite of geographic sites and therefore offers a wide consideration of the marketplace actualities which might be valuable to advertisers. The condition 'web-no-graph' has been denoted like an effort to seem at the online like an aim of work and to identify the deep views into the usual discussions that happen in web debates. It is valuable that every data entered on the social networking sites is able to be gathered and assessed in correct-time. Therefore, communal systems are able to promote advertizing using associate (users of social networking sites) information like input to increase an exclusive viewpoint into customer manner and their communication with an exact product name. There are several different modes in which organizations are able to influence the propagation of social networking sites in their advertising efforts. A current classified many chief goals of SN plans, that's are (i) develop consumer consideration, (ii) endorse matters of social concern, (iii) endorse goods and facilities, (iv) make possible interior information sharing, and (v) raise product popularity. Growing organizations for example JP Morgan, Toyota, IBM, Virgin, Xerox, Unilever, CISCO, P&G, Honda and Burger King had effectively employed SNS.

Social media marketing is essential:

Gone are the days when social networking sites such as Twitter and Facebook were hangouts for teens only. Now a lot of adults are using these sites. All social media help in promoting your brand irrespective of what it is. Let me elaborate why social networking sites are beneficial for your online advertising.

Social media marketing offers various benefits:

Most of the social networking sites are free. There is no fee of any kind. Some of the free networking sites are Facebook.com, Twitter.com, and Orkut.com etc. Unlike search advertising based on pay per click that not only consumes time and money, social networking sites consume time only. You also know your audience more closely in networking sites than PPC marketing.

Reach Globally with Social networking sites, expand your online advertising:

Social networking sites are not limited to geographical locations. There are 50 - 60 million of active members on Facebook alone. Similar figures are there for other sites as well. People living in India are selling their products in US and vice versa. You need not limit your customers inside 1 country only. Live tweets are

possible in Twitter. Groups together and now your audience, know their nationality, promote your brand. Online advertising has reached beyond the dimensions of single country.

Make your online advertising effective by targeting specific group of people:

You can target specific audience for advertising your product. Join groups in Facebook and other such networking sites. These groups consist of likeminded audience which may be very to audience you are targeting for your brand promotion. Unlike in PPC or search marketing where it is difficult to talk much about your audience, socially advertising your brand is very cheaper. For example, if you are selling books for engineering students, you can join any community that consists of engineering students. In social media such as Facebook it is very easy to know the members of community (Sims, 2006).

Make a community to increase your audience:

Once you become member of Facebook, LinkedIn, Orkut, Twitter etc. You can create your own groups and community and send invitations to fairly a large group of members. Once you make the community, people joining your community who are really interested in your community or product becomes obvious. There is no limit no of members that join your community or group. You can spread your message with just few key strokes. The best thing is that you need not any well-planned hi-fi strategy to promote your product.

Establish your expertise and relationship with your audience:

Share your knowledge with people you are targeting. By sharing your knowledge and expertise on any particular subject, you will not only establish your expertise about subject but will also develop a sort of relationship with your audience/clients. Once you win trust of people your chance of doing online business will increase tremendously. People like to do business with experts they know. You can establish your brand by mixing with people in social networking sites. Online advertising on social media can get you name more quickly than any other form of online marketing. People visit sites related to person they know more often than any other site. That is why traffic of social networking sites is doubling each year.

Use social media to partner with your competitors.

In spite of throat cut competition, in social networking sites you can team up with your competitors to reach interested audience. This spirit of co-operation develops because advertising on social media is free and you do not lose anything as in PPC marketing. People are ready and even your competitors are ready to share their experience to promote their brand. There is more emotional touch in social media than any other platform of online marketing. The amount of customers/audience on these social networking sites is fairly large, so there is room for almost everyone.

Updating your activities and sharing new message is very easy and fast:

Modifying information on social networking sites take only seconds. Meeting with fans, friends, society associates and further relationships is very simple in social networking. There are many open online requests that enable them to modify their position all over the numerous of their social networking sites accounts at the same time. There are several further causes why they must employ SNS for online advertising. And also, marketers will expand their plans once they are executed it. Performing great business, endorsing their product name and magnetizing and approaching to perspective customer/consumers are very simpler on social networking than some more different style of online marketing. Currently large businesses for example HP, DELL and further true business players are taking support of social networking to endorse their product and approach to persons who invest mainly of their times on these SNS. In ending, if they are not marketing on social networking, they are great perspective clients and furthermore losing cash on costly explore advertising otherwise some more online marketing (Upstart, 2008).

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. She continues to say that 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. Moreover, it gives a business capability to develop a trusting relationship with a customer by direct interaction via Web 2.0 features, address their needs and concerns, or even conduct market research. In fact, the main advantage of having a social network presence is "the amount of information an organization can gain about its customer base." He continues, saying that information can be mined regarding all sorts of trends, including product development, customer feedback, loyalty management, and customer segmentation, among others.

Brand Awareness:

Brand awareness is important when it comes to social network marketing, and widgets are a good way to establish a presence in social networks. He says that through the use of widgets, businesses have a lot of opportunities to market [themselves], company, and add value in the overall business ecosystem.

Moreover, 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. Finally, although some companies do not seriously approach building brand awareness on social networks, it is a good approach to build that into the business model. He suggests

businesses start with small steps. If they find the method profitable, then they should consider introducing their own social network.

Social networking sites have become a powerful force in shaping public opinion on virtually every aspect of commerce. Because they amplify word-of-mouth marketing, they are becoming increasingly important in consumer's purchasing decisions. To keep up, marketers must learn to leverage these sites. Social media may become more important than advertising as a trusted source of information; and, because consumers provide much of the content, marketers have less control over messaging and positioning. Here, social networks are described along with ways in which companies can participate in the conversation and influence the message. In general, when users join a social networking site, they create a profile of themselves. The profile describes their interests and activities. Once the profile is set up, users connect with "friends" (other users) who have similar interests by searching the network, or inviting others to join. Most services require that both users confirm that they are friends before they become linked in the network. Once linked, it is simple to communicate to your group and update them on their activities of interest. Because users tend to self-organize by affinity, life stage, and psychographics, these networks offer a unique opportunity for highly targeted marketing. Users share opinions and make recommendations on social networking sites. It has been repeatedly shown that consumers seek others' opinions when considering the purchase of products and services.

CHAPTER-3

RESEARCH METHODOLOGY

Research methodology

Research methodology is a collective term for the process of conducting research. There are many different methodologies used in various types of research and the term usually considered to include research design data gathering and data analysis. Research methodologies can be qualitative and quantitative.

A Research Methodology explains the reason behind the research how it is conducted, how to gauge advancements in the process carried out and what constitute accomplishment concerned with the objectives decoded to be undertaken for the study.

Marketing research is the systematic gathering recoding and analysing of data about problem retaining to the marketing of goods and services.

The essential purpose of marketing research is to provide information, which will facilitate the identification of an opportunity of problem situation and to assist manager in arriving at the best possible decisions when such situations are encountered.

Objective

- To identify the role of Social Media Marketing in India
- To find out that how social media is contributing in E-Commerce industrial growth in terms of Profit, Promotion, Profit, Reach, Visibility & Network building
- To identify the potential of Social Media Marketing in India
- To recommend the ways by which company can effectively use the social media for Marketing their products
- To analyse the effective communication strategy through social networking sites

Data Collection

- 1) Primary data- data was collected directly from the customers through a questionnaire.
- 2) Secondary data- data collected through journals, periodicals, Websites and newspapers

Sample Size

Sample size refers to the numbers of respondent's researcher have selected for the survey. I have selected 100 sample units from, cites, and individual customers.

Research design

Descriptive Research Design”. This kind of design is used for more precise investigation or of developing the working hypotheses from an operational point of view. It has inbuilt flexibility, which is needed because the research problem, broadly defined initially, is transformed into one with more precise meaning in exploratory studies, which in fact may necessitate changes in research procedure for gathering relevant data.

The characteristic features of research are as follows: –

- Flexible Design
- Non-Probability Sampling Design
- No pre-planned design for analysis
- Unstructured instruments for collection of data
- No fixed decisions about the operational procedures

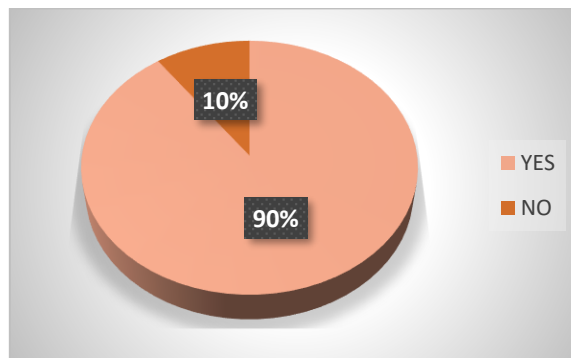
CHAPTER-4

DATA ANALYSIS

RESPONSES

1. Do you think social media is the most sought-after method adopted by entrepreneurs' young and old in the field of marketing, advertising, brand building, promotions?

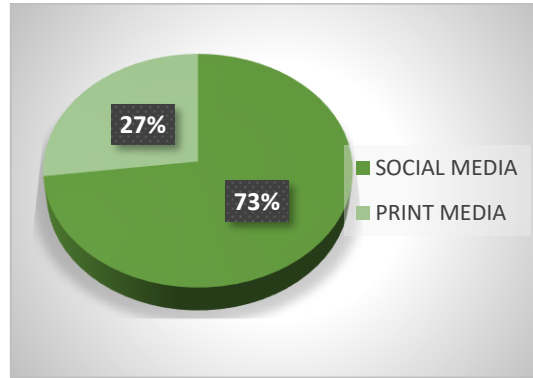
Options	Number of responses	Percentage
Yes	81	90%
No	9	10%



Social media has taken over the world in every sense. In the field of marketing, advertising, brand building, promotions social media is the most sought-after method adopted by entrepreneurs' young and old. 90% people agree with it but 10% of them still believe in the traditional way of marketing.

2. Which is the most effective solution for brand promotion?

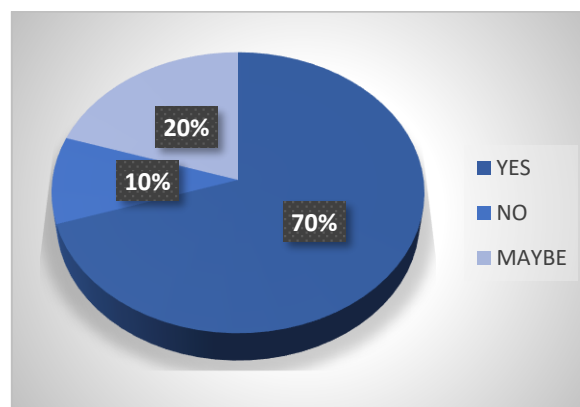
Options	Number of responses	Percentage
Social Media	66	73%
Print Media	24	27%



Marie Swift (2006) suggests that placing an advertisement in the print media is not the best solution for brand promotion. The problem with traditional mass advertising according to Marie is that, these media appeal to a wide range of people who may not even be interested to know who we are. 73% of the people agree with it while rest is still thinking print media has its own significances. Someone said “print media is the only media which has the highest reach as it is read by the old and young population.

3. Do you think social media marketing will help the firms to find their potential customers?

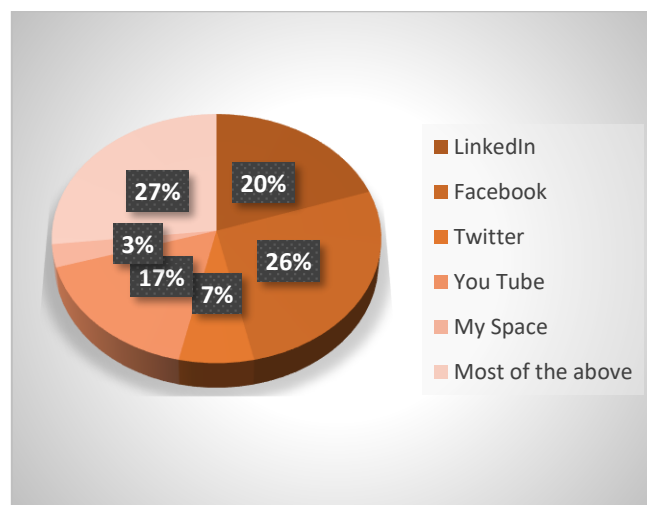
Options	Number of responses	Percentage
Yes	63	70%
No	9	10%
Maybe	18	20%



Promotions and brand building must be done with people whom we think are potential customers for our business. This can be achieved by channelizing a greater part of promotion and advertising budget for activities such as networking, volunteering, hosting events and so on. Out of these methods, networking is the best that suits the need of the time (Marie Swift, 2006). With the technological advancements in today’s world, it is fairly easy to be connected with the outside world with the help of social networking sites. Yes, most of the people agree with it.

4. Which social networking site are you most familiar with?

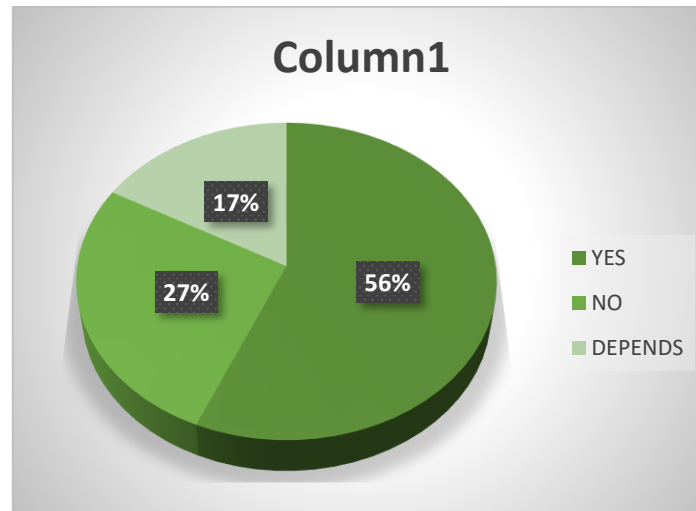
Options	Number of responses	Percentage
LinkedIn	18	20%
Facebook	24	27%
Twitter	6	7%
YouTube	15	17%
My Space	3	3%
Most of the above	24	27%



In today's world there are many social networking sites which are helpful for the mass marketing. The objective of this question was to find the website which is the most popular one. Most of the people are familiar with Facebook, LinkedIn then YouTube. Many of them are familiar with most of the social networking sites

5. Do you think the relative cost is much lesser as compared with traditional advertising?

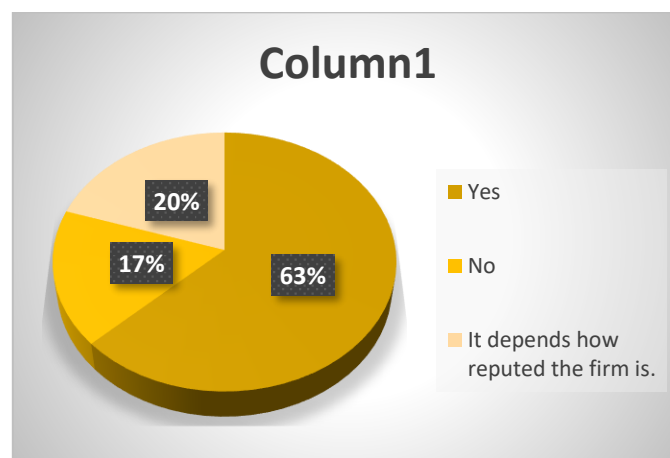
Options	Number of responses	Percentage
Yes	51	57%
No	24	27%
Depends	15	17%



More than 50% people think relative cost is much lesser as compared with traditional advertising while more less than 30% think it is not. The studies say that the relative cost is lesser as compared the social media marketing with traditional advertising.

6. Is social media helpful for B2B firms in generating new sales/clients?

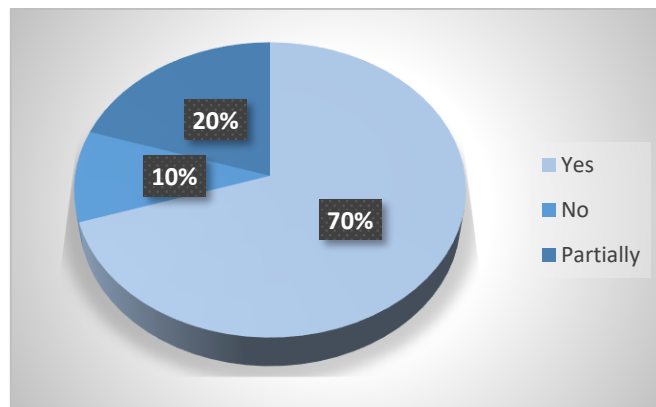
Options	Number of responses	Percentage
Yes	57	63%
No	15	17%
It depends how reputed the firm is	18	20%



Social media helpful for both B2B and B2C firms in generating new sales/clients. 63% of the people agree with it. While others think in B2B everything is taken place in a formal way so it's not possible to generate new sales through the social media.

7. “Social media can be effectively used for various B2C clients to increase sales.” Do you agree?

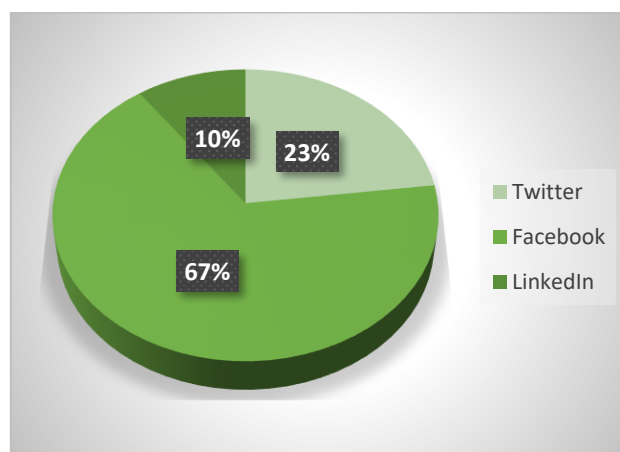
Options	Number of responses	Percentage
Yes	63	70%
No	9	10%
Partially	18	20%



70% of the people agree with this because most of the people are familiar with social networking sites and they frequently visit these sites.

8. Which one do you think is the most effective social networking site for online marketing?

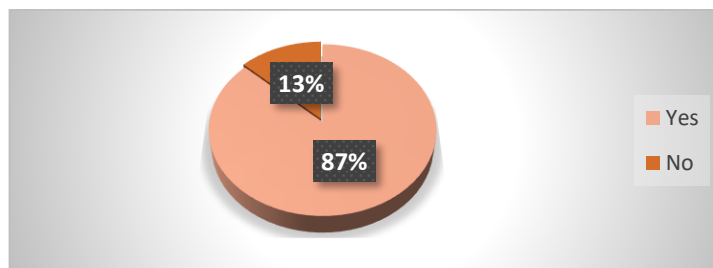
Options	Number of responses	Percentage
Twitter	21	23%
Facebook	60	67%
LinkedIn	9	10%



It shows that most of the people are familiar with Facebook in comparison with other sites like Twitter and LinkedIn. Cab providers like Ola Cabs and Taxi for Sure are more active in Twitter than Facebook. So, it depends on different industries.

9. Do you follow your favourite brands on social networking sites like Facebook, twitter and LinkedIn?

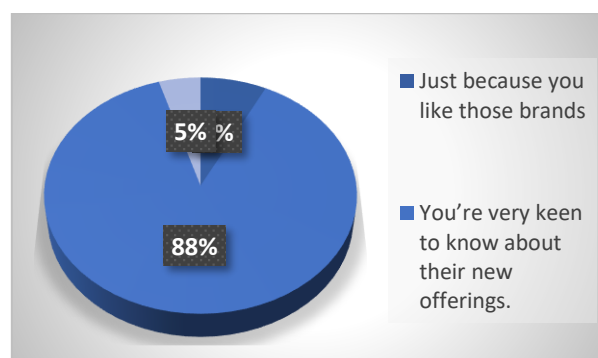
Options	Number of responses	Percentage
Yes	78	87%
No	12	13%



Most of the people do follow their favourite brands in Facebook and twitter to know about their offerings and all

10. If yes, why do you follow them?

Options	Number of responses	Percentage
Just because you like those brands	24	27%
You're very keen to know about their new offerings.	51	57%
To know how well they are in marketing.	15	17%



CHAPTER-5

FINDINGS, CONCLUSION AND SUGGESTIONS

Finding

- Twitter, YouTube and LinkedIn hold the top spots for future plans: A significant 66% of marketers plan on increasing their use of these social networks.
- Marketers want to learn most about Facebook: While 93% of marketers are using Facebook, 68% want to learn more about it and 62% plan on increasing Facebook activities.
- Video becoming important: A significant 57% of marketers use video in their marketing; however, 72% want to learn more about video marketing and plan on increasing their use of video.
- Podcasting on growth trajectory: Only 10% of marketers are involved with podcasting, yet 26% plan on increasing their podcasting activities and 43% of marketers want to learn more about podcasting.
- Facebook and LinkedIn are the two most important social networks for marketers. When allowed to only select one platform, 52% of marketers selected Facebook, followed by LinkedIn at 21%.
- Most marketers aren't sure their Facebook marketing is effective: Only 45% of marketers think that their Facebook efforts are effective.
- Tactics and engagement are top areas marketers want to master: At least 91% of marketers want to know the most effective social tactics and the best ways to engage their audience with social media.

Conclusions

Social media is working more as a search engine these days because people trust people rather than trusting companies. Also, people think that it would be cheaper to buy from the people directly rather than going to the company website. Hence, an area of interest is searched on a social media and concerned people are found and communicated with. Social media marketing creates a positive effect on many business markets such as financial institutions, travel and tourism businesses, retail businesses, knowledge businesses, entertainment industry, and so on. Since the process of social media marketing saves money, time and is highly engaging and interesting social media marketing seems to be the next big thing to hit the world as a whole.

One of the biggest advantages of social media marketing as opposed to traditional advertising is that potential customers can be precisely targeted. For example, in Facebook, if a person specifies that his area of interest is interior designing; his home page would have advertisements of interior designers on it. Thus, it doesn't seem to be a hassle for the customer because they would definitely want to see those advertisements. As for the

business owner, he/she needs to pay only if a person clicks on his/her advertisements. Thus, it is a win-win situation for both the business owner and the customer.

Similarly small business start-ups should utilize the endless opportunities provided by social media sites such as Facebook, Twitter and LinkedIn. The biggest advantage for small business start-ups is that the amount of money to be spent on advertisements can be massively cut down and brand building can be done effectively. As in LinkedIn which is customisable, more than one product being sold by the same company can also be marketed. This works perfectly for B2B clients who cater to more than one product from the same verticals.

In fact, social media sites themselves are changing at a fast pace to keep up with the marketing trend that is present today. Though LinkedIn was started for professional networking, it has added much functionality recently which makes it an attractive platform for business development. Likewise, although Facebook is considered as a medium for personal space, it is changing at a rapid pace to cater to the needs of businesses as well. More companies are trying to market their products through Facebook. Twitter is least preferred social networking website used for business development.

Recommendations

From this report it can be concluded that social media presence is inevitable in the coming years. Not only that social media is useful as a marketing tool, it has become the order of the day to be present in social media. Therefore, this report recommends all kind of businesses- small scale, large scale, business to business clients, business to consumer clients, manufacturing industries and so on to be actively present in the social media. An important fact to be kept in mind in this context is that most social networking sites have a cyclic growth. It starts from minimum, attains a maximum and goes down to a minimum again. Thus, this is the perfect time to invest time and resource in popular social media sites such as Facebook, Twitter and LinkedIn. Owing to the relatively small amount of investment, it is not a high-risk investment as the usage of social media will come to a minimum only gradually.

In comparison with traditional advertisements, social media marketing caters to a more focussed group of people and thus can yield better results. This does not mean that companies should stop using traditional media and start using online and social media alone for advertisements. This may result in disastrous results. An important thing to be kept in mind is that when we say one in every seven people are on Facebook, there can be millions of duplicate accounts and almost half of the total number of accounts is not being accessed every day. This limits the chances of meeting new prospects and thereby causes a hindrance for generating new business leads. Also, still the remaining people of the world are relying on traditional media which means that we can't ignore them. Therefore, the best solution is to combine both traditional and social media for marketing (Wako binger, 2009). This will bridge the gap between those people who are active on social media sites and those who are still relying on traditional media. Companies must be careful in selecting particular adverts for

particular media. A company which sells clothes may have to rely on social media for advertising their clothes for people of the age group 15-50 whereas they still have to depend upon traditional advertisements like TV, radio and print media for the rest of the age group population. Thus, effective combination of social media adverts and traditional adverts will result in better results.

The online presence of firms must be frequently updated and it must be linked with each other and with the company website. It must be maintained well and only relevant posts must be updated. Small businesses should embrace this wonderful technology and reap the benefits of being on the social media for marketing.

Limitations

Social media is a word that is being widely misrepresented a lot these days, but it is seldom understood by all! Social Media is trending to be a point of communication for like-minded persons who share, create or exchange information or ideas online. However, is it safe to be a part of social media? That's the big question here! The huge disadvantage of social networking is that it reduces or excludes face-to-face socialization.

The following info graphic exactly highlights the significant points such as identity theft, which means that because of the independence afforded by the virtual online world, individuals are unrestricted to produce imaginary identities and can pretend to be somebody else. People are being targeted for online scams; companies are ridiculed by unwanted negative feedback or publicity.

In addition, it also talks about how the concentration of employees has reduced the productivity as they are too busy updating their statuses or are checking their likes and friends list. The photographs that are posted on the social media are also not safe as they are morphed/tampered and misused for illegal activities. And God forbid, if your account on the social media is hacked, then all your privacy is lost. All your vital information is leaked online or used for illegal activities.

With all these disadvantages being discussed, social media marketing is a still a good way to do business marketing in certain industries. All you need is to know what your limitations are and how to get the best of this hyped social media!

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ANNEXURE

QUESTIONNAIRE

1. Do you think social media is the most sought-after method adopted by entrepreneurs’ young and old in the field of marketing, advertising, brand building, promotions?

- Yes
- No

2. Which is the most effective solution for brand promotion?

- Social Media
- Print Media

3. Do you think social media marketing will help the firms to find their potential customers?

- Yes
- No
- Maybe

4. Which social networking site are you most familiar with?

- LinkedIn
- Twitter
- My space
- Facebook
- YouTube
- Most of the above

5. Do you think the relative cost is much lesser as compared with traditional advertising?

- Yes
- No
- Depends

6. Is social media helpful for B2B firms in generating new sales/clients?

- Yes
- No
- It depends how reputed the firm is.

7. "Social media can be effectively used for various B2C clients to increase sales." Do you agree?

- Yes
- No
- Partially

8. Which one do you think is the most effective social networking site for online marketing?

- Twitter
- Facebook
- LinkedIn

9. Do you follow your favourite brands on social networking sites like Facebook, twitter and LinkedIn?

- Yes
- No

10. If yes, why do you follow them?

- Just because you like that brand
- You are very keen to know about their new offerings
- To know how good, they are in marketing

11. 'social media is the best source of marketing are you agree with this statement?

- Strongly agree
- Agree
- Neutral
- Disagree
- strongly disagree