

A STUDY OF SOCIAL MEDIA MARKETING

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Abstract

Social media has rapidly increased in relevance and popularity. People can now converse using it in both their personal and business life. Social networking is already being used by many businesses as a tool for marketing. In this paper, the efficacy of social media as a marketing tool was investigated. Both social media and conventional media's advantages and disadvantages for marketing have been analyzed and compiled. The ever-expanding social media industry's potential benefits for small business startups were also examined in this paper.

INTRODUCTION

Providing readers with content they will find fascinating and want to share with their social networks is typically the main objective of social media marketing initiatives. A corporate message is passed from user to user and is more likely to be remembered since it appears to be coming from a trustworthy source other than the brand or company itself. Since word-of-mouth is this sort of promotion's main engine, earned media rather than sponsored media is its intended outcome.

Everyone with an internet connection may now quickly access social networking. Better customer service is typically provided when organizations communicate more frequently, which helps build brand recognition. Also, social media gives businesses a relatively affordable platform to run marketing initiatives.

Online marketing:

Digital marketing is a strategy for promoting brands through digital channels like the internet, mobile devices, and other interactive platforms. This method of advertising has a cheap cost model, which is its main advantage. Pull and Push marketing are two categories for digital marketing.

Pull

Digital marketing strategies that require users to "extract" content from the web require users to actively seek it out and do so. Streaming media (audio and video) and websites and blogs are excellent instances of this. Each of these scenarios involves providing readers with a unique link (URL) to access the content.

Push

Push digital marketing strategies consider both the marketer (who created the message) and the intended audience (the user). Push digital marketing techniques include, among others, email, SMS, and RSS. To ensure that the messages are understood in each of these scenarios, the marketer must convey (push) them to the users (subscribers).

Digital marketing trends:

To engage customers in a more individualised way, businesses are utilising a wide range of digital media. The following digital marketing trends are being quickly adopted by businesses.

Social media:

Businesses are putting more of an emphasis on interacting with customers there in order to provide real-time

connections. Social media lets businesses to engage with a big audience of potential customers by giving consumers access to campaign-related and medical information.

Utilizing activities on location-based social media, such as sharing experiences and reading reviews, businesses are taking advantage of the development of the Global Positioning System, and the popularity of smart mobile devices to increase their use of social-local-mobile marketing strategies (GPS).

COMPANY PROFILE



The phrase "BUSINESS PROFILE" The Little Hand Foundation was founded by Mr. Deepanshu Arora and is a recognised non-profit organisation in India. Our goal is to support girls and kids from disadvantaged communities in rural and urban India. The objective is to empower women via access to education and better healthcare services. Through awareness-building, we work very hard to reduce social injustice and poverty. Since we defend people's rights to an education, a healthy lifestyle, and a means of survival, our objective is to advance equality for all societal groups. Young people should understand how important environmental preservation is. People may be informed about the environmental crisis and its solutions, and local programmes and activities could be planned to accomplish this.

SCOPE OF THE STUDY

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OBJECTIVES OF THE STUDY

1. State your goals clearly
2. For your marketing objectives to be achieved with the help of digital marketing, they should be clear and simple to understand.
3. Your objectives ought to be precise, measurable, reachable, pertinent, and time-bound. If your goals cannot be measured, they are pointless. You'll never figure out what marketing mistakes you're doing for your business.
4. The remaining elements are also the same. You will succeed if you make a plan and outline the goals you intend to achieve with the help of digital marketing. It is not a quick fix, so make sure your investment in digital marketing will pay off over time.
5. To learn about fresh chances and to take advantage of them

COLLECTION OF DATA

Analyzing data

Every data collection should aim to gather trustworthy data that can be used to conduct in-depth data analysis and create a strong case for taking a particular position.

Principal Data

Primary information was gathered from a variety of sources, and the analysis was aided by their insight and knowledge of the study's particular goals. To further understand their experiences and preferences for their devoted company, data were gathered through questionnaires.

ADDITIONAL DATA:

Secondary information was gathered from many websites, newspapers, etc.

100 samples total.

RESEARCH METHODOLOGY

DATA ANALYSIS:

Any effort to collect data should make an effort to obtain high-quality data that can be used for rich data analysis and the formulation of answers to earlier questions.

APRIORITY DATA

For the specific aims of the study, primary data were gathered from a variety of people, and their opinions and information were used to aid perform the analysis. The information was gathered through a questionnaire in order to learn their preferences and experiences with their devoted employer.

BONUS INFORMATION:

Several websites, newspapers, and other sources of secondary data were consulted.

a 100-person sample

The survey is included in annexure I.

How significant are your social media profiles on sites like Facebook, Linked-In, Twitter, etc.?

How significant are internet shopping, banking, trading, and other platforms for you?

How significant are sites like Picasa, Flickr, Instagram, and others for you?

There are different levels of relevance for each of your domain names, websites, blogs, iTunes, Kindle, and Google Play accounts.

How important do you think it is to retain important records like property deeds and legal paperwork?

How significant are online wallets like PayPal or virtual currencies like BitCoin, Linden, or LiteCoin to you?

Have you considered storing or transferring the data or digital assets described above to your family or friends

so they have access to them in case of emergency (such as a serious illness or when you are not around to provide them with this information)?

How likely are you to utilise a one-stop service that would let you manage all of your digital assets and communicate essential information to your family and friends as needed? If such a service existed, how likely are you to use it?

If a bank, insurance provider, or other reputable organization—such as a law firm—offered this service as a part of what they provide.

How probable is it that you'll utilise it?

Literature review

1. In Advertising Express, December 2020, Neelika Arora, 32, wrote a research article titled "Trends in Internet Advertising."

By 2021, the global online advertising market is anticipated to reach \$10 billion USD. Revenues in India are currently forecast to be Rs. 80 crores, and within the next five years, they are predicted to climb six times more. A wider industry section in India, including those in the automotive, telecom, education, banking, insurance, credit card, FMCG (Fast Moving Consumer Goods), apparel/clothing, durables, media, business services, and tourism, accepts the Internet as a medium. The banking, FMCG, and insurance industries are thought to together account for 45% of all advertising expenditures. Financial service providers barely spend 12% of the overall advertising revenue, in contrast to the 37% spent by the automobile, tourism, and retail industries. Automobiles are among the top consumers in India, followed by Sunsilk, Pepsodent, Kellogg's, Cadbury, and HDFC (Housing Development Finance Corporation Ltd.) loans. With this, early adopters in the financial and IT industries are investing more money. Internationally, the trend is for Google, Yahoo, Microsoft, AOL (America Online Launchers), and Overture to receive over 60% of all income. Almost 90% of Google's income comes from advertising. Portals in India like agencyfaqs.com, rediffmail.com, exchange4media.com, and indiatimes.com are bringing in a lot of online money.

Demographic information on Indian users is provided in this article. Also, a comparison between Globalshala's global trend and India's trend is provided, which is helpful for my research.

An essay on "Online Banner Advertising" by Sumanjeet37 was published in the Indian Journal of Marketing.

As a form of advertising, online banner advertising has a lot of promise. It is simple to make, put in place, and utilize. Businesses targeting the educated, creative, wealthy, or students of Globalshala have a great chance of success because their target markets are well-represented.

1. The article "Globalshala advertising's future e-Marketing approach" by Jaffrey Graham⁴⁵ has been released. An analysis of the Internet marketing and advertising sector was released in an equities research study by Morgan Stanley Dean Witter. The cost and efficacy of advertising across multiple mediums are calculated in the report after reviewing research from dozens of companies. Online branding is effective. The Internet is at least as successful at generating product interest for established companies as television, magazines, and newspapers are for promoting recall.

2. Consumer behavior in response to social media advertisements. Nelsen included (2012: 10). Both online communication and media consumption have transformed as a result of social media. News, entertainment, and products for consumption are filtered, discussed, distributed, and validated via online social connections. (Ryan 2011: 15) Each of the current most popular social media platforms will be covered in more detail in the following chapters. Of fact There are other social networks and programs (apps) available; however, for the sake of this study, only the important media will be covered.

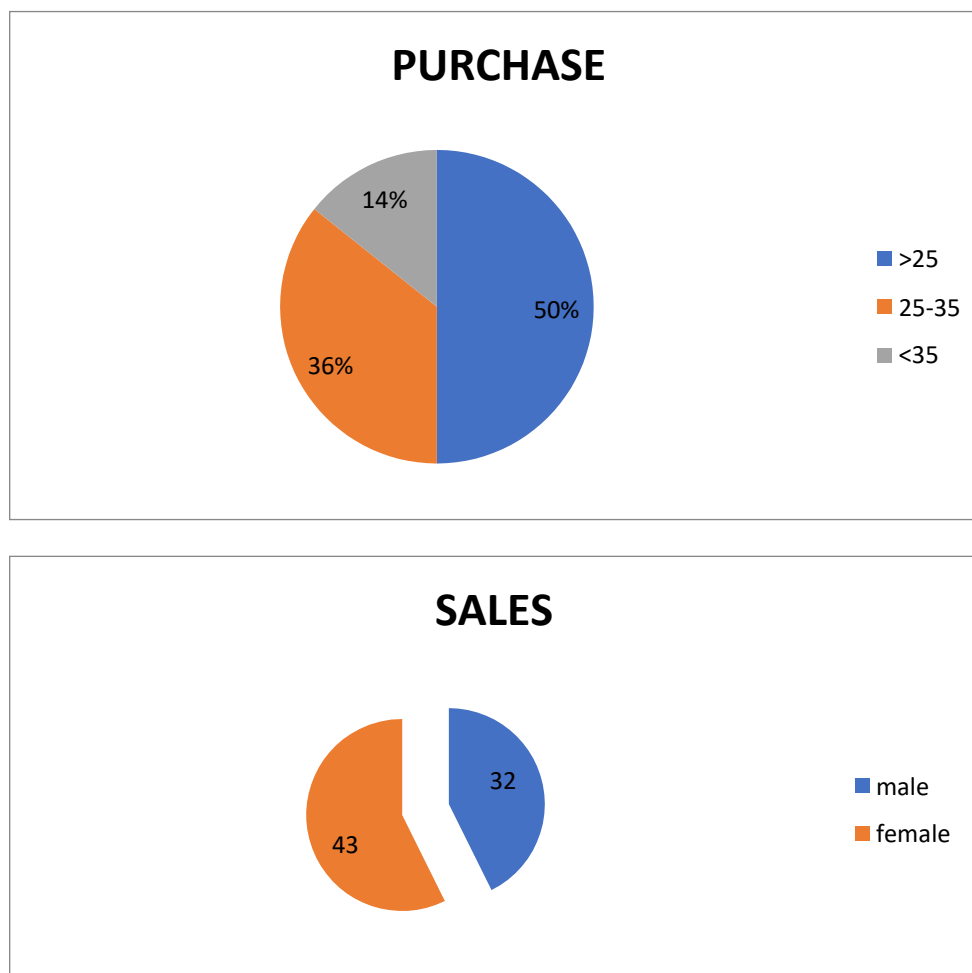
DATA ANALYSIS AND INTERPRETATION

The age and gender of respondents are demographic data.

TABLE: .1

VARIABLES	MEASURING GROUP	FREQUENCY	PERCENTAGE
Age	Below 25	35	50.0
	Between 25-35	25	35.7
	Above 35	10	14.3

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GRAPH: 1 Respondent age group, gender, and frequency of purchases**INTERPRETATION**

Nearly 80% of our respondents who make online purchases are younger than 25 and are currently enrolled in school. 35.7% of respondents in the 25–35 age group successfully use internet shopping at the same time. All of those folks are drawn to e-commerce websites that provide a large selection of goods to everyone as well as with their services. Our interpretation of this, given their choices, is that people are purchasing unique and time-consuming international goods online.

FINDINGS

1. The majority of individuals in the real sector are aware of the advantages and benefits of digital marketing.
2. From my research into digital marketing, I learned about its recent emergence and rapid expansion.
3. I discovered in client servicing that persuading clients is a little difficult because they are equally knowledgeable about digital marketing and can articulate why Globalshala is superior to competitors.
4. Before considering other, less well-known possibilities, the majority of sectors choose search engine optimization, search engine marketing, and social media marketing as their primary digital marketing platforms. These three channels have a high acceptance rate.
5. Sending an email to a company in a related industry first, and then calling them afterward, makes contacting them easier; occasionally, the company will call you back after getting your email.

Learning

find an ROI-friendly solution to the client's issue.

Learn about the prospects and difficulties of digital marketing in India. though the tasks are the same every day, the circumstances are not

Whether a client's request is modest or large, it is crucial to fulfill all of their requirements.

CONCLUSION

The fact that this project was successfully completed demonstrates the direction that the industry is taking in terms of digital marketing. Digital marketing include integrated services and channels as well as the placement of advertisements on portals. To effectively reach their target audiences and establish a brand, marketers aim to use these elements. In the current digital era, those who are connected across digital channels serve as brand stewards rather than marketers.

Due to the fact that consumers prefer digital media over other types of media, brands want to boost their online presence. Also, consumers seek out information voraciously, and digital media is the only channel for two-way communication between Globalshala brands and customers.