

A STUDY ON THE IMPACT OF SOCIAL MEDIA MARKETING ON INDIAN FIRMS

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ABSTRACT

In this world of digitization, Social Media Marketing is a vogue that is sweeping across the whole world. The trend of Social Media Marketing is growing day by day with the concepts of Internet marketing which is turning into an important platform for Social Media Marketing.

Companies incorporating innovative Social Media Marketing techniques have created a niche market. In fact, social media is now seen as one of the main conventional forms of marketing. Social Media Marketing is going to be top on the agenda of many marketers, and they might be looking for innovative ways to market online, reduce cost per lead, increase click-through rates and conversion rates, and discover what's hot in Social Media Marketing.

Social media plays an important role in advertising and creating customer relationships. Most businesses are starting to use social media as a marketing tool. Social media is an emerging phenomenon in business marketing and public relations (PR). Although the pace of social media exchanges as a marketing tool and PR for businesses is relatively low the trend is constantly growing. Various companies incorporate a platform for communication into their marketing strategies to connect with their customers and their prospects. The communication forum can be used to perform various marketing and communication activities such as marketing intelligence, emotional research, PR, marketing communication, customer management etc. Most of the professionals and writers in the field of social media and PR are former Internet marketers who have been Internet marketers. working in this field since its inception. This research paper attempts to evaluate the effectiveness of the social media platform for corporate and PR marketing purposes.

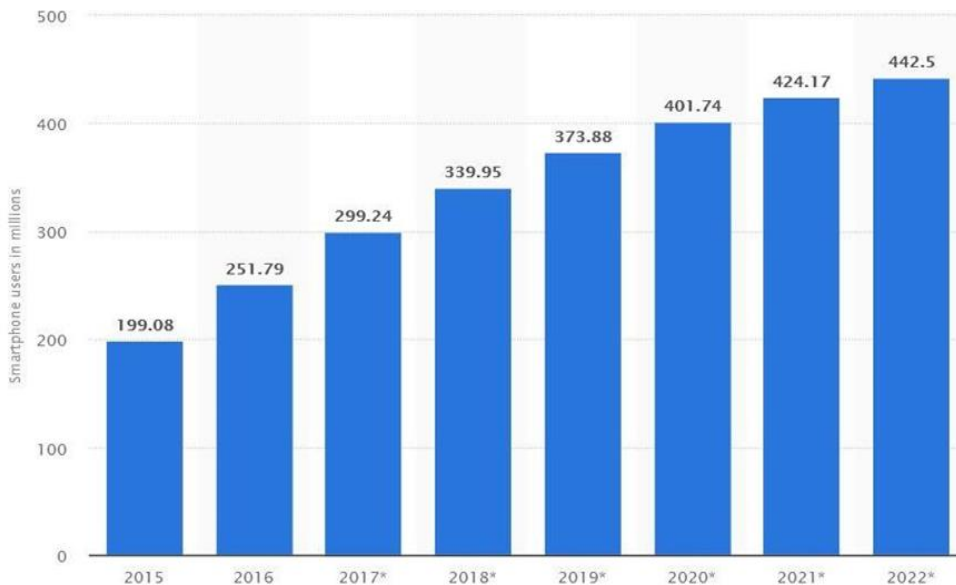
1. INTRODUCTION

Over the past few years, the number of Internet users has grown exponentially. These days People spend most of their time online (566 million Internet users, December 2018 - Economic Times). Telecom companies such as Reliance Jio have been instrumental in this change. The growth of the internet is due to things like the availability of 4G services at regular prices and the emergence of affordable smartphones with android apps, ios and windows. People prefer to shop online, video streaming online banking. Use the social media platform with this growing internet. As things go digital day by day, the corporate sector is also evolving digitally. By 2018, India had 480 - 570 million internet users. This figure is expected to grow to 666.4 million internet users by 2023 (**According to Statista - online statistics, market research and site of business intelligence**). Companies also use a variety of digital methods to operate differently in an organization. The increase in the use of smartphones also plays an important role in this. Statistics show that the number of smartphone users worldwide is projected to exceed 442.5 million users by 2022 (**According to Statista - online statistics, market research and business intelligence website**).

Social media has changed the way we live, work, and, yes, has changed our businesses. More than 3.6 billion people use social networking sites worldwide, making it one of the most popular online activities.

Designing an effective marketing strategy for a B2B communication platform, however, is not an easy task. To be effective, brands need to develop a data-based strategy, create a budget, and measure their success.

As you plan your B2B platform strategy, it is important to consider the impact of the media platform across the industry and where other brands are succeeding - and failing.



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Figure 1: No. of Smartphone Users in India by 2022

So many companies use digital media to advertise their products or services. Social media and other social media sites play a very important role in this. Organizations use digital channels like search engines, email, social media, etc. to increase their presence on digital channels significantly.

In this way the internet provides a new opportunity for businesses and can be a very important and useful platform for their various marketing activities such as spreading information, attracting new customers, retaining existing customers and improving or maintaining existing customer relationships with CRM online (Customer Relationship Management), Hamid and N. (2008). Social Media is changing the marketing landscape at a fast pace. Social Media changes the relationship between the consumer and the company. As more and more people

spend most of their time online. So the corporate industry shifts to Social Media marketing from Traditional Marketing. They now use Social Media Marketing channels to advertise or advertise their products and services.

Marketing: According to the American Marketing Association (2013), Marketing is a function, a set of institutions, and processes for creating, communicating, delivering, and sharing value-added contributions to customers, clients, partners, and the community at large.

Marketing is also defined as the satisfaction of customers' needs through the exchange process or Marketing is the process of identifying the needs and requirements of the market/customer and meeting them profitably (Philip Kotler).

Marketing Key Process:

There is an Important Marketing Process that includes the following standard steps:

1. Opportunity Identification: The first step in the marketing process is to identify opportunities, such as what are the different opportunities for a particular product or service in the market or what the customer needs or need for a particular product or service. This is a process of market or customer analysis.

2. New Product Development: This is the second and one important step in Marketing. At this stage, the development of a new product begins. This step applies to the findings of the first phase of the marketing process which is opportunity identification.

3. Customer Attraction: This is the third step in the marketing process where customers are attracted to a new improved product or service through a variety of methods or methods, including advertising, branding, promotions, etc

4. Customer Guidance and Building Integrity: Phase 4 is one of the most important steps in the marketing process to familiarize and build customer loyalty. This basically involves doing the kindness and dignity of the organization, and it helps the organization in retaining existing customers and creating new ones.

5. Order Fulfillment: This is usually the final stage of the marketing process. In this process, the order is fulfilled by meeting all the expectations, needs, requirements and requirements of the customers.

Traditional Marketing: Traditional marketing is defined as the marketing process in which advertisements, promotions and marketing take place traditionally. For decades, these marketing strategies have been included in the list of promotions, advertising, and customer awareness.

Different methods of Traditional Marketing are:



1. Billboards
2. TV/Radio Advertisements
3. Print Marketing – pamphlets, brochures etc.
4. Direct Mail Marketing (Fliers, Cards, Letters, Post Cards etc.)
5. Newsletters, Magazines
6. Broadcast

7. Telephone calling

8. Door to Door etc.

Previously these were advertising and marketing tools used to market products or services, but as time changed and technology dominated everything, the idea of Social Media Marketing came up. Business organizations have begun using Social Media marketing tools in various marketing activities.

1.1 Social Media Marketing

Social Media Marketing simply means the marketing of different types of products and services digitally or through the use of various IT tools and strategies aimed at advertising, product promotion and services. It is an emerging and effective way of selling things. It is completely different from the traditional marketing process. In Social Media Marketing, there is a process for building and maintaining customer relationships through electronic media and various online services. It incorporates a variety of strategies we can have with digital audiences and build tracks and transformation in our business. Social Media Marketing is a dynamic process, it does not stand in the way of traditional marketing because it is constantly evolving (Wymbs, 2011). Social Media Marketing is effective because it is measurable, we can measure facts, statistics and data. Reduces busy door-to-door activities. It is also an inexpensive and easy way to communicate with people without interrupting them personally. Social Media Marketing is the promotion of products or genres using one or more electronic media. Social Media Marketing is commonly referred to as 'online marketing', 'online marketing' or 'web marketing', M. Shikisha (2018). According to the Chartered Institute of Marketing (2015), Social Media Marketing is defined as the management process responsible for identifying, anticipating and satisfying customer needs effectively. In line with Smarter Insights (2000), Social Media Marketing is defined as achieving marketing objectives through digital technology. As the world becomes more digital, the scope of Social Media Marketing is also increasing day by day. This is because people feel that it is a simple, easy and effective way to get things done. In hindsight, there is a growing need for professionals who can handle items related to electronic media. Now all day everyone is on their cell phones, especially smartphones. The industry is growing day by day and the scope of Social Media Marketing is also growing. The main thing is that with traditional marketing we cannot be everywhere but with digital (because of the internet and electronic media) we can be everywhere, anywhere in the world. Basically,

Social Media Marketing is a new way of understanding customer behaviour and methods. Social Media Marketing is a collection of different tools and strategies for which we can explore things more.

Different modes of Social Media Marketing are

- SEO (Search Engine Optimization)
- SMO (Social Media Optimization)
- SMM (Social Media Marketing)
- SEM (Search Engine Marketing)
- Affiliate Marketing
- E-mail Marketing

Search Engine Optimization (SEO): The process of optimizing the online content so that a search engine like (Google, Bing, Yahoo) shows it as a top result. It is the process of improving the visibility of a website in a search by natural links. SEO is also known as Organic Search Results.

There are two types of SEO:

1. On-Page SEO
2. Off-Page SEO

On-Page Optimization: On-Page Optimization is defined as the type of SEO in which the optimized result is directly reflected on the website.

The following Techniques are used for On-Page Optimization:

1. Keyword Research
2. Title Tag Optimization
3. Meta Tag Optimization
4. Heading Tag Optimization
5. URL Optimization and Rewriting
6. Image Optimization
7. Sitemap Creation (XML, HTML, ROBOT.txt)
8. Content Optimization

Off-Page Optimization: Off-Page Optimization is defined as the type of SEO in which the optimized result reflects outside the website, on other modes where we have to create backlinks.

Techniques used for Off-Page Optimization:

1. Search Engine Submission
2. Directory Submission
3. Article Creation and Submission
4. Blog Creation and Submission
5. Blog Commenting

Social Media Optimization (SMO): A process for content development on various Social Media Platforms. Content visibility is a major concern here and as SEO.

Social Media Marketing (SMM): Social Media Marketing is a process that involves identifying market needs and meeting them profitably through various social media platforms. The different ways of Social Media marketing are Facebook Marketing, Instagram Marketing, LinkedIn Marketing, WhatsApp Marketing etc.

Media allows firms to connect and connect with their clients and provides customer platforms to interact with each other globally Mangold and Faulds (2009). Vivek Bajpai et. al (2012) described their research on various marketing tools on social media as:

- Automation
- Social Media
- Social Aggregation
- Social Media Monitoring
- Social Bookmarking and Tagging
- Social Analytics and Reporting
- Blog

Marketing

Search Engine Marketing (SEM): This is the process of advertising and marketing different products or services with different search engines. It is a paid way to sell. As we have to pay in search engines for advertising and promotional activities for our businesses. Google AdWords Search Engine Marketing Types, Bing Ads etc. And different types of ad campaigns such as, Ad text campaigns, ad show campaigns, shopping ad campaigns, video ad campaigns etc. can be created on search engines.

Affiliate Marketing: Affiliate Marketing is a marketing process where products and services of other businesses are advertised on popular sites such as blogs, websites, social media channels etc. From which we get a commission to advertise and promote that product and service.



Figure 3: Affiliate Marketing Process

E-mail Marketing: Email marketing is the process of targeting customers through promotional emails. Customers can be new subscribers, active subscribers, inactive subscribers or permanent customers.

Types of Emails:

1. Promotional emails
2. Transactional mails

3. Birthday Wishes
4. Offers
5. Greeting mails etc.

These mails are often flashed through software like Mailchimp, active campaign, constant contact, send in blue, HubSpot, etc.

Social Media Marketing Channels:

Social Media Marketing channels are the mediums through which organisations perform different activities of Social Media Marketing. Wertime and Fenwick (2011) enlisted different types of latest and in trend Social Media Marketing channels used by organisations whether big or small such as websites, blogs, emails, social networking websites, digital TVs, smartphones, etc.

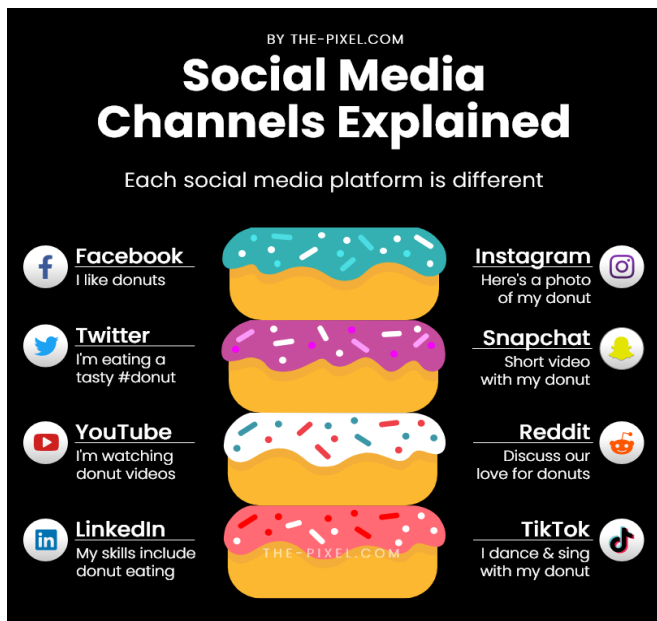


Figure 4: Social Media Marketing Channels

Benefits of Social Media Marketing in addition to Traditional Marketing:

There are a few benefits to Social Media Marketing in addition to traditional marketing.

1. **Low Cost:** The Social Media Marketing process is cost-effective. Advertising for products and services on social networking sites is less expensive than conventional marketing.
2. **Real-Time Effect:** Social Media Marketing is a process that reflects real-time results. It is a fast process, we start getting results soon after the start of the advertising program like tracking customer responses with quick query management etc. and in general advertising, we have to wait for the results as it is a slow process.
3. **Product Development:** The Media Marketing process is an easy way to develop a brand name without the time and in mainstream advertising, it takes a lot of time to develop a brand name. Through the use of several Communication Marketing strategies (Social Media, Search Engine, Email Marketing) and campaigns, the reach of targeting high-end audiences is growing. Through the use of these strategies and campaigns, many people are influenced.
4. **Not Disturbing:** Advertisements or promotional activities in newspapers or magazines are usually a distraction because they are edited while online advertisements can be skipped at any time.
5. **More Exposure:** Social Media Marketing offers better exposure to advertisements and advertising activities compared to conventional marketing because it has a global presence online and can target the right audience at the right time and place.
6. **Better Interaction:** Social Media Marketing engages or directs more audiences through a number of modules (such as social media links, search engine campaigns, and attractive email marketing strategies) compared to conventional marketing.
7. **Quick Marketing:** Social Media Marketing is the fastest way to advertise goods and services on a large scale compared to conventional marketing.
8. **Simple Statistics:** The analysis of Social Media Marketing campaigns is simple and quick compared to traditional marketing. Analysis tools like Google Search Console, Google Analytics, etc. can be used in Social Media Marketing. This analysis also helps to design new marketing strategies at all levels.

9. **Easy to Customize:** Customizing Social Media Marketing activities at any time is very difficult and impossible in the case of traditional marketing.

Social Media Marketing Process

Social Media Marketing Process is a very broad term that differs for different purposes of Social Media Marketing. As it serves a different purpose for individuals through different mediums and techniques. For each business, there are different techniques and processes to be followed in Social Media Marketing.



Figure 5: General Process of Social Media Marketing

1.2 Insights

Every business organization in the world is facing fierce competition in the modern world. It becomes very difficult to reach all customers. Marketing plays a very important role in targeting a large audience. Advertising is one of the best aspects of promoting or marketing a product and service. But conventional methods of advertising or marketing such as TV commercials, newspapers, magazines, radio, flexes etc., are expensive and have little effect. Moreover, they cover only a limited area, affecting only a few people. To overcome this

the idea of Social Media Marketing came into being. This process or method of marketing is costly and creates more traffic for businesses. Mediums of Social Media Marketing helped business organizations grow significantly. Social Media Marketing enables them to be present worldwide in all parts of the world via the Internet. So many businesses have started to change their marketing strategies from the traditional to the digital way and get better results. No one can deny that there are more benefits to Social Media Marketing than traditional marketing and a significant impact on businesses.

1.2.1 Need for study/research issues:

The Internet is increasingly dominating the world in different ways. In the present scenario, everyone has easy access to the internet. People are spending a maximum of their time on the internet by using media like smartphones, laptops, and other electronic gadgets. This lifestyle has attracted business organizations to shift their marketing approach toward Social Media Marketing. They are making use of digital technologies to expand their penetration vis a vis market share.

By keeping the implications of Social Media Marketing into consideration and research gaps in the relevant field, the following research issues are proposed in the present research.

- What are the different worldwide trends in the usage of Social Media Marketing? Which of Social Media Marketing tools and techniques (SEO, SEM, SMM, Email Marketing, Content Marketing, etc.) are helping the business organizations to grow more?
- What are the favourable factors for the adoption of Social Media Marketing? How do government and other forces play a significant role in the adoption of Social Media Marketing?
- What is the cost of campaign setup, infrastructure, and other basic requirements and facilities?
- What benefits business organizations are getting after the adoption of Social Media Marketing? Which factors encourage business organizations most towards the adoption of Social Media Marketing? What strategies are being used by business organizations to reap the maximum benefits of Social Media Marketing?
- What are the challenges and benefits business organizations are facing after the adoption of the same? How Social Media Marketing is impacting their sales, marketing share, customer relationship management, etc.?
- What are the perceptions of consumers toward Social Media Marketing? How do they perceive Social Media Marketing? Are they influenced by Social Media Marketing or not? Which form of Social Media Marketing

appeals most to them? What is the impact of Social Media Marketing on the perception of a product or service in the minds of customers?

- How social media presence is important for business organizations? Businesses are getting benefits from their presence on social media channels or not. Which social media channel is more effective for business organizations like (Facebook, Twitter, Instagram, Tumblr, WhatsApp etc.)?
- What will be the impact of upcoming technologies like 5G, artificial intelligence, blockchain etc. on Social Media Marketing?

Social Media Marketing is becoming the increasing need of hour as it is impacting businesses and consumers in several ways. The present study will be based on the proposed research issues discussed above.

1.3 Objectives of study

1. To study the emergence of Social Media Marketing in the Indian scenario. (YOY secondary data analysis).
2. To identify the factors that motivate the adoption of Social Media Marketing.
3. To identify the challenges or problems faced by the firms during adoption or implementation.
4. To measure the impact of Social Media Marketing on the sale of business firms.
5. To identify the most effective mode of Social Media Marketing that influences firms.
6. To analyze customers' perception of Social Media Marketing.

1.4 Expected outcomes of the study

The present study is to know about the impacts of Social Media Marketing on business organizations and the consumers' perceptions of Social Media Marketing. This study will bring out the different factors of Social Media Marketing which are impacting businesses positively or negatively so that businesses will get to know whether to make use of Social Media Marketing or not. This study will also reveal challenges faced by businesses in the implementation of Social Media Marketing strategies. This will help other business organizations to decide

whether to rely on Social Media Marketing or not. The results and findings of the study will help the businesses which are using or starting Social Media Marketing to know the role, scope and impact of Social Media Marketing on businesses in future.

2. RESEARCH METHODOLOGY

Research Methodology is a systematic or systematic approach to solving a research problem. It is a combination of different sampling techniques, data collection methods, research completion time, number of respondents, and different tools used for analysis. In simple terms, a research method is a set of different methods used to perform successful research.

In the present study, the first and second data will be used. For the collection of basic data, I will select different companies (respondents) that use Media Media marketing tools and methods from the last two years and beyond. For this purpose, a random sampling method will be used and the data will be collected through a well-designed questionnaire. The questionnaire will be divided into three sections, which means that the first part will contain questions based on the profile of the respondents, the second part will contain questions based on how Social Media Marketing affects businesses and the third section will contain questions to explore Social Media Marketing. consumers looking at Social Media Marketing.

To analyze the data collected in various mathematical tests, the tools will be used according to the research requirement. The second data sources will be newspapers, magazines, Internet sites, official websites, articles, research papers, journals, annual reports, and various textbooks.

2.1 Review of the literature

Literature review is basically a summary of the research topics or the studies which are published previously. It gives the general idea of the research carried out earlier. The literature can be reviewed through scholarly articles, books, research papers and other resources which are relevant to a particular research field. The literature review provides general direction for research to be carried out by highlighting the aspects in which research has been carried out earlier. These are the secondary resources of past research. It is basically a kind of handy guide to past research information. This chapter basically deals with a review of literature dealing in Social Media Marketing to explore the existing research gap and research perspectives associated with Social Media Marketing.

The present study focuses on the evolving research topic i.e. Social Media Marketing and the impact of Social Media Marketing on the corporate sector. The impact of Social Media Marketing plays an important and significant role for business organizations. The following related literature is reviewed to fulfil or to meet the objectives of the study. For this purpose, different research articles, books, journals, and research papers are analyzed and reviewed.

Shirisha M. (2018) studied the importance of Social Media Marketing in the new era with the analysis of secondary data. She explained the different forms of Social Media Marketing and the different channels of Social Media Marketing available. She also discussed the role of the internet in Social Media Marketing and further added various benefits of Social Media Marketing over traditional marketing. She also highlighted the Indian perspective of online advertising. She finally concluded that Social Media Marketing plays a vital role in the growth of the business.

Parkash S. & Banerjee S. (2016) threw light on B2B business development through different channels of Social Media Marketing. The study was focused on the Lorent Services which is one of the main services. The data was collected from the 38 companies through a well-framed questionnaire which focused on important factors like companies' comfort level towards Social Media Marketing, reliable media, different marketing tools etc. The study concluded that the digital world is the domain with a number of opportunities for businesses to target the largest segment of consumers. It was also concluded that Social Media Marketing opens different doors of opportunities for the vendors or different business houses.

Sathya P. (2015) studied Social Media Marketing and the impact of Social Media Marketing on consumer purchases. In this study, it is explained that Social Media Marketing is the medium of electronic communication among consumers and marketers. The study is conducted on 100 consumers to

achieve the different objectives like the usefulness of Social Media Marketing in the competitive market and the impact of Social Media Marketing on consumer purchases. It is found in the study that Social Media Marketing has a great future and maximum consumers like it and love to purchase things online, people are aware of the terminologies of Social Media Marketing. They concluded that Social Media Marketing is emerging as one of the important and crucial approaches for business organizations.

Bala M. and Verma D. (2018) did a critical review of Social Media Marketing with the help of secondary data. In this study, they have acknowledged that businesses are really getting benefited by Social Media Marketing as well as from different tools of Social Media Marketing. They discussed current and future trends in Social Media Marketing. They concluded that India is experiencing a radical change toward digitalization. Consumers are spending the maximum of their time on the internet or social media channels. Further, they concluded that the businesses are getting benefits from SEO, SEM, SMM, email marketing, influencer marketing etc. They also concluded that the whole process of Social Media Marketing is cost-effective and has a great impact on businesses because of its vast reach.

Devraj A S & Renuka R V (2018) explained Social Media Marketing and different forms of Social Media Marketing with the advantages of Social Media Marketing over traditional marketing. They concluded that business houses are getting serious about Social Media Marketing and are doing more investments in this. Different channels of Social Media Marketing are becoming the main part of business strategy. Small to large scale enterprises have started investing in Social Media Marketing.

David Stone M. and David Woodcock N (2013) explored the role of the latest technologies in Social Media Marketing making it more interactive and responsive to handle customers. They explained how business intelligence and customer insight are helping organizations in interactive or Social Media Marketing. They

concluded that advanced support of Business Intelligence is helping the companies in the execution of processes of interactive or Social Media Marketing. To make this process more advance and popular companies are now focusing on business intelligence and customer insight. They have further concluded that automation is playing a very important role.

Kannan P.K. and Li Alice (2017) described a framework for research in the field of Social Media Marketing. They explained the marketing strategy process with the significant role and impact of Social Media Marketing. They outlined different evolving issues in this regard like concerns for customers, environment and organizations etc. They have explained different tools and forms of Social Media Marketing and their benefits towards different perspectives like business growth, customer awareness and responsiveness etc.

Vetrivel T & Balachandran N. (2018) explained the role of Social Media Marketing in modern business. They explored that Social Media Marketing is playing an important and crucial role in the marketing strategies of organizations. Specialized areas of Social Media Marketing like SEO, SEM, SMM, email marketing etc are playing different roles in Social Media Marketing. They also discussed the importance of Social Media Marketing with different advantages over traditional marketing. They concluded that the Social Media Marketing process is not an overnight process; it takes time and a lot of patience.

3. LIMITATIONS

- 1. Time-consuming:** - Everyone likes to invest time in something that can give them an effect in 2-3 days. And if we look at social media marketing then this takes a lot of time to give you results. Social media marketing is a very time-consuming process. Here you should always post and connect with people because social media is about online interaction with your intended audience. All of this takes a lot of production time to invest.
- 2. Risk of negative feedback:** - This is the most common limitation that traders face. When you use social media platforms like Facebook, Instagram, LinkedIn, Twitter or any other for your products or services people get direct access to post their ideas. Therefore, you have an equal chance of getting both positive and negative comments. Your competitors may also post negative comments to get you ahead of the market. Negative comments can damage the reputation of your business.

3. **Hacker Threat:** - If you are on Social Media Marketing then you will find hackers everywhere. Robbery is a serious problem. Hackers often hack into accounts and steal your personal data, data and other important information from anyone. If hackers access your social media account, your data may be lost and your website may be blocked by them.

4. CONCLUSION

Social Media Marketing offers equal opportunities for all businesses whether large or small. Previously only rich companies were able to advertise their products and services because the traditional marketing or advertising process is more expensive compared to Social Media Marketing. Social Media Marketing is influential and influential throughout the entire business environment. A small investment leads to good results. Businesses get high yields with minimal investment. The internet and digital technology have enabled organizations to create dynamic ads by entering the world.

4.1 Recommendations

1. **Improve Brand Awareness:-** Social media is one of the least stressful and profitable digital marketing forums that can be used to enhance the visibility of your business. To get started, create social media profiles for your business and start connecting with others. Using a social media strategy, it will help you increase your brand awareness. By spending only a few hours a week, more than 91% of advertisers claim that their social marketing efforts have significantly increased their product visibility and in-depth user experience. Undoubtedly, having a product forum for your product will benefit your business and with regular use, can generate a large audience for your business quickly.
2. **Cost-Effective:-** For marketing strategies, social media marketing is a less expensive option. Account creation and registration is free on almost every social media platform. But if you decide to use paid advertising on social media, stay tuned to see what to expect. Saving money is important as it helps you get the most out of your investment and hold a larger budget in other sales and business payments. By investing less time and money, you can significantly increase your conversion rates and ultimately get a return on your investment.
3. **Engage with your customer:-** Social networking is a great way to engage with customers. The more you interact with the audience, the more likely you are to change. Set up two links with your target audience so

that their interests are known and their interest is easily conveyed. In addition, contacting and communicating with customers is one way to gain their attention and convey your product message. Therefore, your product will reach a wider audience in real terms and be stable without hassle.

4. **Brand Loyalty:-**If you have a social media platform, you make it easier for your customers to find you and connect with you. By communicating with your customers through a social media platform, you are likely to increase customer retention and customer loyalty. As building a loyal customer base is one of the main goals of almost any business. Customer satisfaction and product reliability often go hand in hand. It is important that you get used to communicating with your customers and start building a bond with them. The social media platform is not only peaceful for your product, it is also a great platform for promotional campaigns. The customer sees these forums as service stations where they can communicate directly with the business.
5. **More Brand Authority:-**To make your business more dynamic, product loyalty and customer satisfaction both play a big role, but it all depends on communication. When customers see your company posting on social media, especially answering their questions and posting real content, it helps them build a positive image in their minds. Regular communication with your customers proves that you and your business care about them. Once you have found a few satisfied, talkative customers about their great shopping experience, you can let the advertising be done for you by real customers who value your product or service.
6. **Increased Traffic:-**One of the other benefits of Social Media is that it also helps to increase traffic to your website. By sharing your content on social media, you are giving users a reason to click on your website. In your social media account, if you share more quality content, you will generate more incoming traffic while creating conversational opportunities.
7. **Enhanced SEO Rankings:-**The presence of a social media platform becomes an important factor in calculating standards. Nowadays, to protect an effective level, SEO requirements vary widely. Therefore, it is not enough to simply optimize your website and update your blog regularly. Businesses that share their content on social media send a product signal to a search engine that speaks to your product's legitimacy, integrity, and consistency.
8. **Marketplace Awareness:-**One of the best ways to find the needs and wants of your customers instead of contacting them directly is Market Awareness. It is also considered to be the most important communication advantage. By looking at the activities in your profile, you may see customer interest and ideas that you may not otherwise know if you did not have a social media platform. As a collaborative research tool, a social

media platform can help you gain information and a better understanding of your industry. Once you have gained a lot of followers, you can use additional tools to check other demographics of your customers.

9. **Healthier Customer Satisfaction:-** Social media plays an important role in networks and social media. With the help of these platforms, creating a voice for your company is essential to improving the overall brand image. Customers are grateful for the fact that when they post a comment on your page, they receive a better response than a computer message. A brand that values its customers, takes time to compose a personal message, which is naturally seen in a positive light.

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