AN ANALYSIS OF INDIAN SOCIAL MEDIA MARKETING

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Abstract

"Social media marketing" is the process by which a company promotes its website or goods using different social media sites. Marketers in India are moving quickly to seize the "new normal" opportunity. Social media has given companies a new channel to communicate with their target audience, allowing them to bypass traditional advertising middlemen and achieve unprecedented levels of success. To this day, most Indian marketers rank expanding their consumer base as their number one objective. Social media, email, and search engine marketing were the three most effective online investment channels in 2011, according to well-known Indian marketers. Half of all successful marketers think it's critical to mix social media with email marketing. This is why nearly every business on the planet is investigating social media marketing tactics. More important than "sending the message out" is the slogan "start engaging with customers" that now dominates contemporary advertising. Within consumer internet communities, "listening posts" and "dialogue hubs" are replacing the old "batch and blast" marketing role. Marketers are shifting from discrete, pure-play platforms to more integrated multi-channel strategies in order to fulfill the demands of modern customers across all devices and channels. Marketing professionals in India are making extensive use of a wide variety of platforms and technologies, including email, SMS, and social media. With the help of data on consumers' attitudes toward brand management on social media, this article will take a look at the present and future of social media marketing in India, as well as discuss its possibilities.

Keywords:- Social Media , Marketing ,

INTRODUCTION

In addition to facilitating public and private debate, the modern internet also makes it easier to conduct research, enjoy entertainment, and, to a growing degree, conduct commerce. Since the advent of the online as a commercial medium, advertising has been a primary use of the site. In the not-too-distant future, the internet might become a crucial distribution route for the majority of prosperous companies. An example of this is the promotion of products and services using social media platforms. Social networking websites are online groups of individuals who either have common interests or are interested in learning about other people's interests. User engagement on these platforms can take many forms, including chat, email, video and audio chat, file sharing, blogging, and debate groups. The proliferation of web-based apps marked a transition in social networking as the Web gained traction. In2002, the era of social networking came into its own. By 2006, any anyone with an email account could join social media networks. Because of the huge increase in the number of people utilizing these platforms, advertising is starting to concentrate more on them. So, they think this is a great place to promote their brand and establish its identity through interesting and effective messaging. Most ads employ interactive forms to make visitors more likely to click on them and find out more about the product. Numerous methods exist on social media for disseminating information about your business. Examining successful brand communication techniques on these networking sites would be the primary objective of the study.

LITERATURE REVIEW

India has come a long way in terms of internet connectivity. With an 85% surge in 2015, 3G data consumption in India drew closer to the global average per capita. According to data released by TRAI in June 2015, there were almost 1 million 4G subscribers. From 12 million in April 2014 to 25 million in April 2015, rural India's social media usage increased by 100% year-on-year. Cities with more than 1 million residents and popular tourist destinations will have public access Wi-Fi extended as part of Digital India's plan to upgrade the country's optical network and mobile connection. These advancements in India's connection allowed the country's internet user base to reach 324.95 million in September 2015, a 27.73% year-on-year growth. More and more individuals are utilizing social media, and more than 93.82% of internet users now subscribe through mobile device. In a similar vein, companies are starting to see the light about how important it is to attract customers through digital and social media channels.

Customers might be difficult to classify, locate, get in touch with, and satisfy. Looking at consumers' digital lifestyles and online behavior in connection to brand engagement was a major focus of this year's Third Edition of SMMITS. "The demographic cohort following Generation X," according to Wikipedia, describes the youngest generation. Although there is no universally accepted set of birth years that can be used to identify a generation, most academics and media critics have utilized the years 1980–2000. Everyone in the internet marketing field, from media strategists to brand managers, is fascinated by "millennials" and how they use the internet and engage with businesses at different points in their lives. Those in the 18–34 age range use social media extensively for research, shopping, and brand engagement. After surveying 1,250 end consumers, we found that 70% of them had a mobile phone, 60% are under the age of 25, and that their phone costs INR15,000 (about $225) or less. With the exception of Twitter, all of the consumer-centric platforms contain brands, and their users seem to follow similar patterns of behavior across all of these platforms. Brands should monitor these platforms to see if they are worthwhile investments and to track their target audience. People guide brands. A long-standing goal of advertisers has been to reach people where they already spend time online. This is useful for both new and old systems. Marketers have long made use of Facebook, but Twitter has emerged as a major customer channel; each platform has its own unique way of working and contributes to a brand's digital presence in its own unique way. Unlike Facebook, LinkedIn and Twitter allow users to follow specific brands based on their interests and needs. The preceding graph makes the disparity between the two platforms much more apparent. A marketing manager's presence on user-facing channels is crucial, but they should also monitor broader sentiment against the brand. Community, content, and innovation have proven to be the most effective means of communicating the brand's story and connecting with prospective customers, according to marketers. Delivering outstanding customer experiences across all channels and touchpoints is the ultimate aim of digital marketing. Personalization is being rethought from the ground up in an effort to forge emotional connections. Approving budgets, launching advertising, and proving return on investment is an endless loop that you, the marketer, are caught in. If we want to achieve better SOV and more clients, as brand marketers, we need to ask the right questions about our brand's digital trajectory, presence, and development potential. What matters most is how well our marketing initiatives resonate with customers and whether they end up making a purchase based on our recommendations. This emphasizes the significance of listening carefully while they speak. Successful automation, which includes tasks like social

listening and monitoring, is an art form that marketers must first master before moving on to the next set of challenges. You need to examine your internet marketing more closely if you wish it were more productive. That way, you may focus on your strengths while keeping tabs on the development of your technology and personnel. I can tell you that much. Many individuals have made use of Facebook. Furthermore, the idea that any modern business can afford to disregard Facebook is completely absurd. Nothing has changed, though, since Facebook first debuted in the marketing world. What was once unimaginable even a decade ago is now within reach on the biggest social network in the world, with features like 360-degree movie hosting, chatbot product sales, and the ability to serve as the primary news source for two-thirds of the population. Facebook is used by 1.18 billion people every day. Let me put that in perspective for you. Approximately fifteen percent of the world's population... and growing—more than five times larger than the United States. Beyond the sheer volume of users, Facebook commands a great deal of our attention. Facebook users spend fifty minutes per day interacting with the site, regardless of their locale. Considering the average person sleeps 8.8 hours every day, we spend one-sixteenth of our waking hours absorbed in social media.

Objectives of the Study

- Investigating the impact on Indian culture and the extent to which these communication channels have achieved their social media goals.
- The purpose of this study was to evaluate the efficacy of a communication strategy for social media brand building by means of survey research and content analysis.

Methods of Data Collection

The brand's influence, usage, and access to different kinds of online communication were all assessed using the survey approach, along with its reach within the target population. Content analysis was used as an additional tool to assess the communication strategies of the three most popular social media sites in India based on predetermined criteria. The findings are laid down in a tabular fashion.

Research Design

This study explored the effectiveness and influence of communication in branding a product or service among the target market on social networking sites like LinkedIn, Facebook, and Twitter. It used survey and content analysis methods. This study makes use of descriptive research. Method for Collecting Data We use a non-probability sampling technique, often called a convenient sampling methodology, to gain a sense of the opinions of online respondents. Even though everyone who uses social media is part of the public, this study only includes recent college grads and young adults (16–30 years old) so that we can get meaningful numbers. A randomly selected sample of the user communities on Facebook, Twitter, and LinkedIn were surveyed online to gain their own thoughts.

DATA ANALYSIS AND INTERPRETATION

1. **Do you think social media is the most soughtafter method adopted by entrepreneurs' young and old in the field of marketing, advertising, brand building, promotions?**
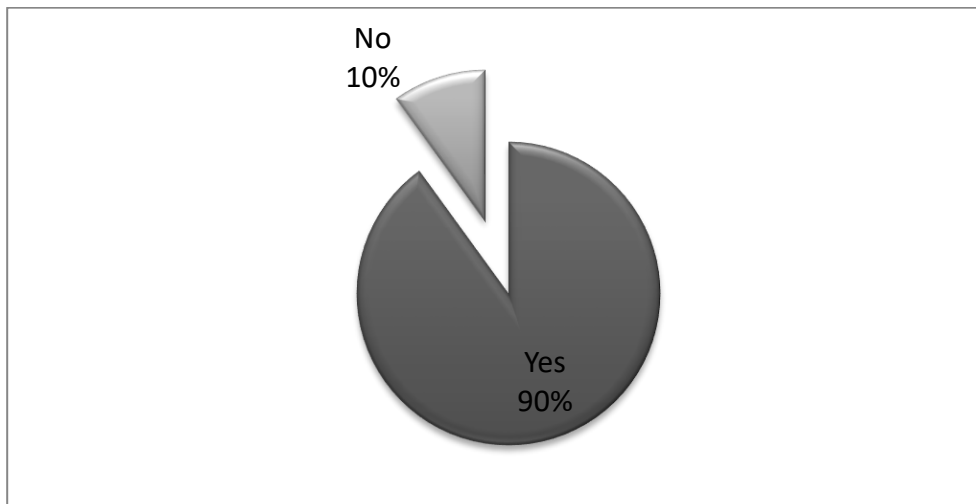
Options	Number of responses	Percentage
Yes	**81**	**90%**
No	**9**	**10%**

Everywhere you look, people are using social media. Entrepreneurs of all ages are jumping on the social media bandwagon as a means of reaching a wider audience and promoting their products and services. Despite the fact that 90% of people agree, only 10% of people still believe that traditional marketing methods work.

2. Which is the most effective solution for brand promotion?
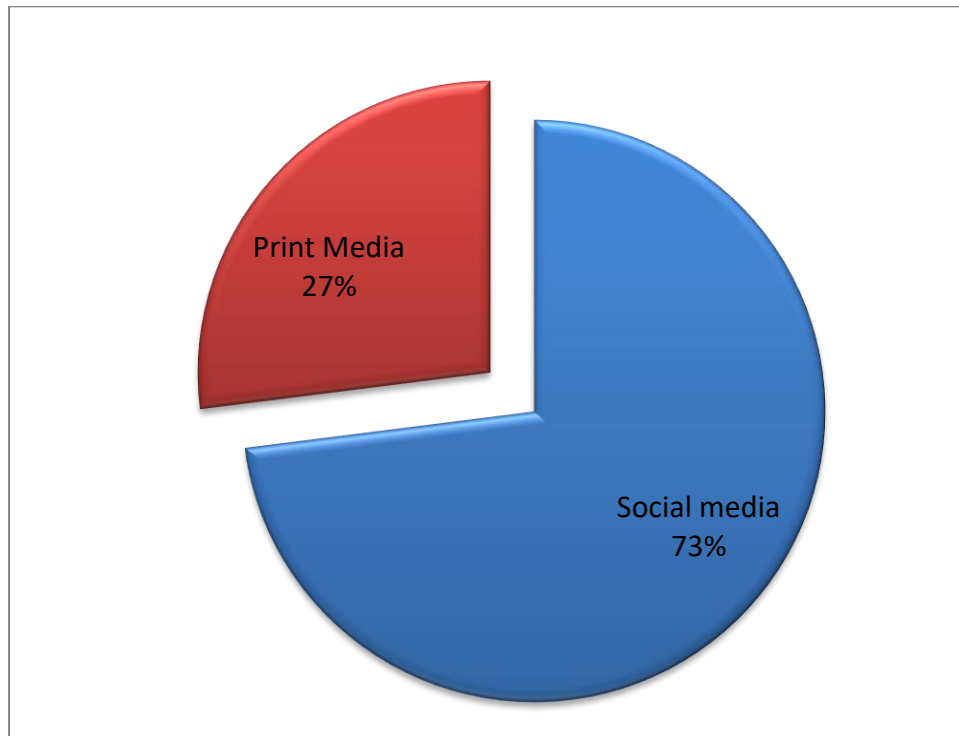
Options	Number of responses	Percentage
Social Media	**66**	**73%**
Print Media	**24**	**27%**

Marie Swift (2006) argues that traditional media ads aren't the best approach to promote a business. Marie claims that one problem with traditional forms of mass advertising is that they reach many people who may not give a hoot about our individuality. Of the whole population, 73% think this is true, while 26% think

print media still has some significance. Newspapers and magazines reach a large demographic since people of various ages read them.

Limitations

Due to the diverse nature of the respondents used in market research, it is prone to biases such respondents' emotional states.

The results of marketing studies could be skewed if respondents were to provide biased responses. This study solely covers the Noida and Greater Noida areas.

Conclusion

Product or service information dissemination substantially improves a brand's market competitiveness. In addition to providing useful information, it also serves as a breeding ground for innovative goods and services. Putting ads aside, it also contributes to client satisfaction. Unbeknownst to many, every brand that aspires to expansion must have an effective communication plan. In order to reach their customers, firms big and small are utilizing social media marketing strategies these days. In India, social media platforms like LinkedIn, Facebook, and Twitter have become a centre for branding individuals, products, and companies online. All brands on social media have access to the same basic capabilities and benefits, such as the ability to create a page, publish content, add multimedia, and much more. Numerous young adults are among the numerous individuals who are eligible to create social media accounts. Individuals spend more time on various social media platforms because of the amount of advertising content, entertainment choices, and places to meet up with friends. Product or service communicators are therefore inundating these spaces with interesting and engaging advertisements in an effort to increase brand recognition within the right audience. Social media is a powerful tool for advertisers and marketers to reach new customers and strengthen existing relationships.

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