

# Current Scenario of Social Media Marketing

**Dr. P. Jeyabharathy**

*Assistant Professor,*

*School of Youth Empowerment*

*Madurai Kamaraj University*

## 1. Introduction

Today, we are in 21st century and people don't have time to come and interact with each other. Social media helps people connect themselves with social networking sites so that now people can be far away and still stay connected. Apart from this media like Facebook creates a loyal connection between the product and the individual, which leads to huge advertising opportunities. Similarly, other social media such as blogs create a platform to post the idea of any event that needs to be promoted and can be used as a promotional technique for customer adoption and promotions. Now users get followers and subscribers and direct them to your social networking page. These media have a competitive edge over other popular public media such as television because there is a time gap between the occurrence of a social event and the time it is aired. This paper emphasizes strategies that can take this viral marketing mode beyond the current social media. As a result, it will help you build your community stronger so that your marketing is effective and proactive

Social media has grown tremendously in India over the past few years. Western marketers are already taking advantage of social media. But Indian marketers are still lagging behind in this effort. According to a 2008 survey conducted by DEI Global among US consumers, "Companies that do not include social media as part of their online marketing strategy are missing out on an opportunity to reach consumers". Social media marketing (SMM) is emerging as an innovation in the marketing industry. Fundamental to the success of any medium is influencing the conversation. Social Media Marketing (SMM) is a new marketing method based on the general principle of Word of Mouth (WOM). SMM is the latest innovation in the marketing world.

## 2. Social Media Opportunities in India

has been found to be the 7th largest internet market in the world with a growth of 11.2% (ComScore) . The study also found some interesting facts. An estimated 21 million people in India regularly visit social media sites, which is 60.3% of the total active Indian internet audience. Over 90% of Indian online users are in the 18-45 age group, with high purchasing power and high disposable income. A typical social media site visitor in India spends 110.4 minutes on the site and makes 10.4 visits per social network per month. In short, social media websites in India are growing almost 100% year on year. What do these facts reveal? The answer is simple. The level of growth that social media platforms are experiencing is unprecedented. Social media marketing is usually possible when there is active participation among people. It is very important to have an active conversation with interested consumers. This demographic can be referred to as "active internet users". According to research data published by Global Web India in March 2010, India ranks 3rd in terms of social networking and photo sharing.

Number of Facebook users in India	21 726 960
Number of men used in face book in India:	15,338,760
Number of Female Facebook Users in India:	6,216,600
Facebook Penetration to Population in India :	1.85%
Facebook penetration in India among online population:	26.82%

Source: Excel International Journal of Multidisciplinary Management Studies Vol.2 Issue 5, May 2012, ISSN 2249 883

## 3. Advanced Social Media Marketing Strategies:

The definition of an advanced social strategy is a technique that goes beyond a normal social media presence. It introduces or reinforces a marketing message while driving a user to another profile or business site. Before moving forward with an advanced strategy, it's important that your business understands social marketing, has experience engaging consumers, and has a basic understanding of online marketing .

### *3.1 Strategy 1: Use of Multimedia*

"A picture is worth a thousand words" has never been truer. Consumers now use the Internet to search for product images and videos; they need more information and want to see what they're buying. The good news is that it's easy for a company to create and publish videos and images. You can also take pictures at office events as a highlight. Not only does this help convince others to work with you or buy from you (consumers see you as one of them, instead of a stuffy company), it helps your HR department recruit new employees. Who wouldn't want to work for a company that celebrates their birthday and would be happy? Videos are useful for explaining complex how-to's or concepts, and showing step-by-step instructions is more impactful than a well-written article. Businesses don't have to invest huge amounts of money to create good videos. I highly recommend the relatively inexpensive Flip Camcorder, which takes great videos and is easy to use even for a non-technical marketer. Multimedia can break the flow of consumer sales from a faceless business and make your company look friendlier. Use videos and images to show that your business is fun, that you care about your employees, and most importantly, that you care about your customers.

### *3.2 Strategy 2: Integrating offline and online advertising*

Many small businesses do some form of offline advertising, whether it's radio, print or cable. Social marketing allows a business to extend their offline sales pitch. Including your Facebook page or blog URL in offline ads can act as social proof, inviting potential consumers to visit your community and increase trust in your business.

Integrating online and offline advertising will not only help the conversion process, but also help build your community. Introducing potential consumers to your social profiles means they can join your community now and buy later .

### *3.3 Strategy 3: Message adaptation*

As businesses begin to become more sophisticated with social media, they begin to use more online platforms. However, instead of tailoring communications to each platform, most deliver the same message across multiple platforms. Each social platform has its own ecosystem. What's acceptable on Tumblr may be considered spam on Facebook. A certain writing style might go viral on Twitter but fail on Friend Feed. Understanding that each platform is different, customizing your message ensures that it works best for each platform. Customizing messages across platforms not only helps message flow, but also prevents users from receiving too many of the same communications. Don't forget to increase your

reach by sending two different messages instead of a single thin g to the user following the business on Twitter and Facebook

### *3.4 Strategy 4: Local Social Networks, beyond YELP*

For a small business, local search can be a big win. Visibility to consumers looking for businesses in their area is critical. Make sure your site is included in local business directories to help ensure customers find you when they need you. Sometimes finding multiple sites can be difficult. First, check your competitors. Where are they listed? Check their incoming links to check business directories where you can add yourself. Also, use the Local Business Center to ensure your business is included on Google Maps. Take the time to update old messages with all the information you can. For many consumers, this is their first contact with a business.

## **4. Conclusion**

Each social platform has its own ecosystem. It's so easy to build a basic social media presence, it's so hard to get your community to actually do something. Make sure your site is included in local business directories to help ensure customers find you when they need you. Customizing messages across platforms helps message flow, but prevents users from receiving too many of the same communications. By offering exclusive coupons to your social community, you're reminding them that you're a brand not just to engage with, but to buy from. Leveraging these strategies will help you build your community, make your marketing more effective, and encourage purchases.

### **Notes:**

- Lazer, W., Kelly, EJ (1973). *Social Marketing: Perspectives and Perspectives*. Homewood: Richard D. Irvine
- Michael A. Stelsner (2010), *Social Media Marketing Industry Report*, "How Marketers Are Using Social Media to Grow Their Businesses", *Social Media Analyst*, April 2010
- Nora Ganim Barnes, Eric Mattson, "Setting the Pace on Social Media: The First Longitudinal Study of Use by Large US Charitable Organizations", *Dartmouth Center for Marketing Research*, University of Massachusetts, 2008.
- Chadwick Martin Bailey and iModerate Research Technologies (2010). *Social Media on Consumer Buying Behavior*, CMB Consumer Pulse, available at [viralblog.com](http://viralblog.com)