

Role of Social Media Marketing in growth of Online Start-up

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Abstract

In recent years, the corporate sector has undergone a fascinating change. The value of social media as a tool for marketing has increased, not decreased. In actuality, social media sites like Facebook and Twitter are becoming more and more important in business plans for lead generation, customer acquisition, brand awareness, and content delivery. This is especially true for companies running grassroots campaigns on tighter budgets. However, few start-ups and new enterprises are aware of how to fully utilize social media despite its importance. Using social media platforms to drive traffic to a website or grab users' attention is known as social media marketing. In order to take advantage of the "new normal" opportunity, Indian marketers are acting quickly. Social media is now widely used. Additionally, it offers organizations a never-before-seen marketing opportunity that bypasses conventional middlemen and puts them in direct contact with customers. Indian marketers' top priority still remains acquiring new clients. According to prominent Indian marketers, social media, email marketing, and search marketing would be the top three online investment channels in 2016. Leading marketers believe that integrating social media with email marketing is crucial. Due to this, practically all businesses worldwide are researching social media marketing techniques. Marketers are focusing more on "starting to engage with customers" rather than "sending the message out." An online community's "listening posts" and "dialogue hubs" are increasingly becoming a marketer's responsibility in this case as opposed to batch and blast processing. By switching from standalone pure-play traditional platforms to an integrated multi-channel approach, marketing professionals are facing the challenge of serving the demands of new customers across a variety of devices and channels. Social media, SMS, and email are just a few of the cutting-edge communication methods and technological breakthroughs that Indian marketers are utilizing.

Here, we'll look at the key social media marketing trend in India, how entrepreneurs use it to sustain and expand, and what else can be done in this burgeoning marketing sector. Everything regarding social

media marketing is covered in this paper. Here, we'll talk about the many social media marketing tools that are out there, how companies may build their marketing strategy revolve around them, and how doing so will improve their prospects for both immediate and long-term success.

INTRODUCTION

Since social media marketing is always changing, it has become a crucial component of businesses, especially startups. The creation of content that readers will find interesting and want to share with their social networks is typically a top priority for social media marketing initiatives. A corporate message is more likely to be remembered since it appears to come from a trustworthy source other than the brand or company itself and passes from user to user. Consequently, the driving force behind this marketing technique is word-of-mouth.

Social networking is now easily accessible to anyone with an internet connection. Greater brand recognition and improved customer service are two benefits of frequent communication among organizations. Social media also provides businesses with a relatively cheap platform to start marketing initiatives, but there are a few considerations.

With the advent of social media, anyone with an internet connection may now easily access it. Better customer service is typically provided when firms communicate more frequently, which helps to promote brand recognition.

Even though it only requires a few items, social media provides businesses with a reasonably inexpensive platform to launch marketing initiatives, such as:

On a shoestring marketing budget

For businesses, raising income without lowering quality is exceedingly challenging. It's a thin line, and not every businessperson is aware of it.. On the one hand, you're taught that without consumers being aware of the existence of your goods and services, you won't prosper(which requires a significant expenditure in marketing and advertising). Nevertheless, you are aware of your limited financial resources and the danger that exceeding your launch campaign budget could doom you from the start.

OBJECTIVES

- To learn more about how social media marketing affects businesses of all sizes, but especially new ones.
- • To conduct study on the advancement of social media marketing techniques.
- To research how social media marketing affects an organization's ability to sustain itself.
 - To become familiar with the many ways to put different social media marketing techniques into practise, which could be helpful for online firms.

AREA OF THE PROJECT

- To examine social media's role and its impact on branding.
- To research the difficulties that new businesses currently experiencing while utilizing social media encounter and how to minimize or manage them.
- To describe the conventional branding advertising channels and assess if they are still applicable in the age of social media.
- Figuring out if using social media is the best tactic for increasing brand recognition.

Facebook

550 million of Facebook's 900 million active users access it through their mobile devices. The typical user connects to 80 community pages and has 130 buddies. Facebook serves as a tool for marketing and for keeping relationships. In terms of online advertising, Facebook is now a competitor of Google thanks to its new Portal service for marketers and creative companies.

Twitter

Twitter was established by Jack Dorsey in March 2006, and it launched online later that year. Twitter is used to follow the most recent news on popular topics, unlike Facebook. With tweets having a 140-character limit, users can follow conversations and access public streams. Companies use Twitter to quickly distribute news and get customer input for market intelligence. By addressing an interested audience, Twitter has assisted businesses in improving direct sales and improving customer relationships.

YouTube

Users can create, watch, and share videos on YouTube, a platform for video sharing. It has grown to be a tremendously popular platform for delivering content by producers and advertisers, with more than 5 billion videos seen each day. Because of its visual impact, YouTube has become a key Internet marketing tool that many companies employ for their advertising campaigns.

LinkedIn

Founded in 2003, LinkedIn is a social media platform for professionals with over 135 million users across 200+ nations. It provides a place for experts to exchange information and insights in more than a million groups. For a charge, businesses can advertise to associated groups and use user-provided information like job titles and firm sizes to focus advertising toward specific members. Companies like Cathay Pacific Airways have seen increased brand exposure thanks to the website.

RESEARCH METHODOLOGY

The study approach describes how we will carry out our anticipated task. Identifying the research question has become crucial for everybody before beginning any activity. In order to finish my study report, I followed the steps below.

1. Introducing the issue
2. Research Technique
3. choosing data sources
4. Data analysis
5. A remark
6. Writing a research report

1. Creating the Problem

By incorporating new knowledge into the corpus of knowledge already in existence, research advances it. It entails using investigation, observation, comparison, and experiment to look for the truth. The current study's objective is to evaluate how social media marketing tactics have influenced the growth of internet firms. This describes the project limitations, the method of data collection, the design of the sample, the

data design, and the data analysis.

2. Research Plan

The research design provides information on the method used to develop the complete study. My chosen research methodology is essentially descriptive research, where the research is based on a survey to find out how the growth of online businesses is impacted by social media marketing methods.

3. Choosing The Data Source

Using a primary or secondary data source is possible. The first time the study uses the data is considered to be using the primary data. Existing information constitutes the secondary data.

Primary sources of information:

- ☐ The Actozen company's employees
- ☐ The Company's Most Recent Data
- ☐ Homigo and People for Paws are two further web start-ups.
- ☐

4. Data Analysis

➤ No study could be carried out effectively without the right tools and methods, I frequently used technical instruments and computers for the project in statistics, including the following:

Technology Tools:

1. Microsoft Words

2. Microsoft Excel

5. Analysis of the Information

Utilizing the data analysis, I was able to create my project report. However, data analysis would not aid the study in achieving its goals. Since it's important to interpret the data so that others can quickly grasp the study's essential findings, I added a section of analysis to show how my work could be more easily understood by others. In this section, I analyze my research using graphs and charts.

6. Project Writing

The project report preparation process ends at this stage. Reporting the study's findings to the appropriate authorities was the report's main goal.

➤ SAMPLINGPLAN

Sampling is a productive strategy for collecting primary data and has a big influence on the standard of findings. The demographic, sample size and sampling methodology are all included in the sampling strategy.

➤ SAMPLING METHODS

The sample for this investigation was obtained using cluster sampling. Structured questionnaires were utilised to collect information from the respondents, and company data was examined to determine the situation and the pertinent study issue.

➤ SIZE SAMPLE

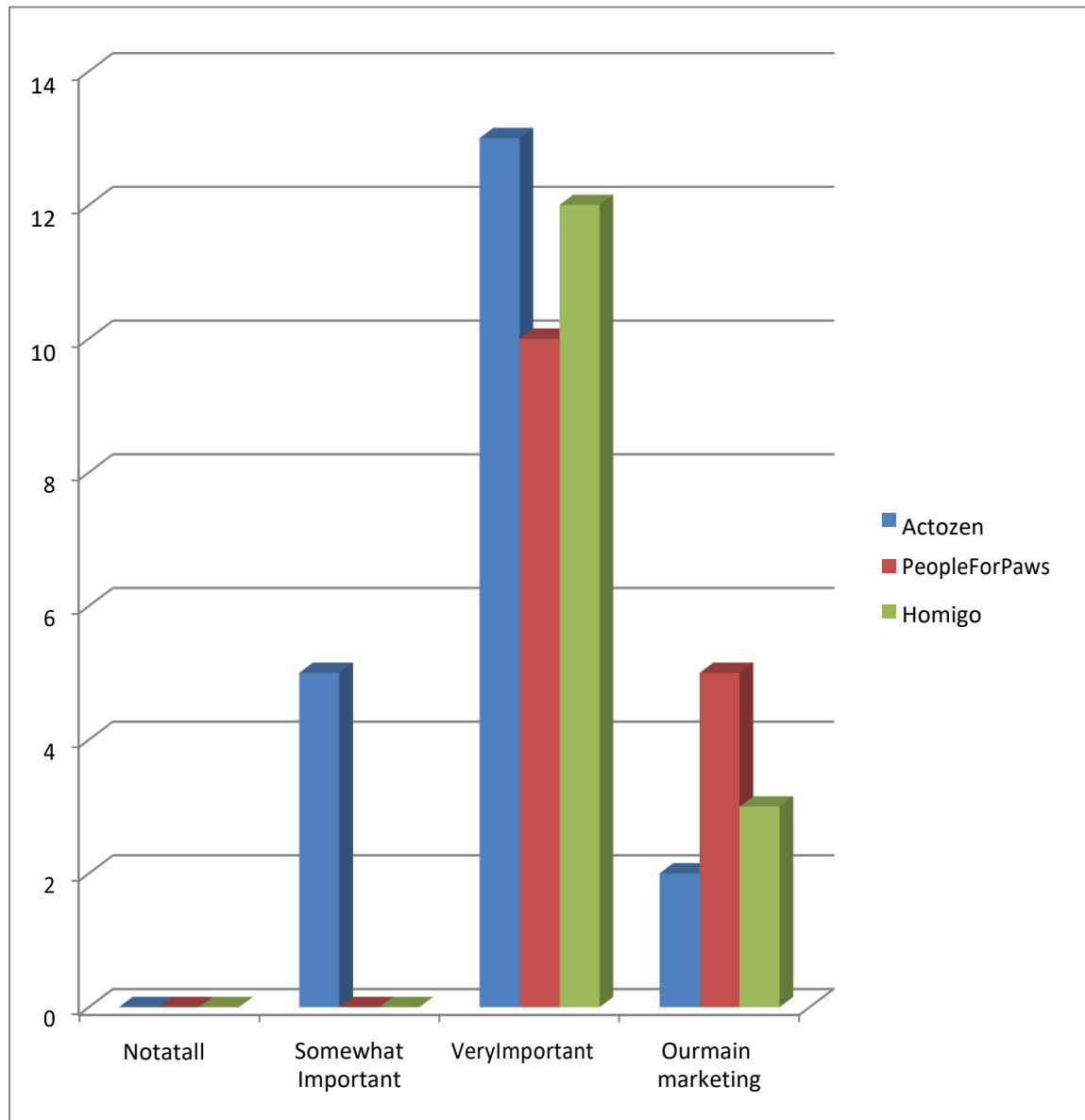
50 participants who were asked questions concerning social media marketing made up the study's sample size.

➤ POPULATION

The employees of Actozen Pvt. Ltd., People for Paws, and Homigo were used as the sample for this study.

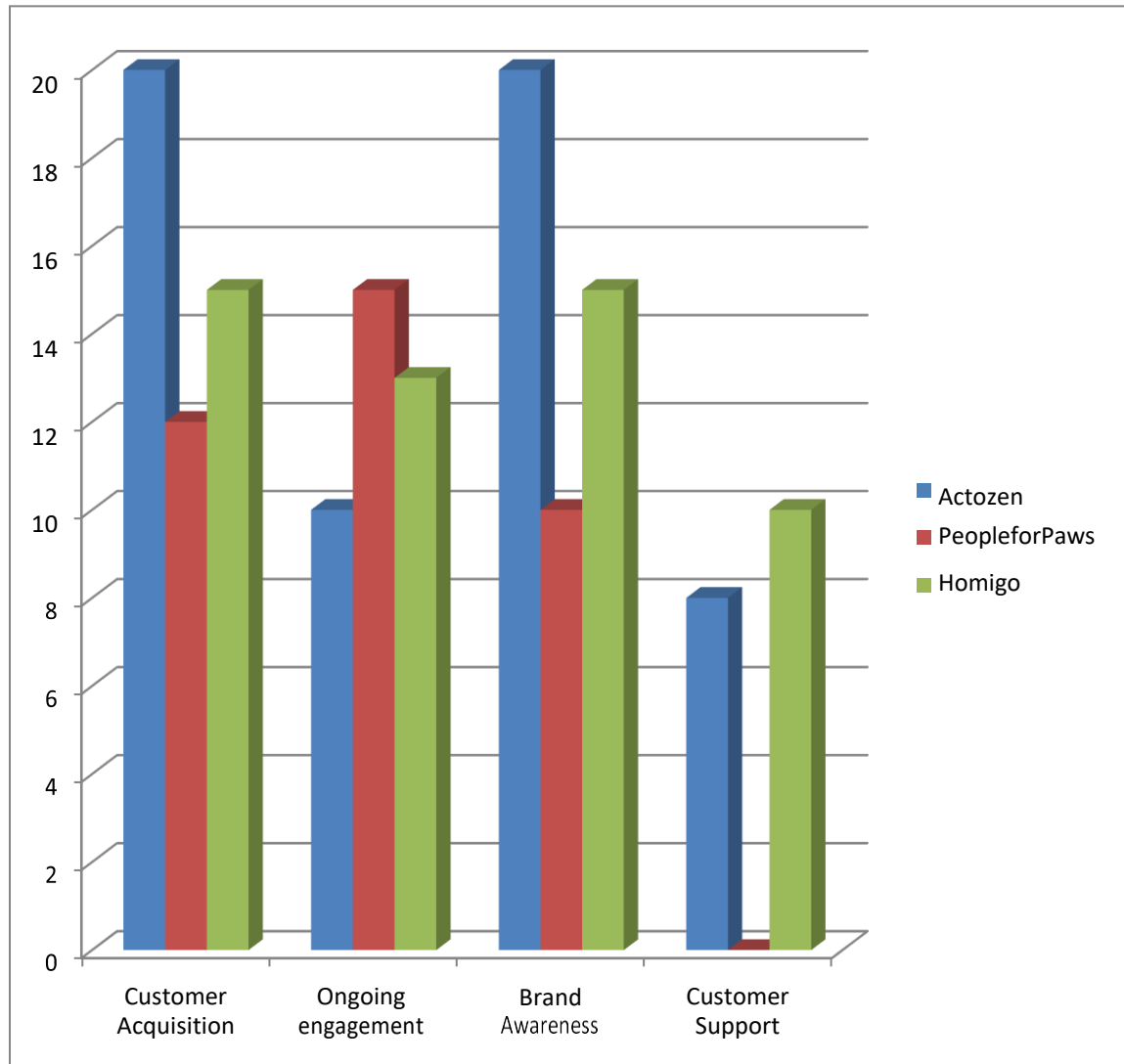
Data interpretation and analysis

1) How do social media platforms fit into your marketing plan?



Interpretation: It is clear that social media marketing is important to all three businesses in terms of building their brands. People for Paws uses social media marketing as its main marketing technique despite being a health startup. Actozen considers offline marketing to be a big component of their entire approach, but they also think that social media marketing is essential. As a firm offering apartment rentals, Homigo needs to use both offline and social media promotion.

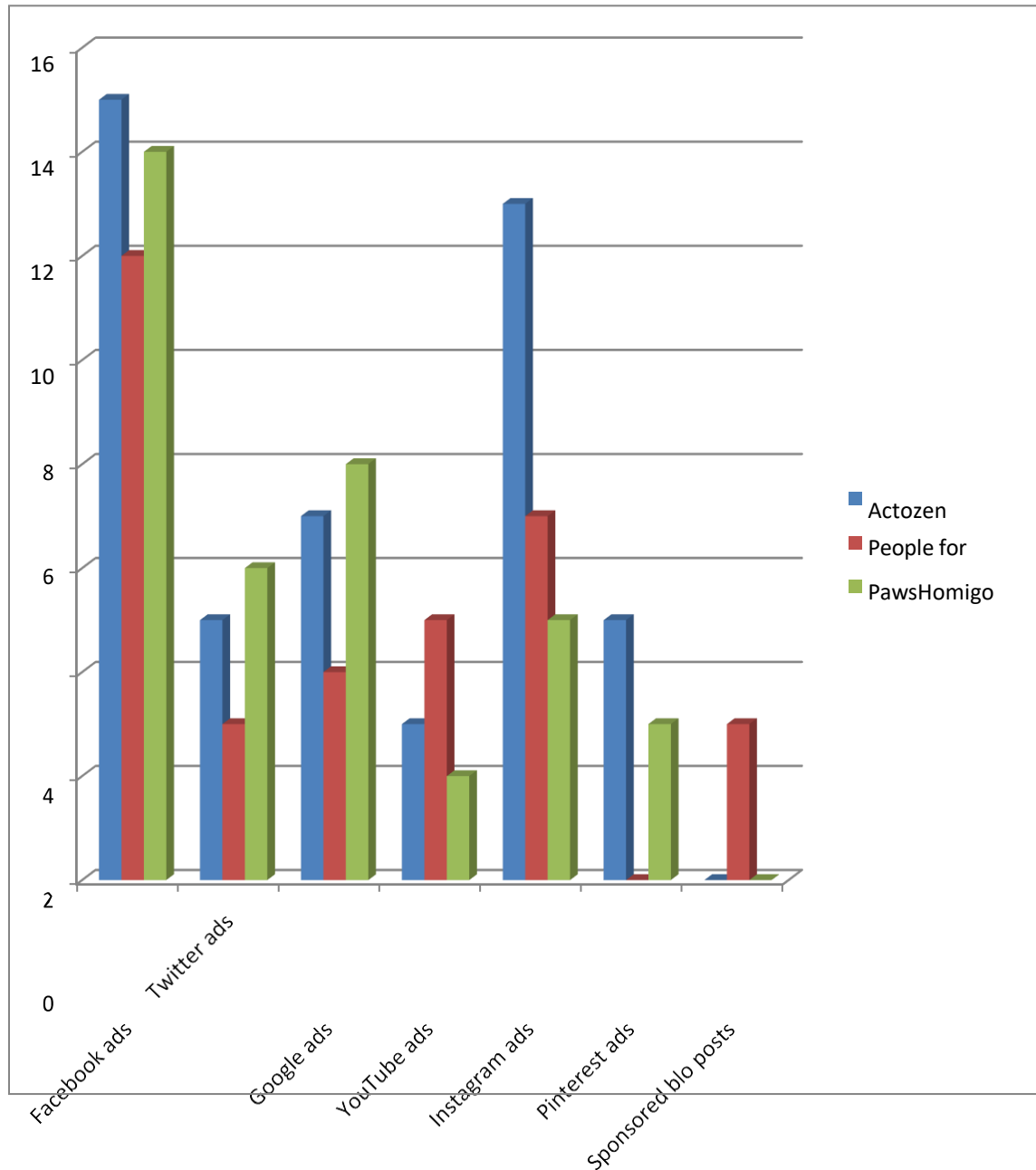
2) What are the major objectives you want to achieve with using social media advertising?



The primary objectives of social media marketing, according to the Actozen team, are to increase brand exposure and customer growth. At this time, being a two and a half year old startup, these two are its main focus areas. In addition to customer acquisition, customer service, and brand awareness are the most important factors for the apartment rental business Homigo.

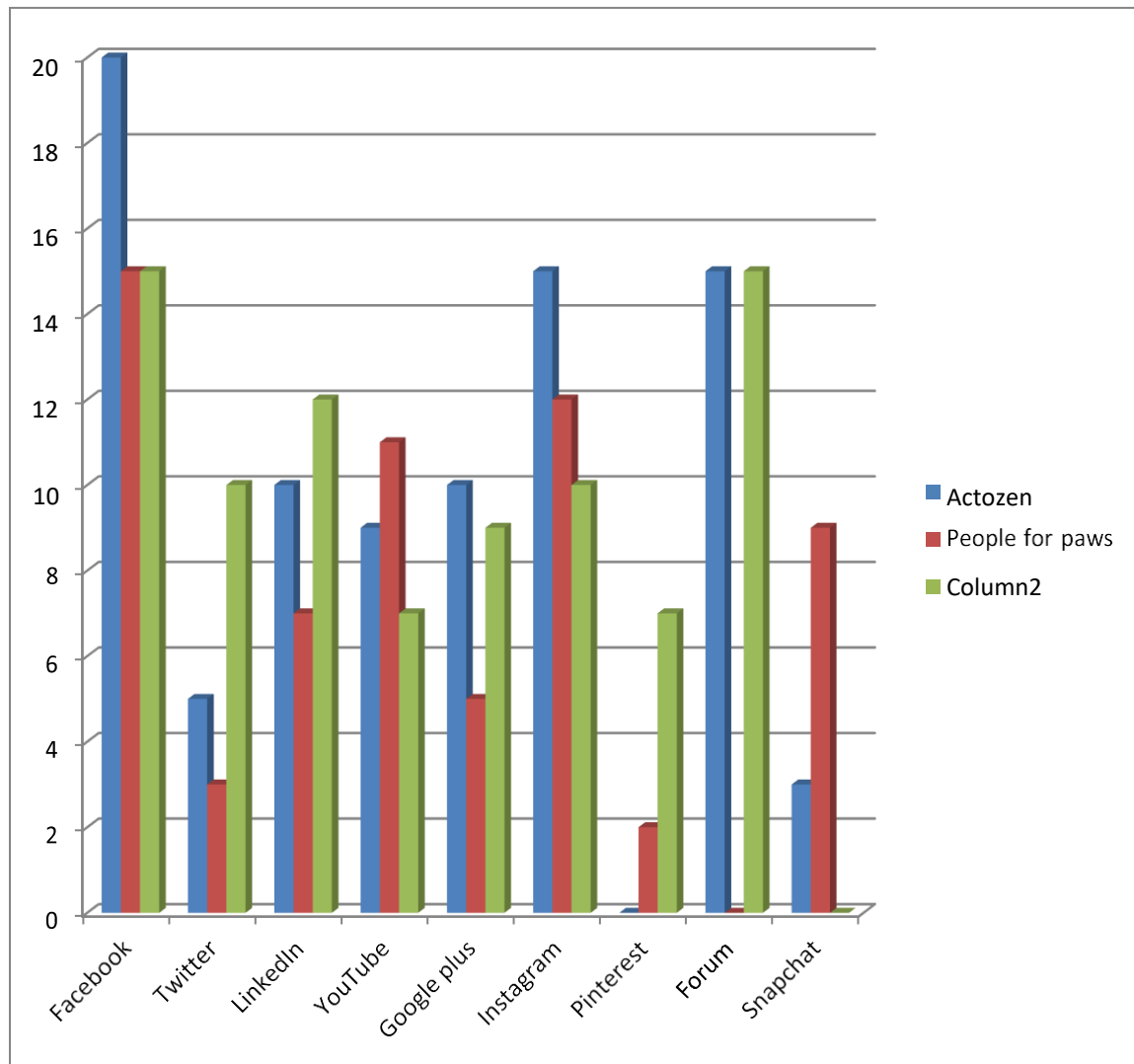
People for Paws, a firm that is not for profit, places more of an emphasis on brand recognition and continuing engagement.

3) Which paid social media platform do you frequently use?



Interpretation: This demonstrates that among the three businesses, Facebook commercials are the most often used form of paid social media advertising. They then move on to YouTube, Instagram, and Google advertisements. Facebook advertising is preferred by startups because they have the most reach.

4) Which social media sites are the most popular?



Interpretation: According to almost all marketers, Facebook is the social media network that is used the most frequently for marketing. After that, it becomes apparent that the social media platforms that entrepreneurs choose to use vary depending on the businesses in which they are involved. For instance, Actozen and Homigo both offer online forums where users may ask them questions and express feedback, but users for Paws prefer Snapchat to forums. Homigo is very active on Twitter. Instagram is steadily gaining popularity. The top corporate networking platform is LinkedIn, and Homigo leverages its YouTube customer diary videos to increase its visibility there. All of this demonstrates how marketing is evolving in the modern world. Social media usage is replacing more conventional approaches.

RESULTS AND COMMENTS

Finding 1: Social media marketing is becoming more prevalent in the modern business world.

I learned from data research that social media marketing has become more and more popular among modern businesses. In the past, marketing campaigns have centered on attracting clients through various methods, including radio, television, frequent email blasts, direct mail, telemarketing, and print ads. The guiding philosophy was, "Throw a big enough net and you're sure to catch some fish."

Businesses in the modern day can choose a different strategy. Businesses may now utilize social media to help potential customers find them, rather than having to go looking for them. Since social media relies on users being, well, social, this tactic is less intrusive than more conventional marketing techniques, and it might be a successful strategy for disseminating your message.

Finding 2: The marketing platform that all marketers choose the most is Facebook.

Social marketers frequently use Facebook as a venue to run engaging fan competitions and promotions in addition to their regular talks. Facebook's posts, walls, instant chats, emailer, and other features let you post a lot of stuff to the site. Although the tone and content will differ from brand to brand, they all need to be factual, relevant, and engaging to the audience they are trying to reach. Facebook's Facebook adverts, which may be found on the Facebook website in the side columns, offer their own brand of advertising. They have a link that can be clicked to a Facebook page, an image, and a headline with copy.

Finding 3: The main advantage of social media marketing is greater visibility at lower marketing expenses.

According to all three of the startups, social media marketing has the advantage of increasing recognition at a very low marketing cost. The phrase "social computing" describes the use of social media sites like Facebook, Twitter, YouTube, and LinkedIn to engage customers in fresh ways. All sizes of businesses utilize social networking to attract new clients and retain old ones. The main things to think about when beginning a new business are creating a product or service offering, getting the initial clients, forming partnerships to help the company expand more quickly, and ensuring you have the resources necessary to finance the project. The question at hand is whether social media can help with business startup. Is it

beneficial to use social media when starting a business? Does the use of social media hurt marketing initiatives? These questions can all be answered by this project report.

Finding 4: Social media marketing serves a variety of purposes depending on the sector a firm is in, but it is essential to the growth of online startups.

The roles and uses of social media vary depending on the industries these company organizations are involved in, even though all three businesses use it as a crucial component of their marketing strategies.

Actozen is a health firm that uses demographic data to produce and distribute worthwhile content nearly every day in an effort to give its audience trustworthy and accurate health and fitness advice. Actozen marketers employ social media platforms to entice clients, provide leads, and answer their queries and address their health-related issues. They heavily utilize Instagram, Twitter, YouTube, and Google Plus in addition to Facebook to expand their audience.

People for Paws is a non-profit organization that raises money through the sale of its merchandise, seminars, and other events they organize. This money is subsequently applied to the welfare of abandoned animals with paws. These people employ social media marketing to lure sizable crowds to such events. They produce information and movies almost hourly on Facebook, where they are very active. Instagram is a further potent social media tool that these advertisers employ to get attention on social media sites. Up until this point, People for Paws has had success developing its social media presence, which is crucial for any business. Homigo is an online firm that offers apartments for rent. People who relocate for work or school sometimes have a tough time finding the ideal housing. Homigo assists them in finding the ideal location at the ideal price. They assist you in paying your bills and even paying for maintenance costs. As one can see, it is crucial for such startups to contact as many people as possible, especially students in their final year of college. What tools serve this goal more well than social media? Finally, social media platforms like YouTube help them share videos of prior customer satisfaction diaries, which helps them establish a good reputation in the industry. Their marketers freely admit that social media marketing has had the biggest influence on the growth of their business, and they also use social media platforms for customer support.

RELEVANCE OF THE STUDY

The most popular keyword in internet marketing right now is social media, and with good reason. It has already firmly entrenched itself in online culture. Marketers, in fact, anybody, should avoid ignoring it since it is here to stay. Given that these websites have a wide range of users, it is critical to comprehend WHY they utilize them. Some people utilize them for networking and deal-finding in the business world. Some people just use social networking sites for their own personal use and have no idea that businesses operate within the social networking ecosystem. The fact that there are so many diverse activities taking place in one location is amazing, and it is even more amazing that they all appear to be in harmony.

To build a firm effectively, one must be aware of:

How diverse could the social media community be?

- Are we successfully addressing the appropriate audience, and if so, how?
- recognise the power of social media marketing for communication and branding.
- Is our content appropriate and does it successfully reach the intended audience? What can be done to improve it if not?

STUDY LIMITATIONS

The size of the sample is the primary research restriction. The case companies are startup enterprises in their beginning stages, thus there aren't many people working for them overall. As a result, the study's conclusions cannot be generalized to apply to all social media-using businesses; rather, they only apply to tiny firms that are just getting started and are using social media marketing to expand. Different businesses use various social media platforms including LinkedIn, YouTube, and others. Some may also have social media strategies with various goals. The findings, however, might be applicable to small businesses, like the ones used for the example, that are making serious efforts to achieve significant growth in their particular business sectors.

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ANNEXURE

Respectfully, Sir or Madam

My current project, "Role of social media marketing in the growth of online startups," is being done while I'm a student at Galgotias University in Greater Noida. Please fill out the questionnaire below. The information collected will be kept private, I promise.

Name: NISHANTSINGH

City: GREATER NOIDA

State-UP

1) What role does social media play in your marketing efforts?

Not at all

somewhat important

very significant

or the focus of our marketing strategy

2) What social media channels do you find most effective for marketing?

• Google Plus

Twitter

Facebook

Blogs

3) Why do you use social media marketing? What are your main goals?

• Customer acquisition

continual interaction

awareness of the brand

customer service

loyalty

4) How frequently must one to produce fresh social media material for efficient social media marketing?

- Hourly
- Daily
- Weekly
- Monthly

5) Why is your content being used?

Delivering information

promoting goods and services

entertaining

responding to inquiries

providing utility or resolving issues

6) How do you assess your level of success?

- Fans/followers/likes
- Re-tweets
- Comments
- Downloads
- Referrals

7) Do your social media campaigns include demographic data about specific customers (location, age, and gender)?

Yes

No

I'm not sure.

8) Which type of sponsored social media do you often use?

Advertisements on Facebook

Twitter

Google

Youtube

Instagram

Pinterest

sponsored blogs

9) What advantages does social media marketing have?

- Better visibility
- Loyal fan development
- Market Intelligence
- Lead generation
- Increased sales
- Lower marketing costs

10) Which social media channels are the most popular?

- Facebook
- Twitter
- LinkedIn
- YouTube
- Google Plus
- Instagram
- Pinterest
- Forum
- Snapchat

