

## **Role of Social Media Marketing in the Growth of Online Start-up**

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### **Abstract**

The business sector has undergone an intriguing transition in recent years. The value of social media as a marketing tool has grown rather than diminished. In fact, social media sites like Facebook and Twitter are becoming an essential component of corporate strategy for lead generation, customer acquisition, brand awareness, and content delivery. This is especially true for companies running grassroots campaigns on tighter budgets. Nonetheless, despite its significance, start-ups and new businesses are aware of how to fully utilize social media.

Social media marketing refers to the use of social media platforms to increase website traffic or attention. 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. Top According to Indian marketers, social media marketing, email marketing, and search marketing will be the top three online investment channels in 2016. The best marketers agree that combining social media and email marketing is crucial. Due to this, practically all businesses worldwide are researching social media marketing techniques. Marketers are turning their attention away from "sending the word out" and towards "starting an engagement with customers." In this situation, a marketer's job is moving away from batch and blast processing and towards setting up "listening posts" and "conversation hubs" in online communities. Marketers are attempting to solve the challenge of satisfying the wants of new customers across a number of devices and channels by switching from isolated pure-play platforms to an integrated multi-channel strategy. Whether it's email, SMS, or social media, Indian marketers are making the most of the power of various technologies and communication platforms. Here, we'll look at the primary social media marketing trend in India, how startups use it to sustain and develop their businesses, 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**

Social media marketing is dynamic and has become integral to companies, particularly startups. 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. Users pass along business messages, which have a higher chance of being recalled because they seem to emanate from reliable sources other than the brand or company itself. As word-of-mouth is the main source of inspiration for this kind of promotion, earned media rather than sponsored media is the intended outcome.

Everyone with an internet connection may now quickly access social networking. Better customer service is routinely provided and brand recognition is cultivated through more frequent communication with firms. Although it only requires a few things, like, social media also provides businesses with a reasonably inexpensive platform to launch marketing campaigns.

## **With a shoestring marketing budget**

It is incredibly difficult for businesses to increase revenue without sacrificing quality. It's a narrow line, and not all businesspeople are 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 get ahead (which takes a heavy marketing and advertising investment). On the other hand, you are aware of your limited financial resources and that investing excessive sums in a launch campaign could doom you from the start. Yet, there is a sweet spot in the center that should let you reach a sizable audience on a limited expense.

The concept behind that sweet spot hasn't changed throughout time, but the details have. Word-of-mouth advertising has always been a startup's best chance of success while operating on a limited budget. Thankfully, word-of-mouth marketing is now happening much more quickly thanks to the internet. Particularly, social media has made it possible for small startup enterprises to instantly reach millions of customers.

## **Current social media conditions**

If you're looking for concrete proof, the data can surely demonstrate why social media makes sense for your startup. Simply take into account the staggering 15.8% share of internet time that Facebook now accounts for.

Consider some of these statistics as well:

- Facebook is used by almost one in seven Indians to acquire their news.
- Compared to face-to-face interactions, 40% of people socialize more online.
- The typical Twitter user uses the website or mobile app for 200 minutes each month.
- While shopping on social media, the typical user spends \$60 on Facebook and \$140 on Pinterest.

It is clear that social media has a solid foundation and is set up for long-term expansion.

Startups should always ask themselves, "How can we make the most of social media?"

## COMPANY PROFILE

Actozen Pvt Ltd is a company in Delhi, India.

Office: South Ext. 1, House No. J 17 in New Delhi

Established in 2014 by Pranay Chaudhary and Vaibhav Kaushal, it deals with healthcare and women's well-being on a B2C basis.

Actozen.com provides the goods and services.

Clinic Director

Zena, a female health advisor Actozen App is a future goal

Primary rivals: Practo, Helpful Doc, and Ziffi

It should not surprise us that we can have a doctor diagnose us via video chat, or even better, that we can treat ourselves, given how pervasive technology and the web are in practically every aspect of human life.

A Delhi-based start-up called Actozen wants to leverage the internet's power over its users to address a problem that many of us have experienced at some point in our lives: a lack of communication with each of our personal doctors. Actozen improves the accessibility, efficacy, and collaboration of healthcare. Through every stage of the healthcare management cycle, Actozen supports patients.

From educating the patient about "What is this illness/condition," to providing them with information that has been backed up by medical professionals, the pinged connect with other patients and medical professionals, to finally getting the patient to the point where they have seen a doctor and been cured.

Actozen currently has a staff of 9, all of whom have helped the company achieve its current level of success. Pranay Chaudhary, a graduate of Queens University who worked in business development for a few Indian

private banks before joining Actozen, is in charge of the company's marketing section. Vaibhav, a co-founder and engineering graduate, has worked in web technology since he finished school.

The concept first struck Pranay, the company's founder, in 2013 while he was caring for his grandmother, he claims. He struggled to locate trustworthy information, and he seldom ever spoke to medical professionals. He had the responsibility of explaining the doctor's comments to his family as a carer. There were a lot of unresolved problems back then. Actozen will be used by him to try to address the engagement issue.

This Delhi-based start-up seeks to utilize the internet's power over its users to address a problem that many of us have experienced at some point in our lives: disengagement from the doctors who treat us.

Actozen.com serves as a centralized hub for patients and physicians. Through a single dashboard, doctors can view all of their consultations, both recent and upcoming. Their profile makes it easier for patients to locate them and book appointments seamlessly (**in their clinics as well as through Video Consultations for follow-up**). The doctors can also put up information on various ailments for patients to read and be better informed. Lastly, they can also network with other doctors on the system and share information and build leadership in their area of expertise. They post informative content on various serious health-related subjects. One can get information about any particular disease, what to eat, how to exercise, and which doctor to consult after going through their content.

Zena is a women's health companion provided by Actozen as a gift for all the women of India. Any woman can ask any health-related query Zena even anonymously and her secrecy is completely maintained along with answering her back through the online platform.

### **What is the role of a digital marketer?**

In both free and paid digital channels, a digital marketer's responsibility is to maximise lead generation and brand recognition. These channels comprise social media, the company website, search engine rankings, email, display advertising, and the company blog.

To accurately gauge an organization's performance across multiple channels, the digital marketer frequently focuses on a specific KPI (KPI). As an illustration, a digital marketer in charge of SEO keeps track of the "organic traffic" that people who arrive at a website via Google searches send.

**What does "digital marketing" mean to a company?**

Digital marketing involves interacting with customers online, where they spend a lot of time. Including a company's website and other online branding tools.

**NECESSITY OF THE STUDY**

With good reason, social media is undoubtedly the most popular keyword in online marketing. It currently has a big impact on online culture. Marketers, in fact, everyone, should disregard it at their risk since it is here to stay. Given the wide range of users on these platforms, it is crucial to comprehend WHY they use them. Some people utilize them to network professionally and discover new business opportunities. Some merely utilise social networking sites for their own personal needs and are not aware that any form of corporate presence exists there. It is amazing to see so many diverse activities taken on in one location, and it is even more amazing to watch how well they all appear to mesh together.

For efficient corporate growth, one must be aware of:

- How diversified could the online community be?
- If the intended audience is being reached, are we doing it successfully?
- To determine the efficacy of social media marketing for branding and communication.
- Does our content convey the intended message to the audience and is it appropriate? What can be done to make things better if not?

**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. Make sure the money you spend on digital marketing will be worthwhile in the long run; it is not a fast cure.
5. To become aware of new opportunities and seize them.

## **Analyzing data**

### **COLLECTION OF DATA**

Every data collection project should make an effort to gather trustworthy data that can be used to carry out in-depth data analysis and create an effective 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 miles total.

### **RESULT ANALYSIS METHODS**

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.

developing the issue

research approach

Identification of the data sources

studying the information

Interpretation

creating a report on a study

### 1. Defining the Issue

A unique contribution to the body of knowledge that aids in its expansion is research. It involves using investigation, observation, comparison, and experiment to look for the truth. The current study's goal is to ascertain how social media marketing tactics impact the growth of internet enterprises. This outlines the project's limitations, research design, data collection strategy, sample design, and data design.

### 2. Research Layout

The research design outlines the organization of the entire endeavor. In order to understand how social media marketing strategies affected the expansion of online enterprises, research was conducted. This study formed the basis of my descriptive research technique for this work.

**The questionnaire has been attached 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 websites like Picasa, Flickr, Instagram, and others for you?
- Your domain, website, blog, iTunes, Kindle, and Google Play account are relevant to varying degrees.
- How 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 given any thought to storing or giving your family or friends access to the data or digital assets mentioned above so they have access to them in the event of an emergency (such as a serious

sickness or when you are not around to give them this information)?

- How likely are you to use a one-stop solution that lets you manage all of your digital assets, access and update them from any location at any time, share critical information with family and friends when necessary, and plan ahead?
- How likely are you to use this service if it were offered by a bank, insurance provider, or other reputable organization like a law firm?

### **Literature review**

Today almost every internet user is familiar with social media irrespective of their profession, nationality, culture, race or religion, etc. This concept is only a decade old but has reached every social and economic class of our society. Blackshaw & Nazzaro (2004) have beautifully defined social media at the beginning of the era of social media, as the new source of online information, where the information itself is – created, initiated, circulated, and used by consumers for the purpose of educating each other about products, brands, services, personalities, and issues. Social media marketing is a connection between brands and consumers, that offers a personal channel and currency for user-centered networking and social interaction. The way of communication has changed with the evolution of social media, and every business irrespective of its size has a presence on social media. This review examines current literature on social media and social media marketing. The focus of this research is to understand the current role of social media marketing in the growth of businesses, especially online startups, and finally reach a certain conclusion. For the purpose of this research, I have examined the literature available on social media and its functional blocks at the beginning of the paper and then I have studied the dimension of social media marketing tools. The purpose of the study is to understand the changing role of social media marketing.

Scott (2009) states the reason brand promoters prefer the online web for marketing is that the tools, techniques, and content are constantly evolving. The buyers reward creativity by responding to online efforts like: “If you are open to trying out new things, you can be first in your industry to use something new to communicate to your buyers”.

Marketing on some social networking websites is still the most popular in their niche. Shih (2009) says that there are hundreds of millions of active users across sites like Facebook, Hi5, Orkut, and Myspace. 2.6 billion min are spent on Facebook each day. These websites are enabling brands to engage the right people in the right



conversation at right time. Marketing brands through social media is becoming precise, personal, interesting, interactive, and social.

Weber (2009) says promoting a community is just like as promoting a new brand product or service to the consumers. Social media is used to communicate with people in the promotional aspect and is inclined to involve the people. Traditional advertising and direct marketing in social media are to send people to the digital community to be informed, entertained, and heard. Users find it appealing, a value high enough to encourage them to participate.

Borges (2009) finds that today's buyers want to be engaged differently than in years past and many traditional marketing tactics simply do not work anymore. Social media marketing is a revolutionary way to build solid relationships with buyers. Low cost, brand building, staffing advantages, loyalty and a level playing field are key benefits of social networking sites as successful marketing media.

Zarella (2010) says the roots of online social networking can be traced to the 1980s bulletin board systems (BBS). These systems allowed the users to create personal profiles, helps to share information by sending private messages, public messages and post events at low speed connectivity. After emanation of social networking technology in the internet world, it grew higher and popular among the internet user.

Lacy and Hernandez (2009) says Twitter gives the ability to share nearly 140- character thoughts in a split second, where user can easily share links to press releases and stories about their business, service or product. Making tweets interesting and diverse, there is a more possibility of increasing the followers, by consider with news sharing and stories about the industry that they serve.

The rules of marketing had to change and the web has proved a catalyst in bringing the changes forward and amplifying their scale. The sudden emergence of the Web 2.0 marketing techniques demand additional approaches, while most marketers are still wrestling with the first generation, savvy brands are exploring the landscape that social media and social networks create for marketers. These techniques are allowing much deeper drivers in social change to be unleashed, with a profound impact on planning customer connections. The new generation of relationship marketing responds to the additional challenges of digital media literacy and in the right hands can trigger a rebuild of the entire marketing mix through different strategies. Relationship marketing for the Facebook generation demands both thinking and acting differently (Chaffey 2003).

Stroud (2007) says that the ability of social networking sites to generate these huge volumes of web traffic is proof of their huge popularity. Google, Yahoo and News International have bought themselves a presence in the social networking arena. The detailed rationale for these acquisitions differs but all have a common theme of wanting access to the enormous audiences.

Ricadela (2007) says, Coca-Cola has been running promotions on Myspace for the past two years for brands including Cherry Coke and Fanta and has promoted Diet Coke and other drinks on Google's YouTube.

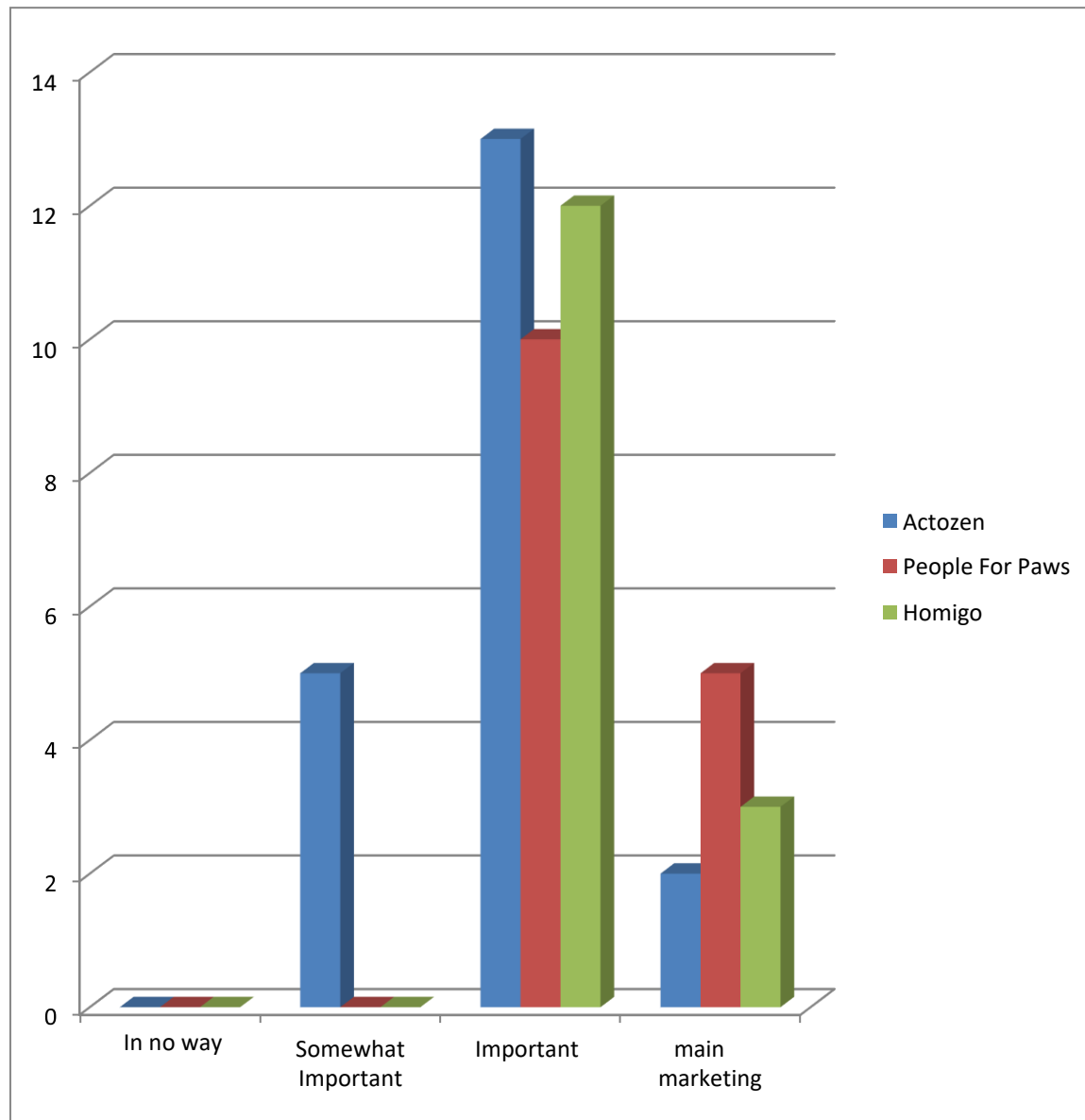
Smith (2010) says that Facebook is becoming one of the great internet communication among people time nowadays. Whereas many companies have tried to emulate Facebook's success or challenge it in one geography or another, Facebook has proven that the core asset on which all of its services are built - the social graph - is much more defensible and powerful than many others once anticipated.

Visitors to social networking sites are significantly more likely than average to visit leisure-oriented retail sites categories, such as music, jewelry/luxury goods/ accessories, consumer electronics, and apparel. Heavy social networking visitors are defined as the top 20% of visitors based on time spent on social networking sites. People typically enjoy sharing their experiences with these products, whether it is to talk about their new iPhone or the pair of designer jeans they

just bought. Social networking sites offer the venue for those conversations to occur. Social media advertising is ideal for promoting brand recognition, although click-through rates are not so strong. Still, there is no doubt that advertising via social media sites is an effective way to increase your overall revenue stream (Brinlee, 2007).

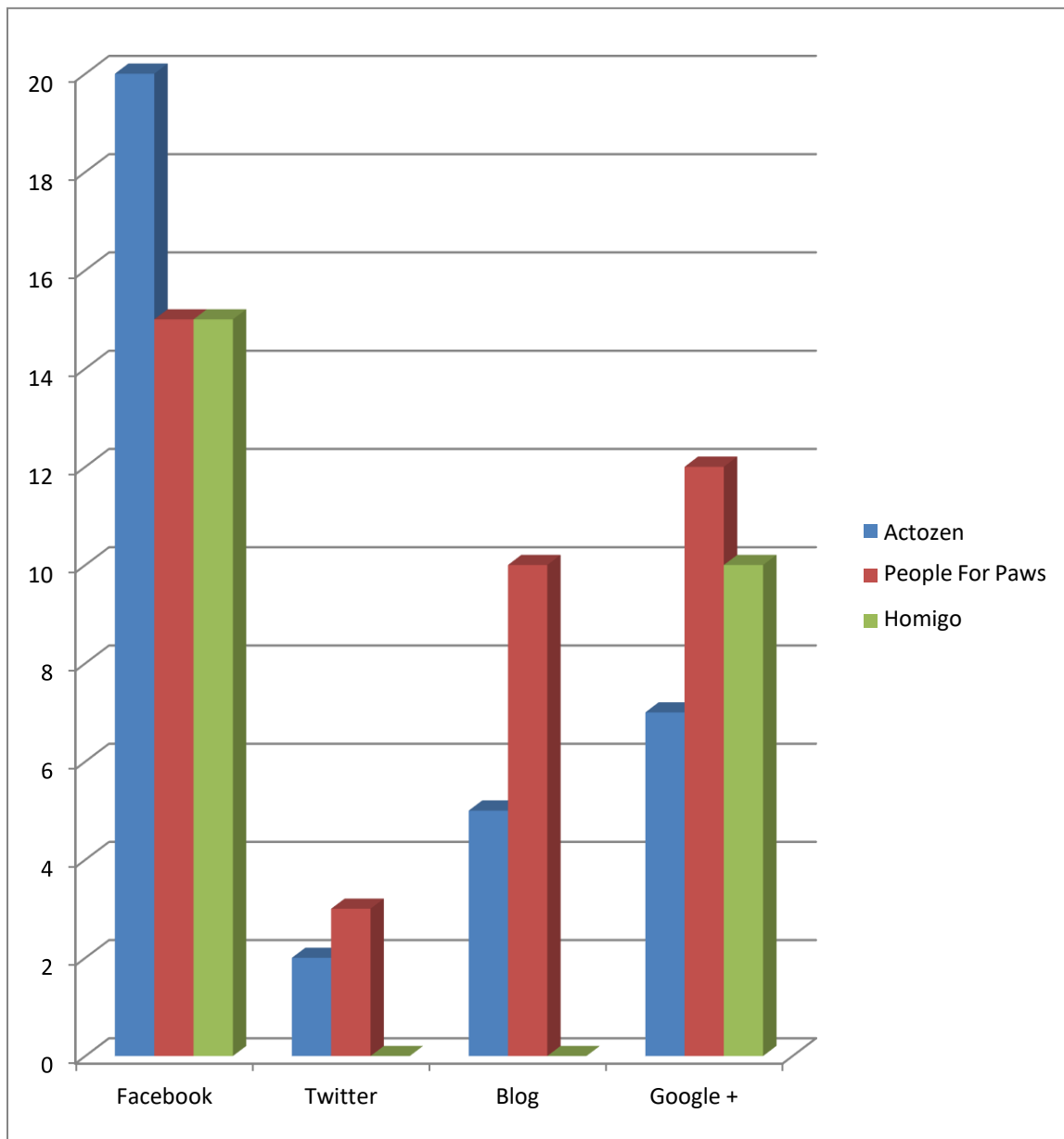
## Analysis and interpretation of data

### 1) How do you use utilising social media for marketing campaigns?



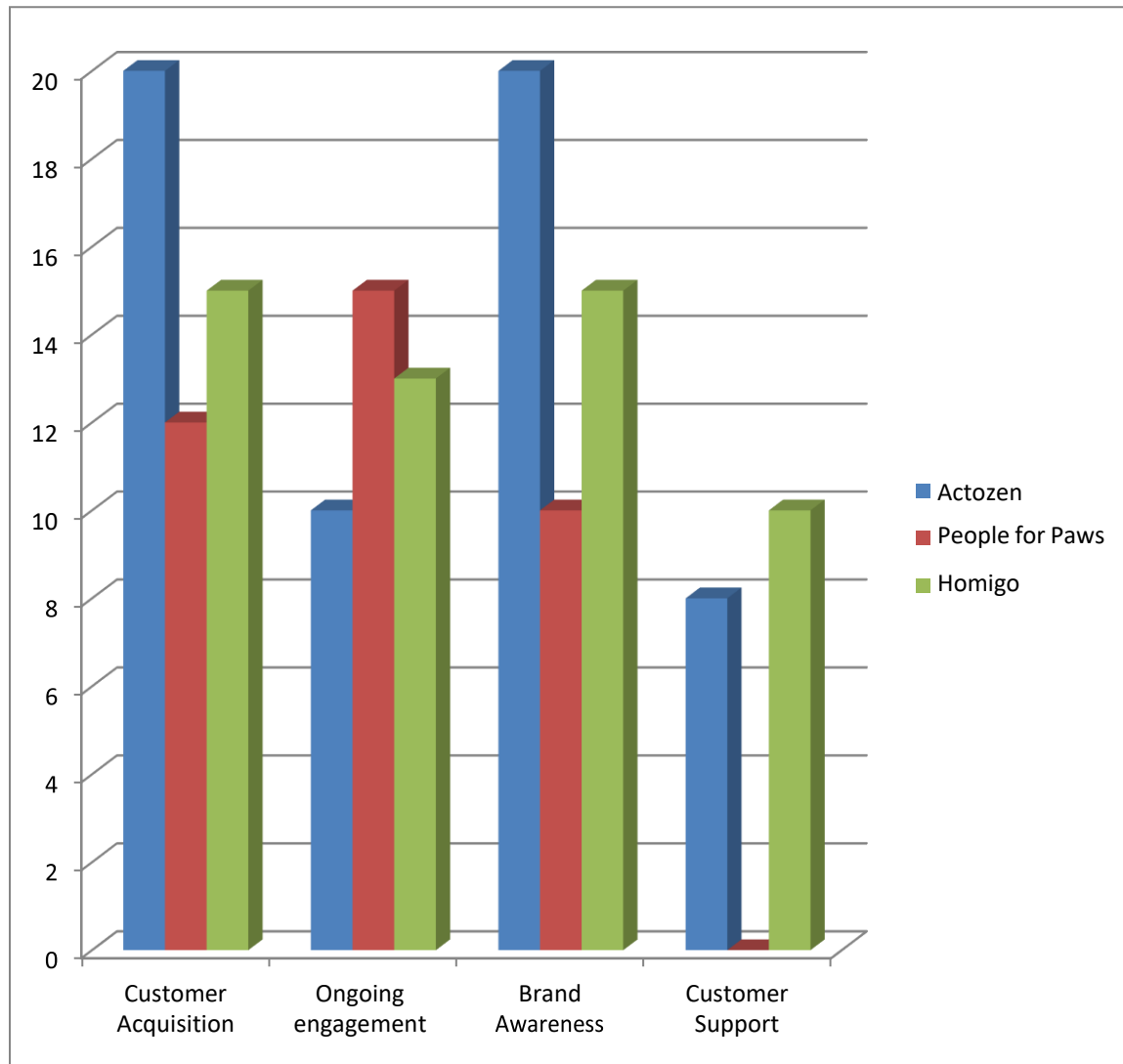
**Interpretation:** It's true that all of our businesses see social media as an important part of business expansion. Despite being a health firm, People for Paws employs social media marketing as its primary method of advertising. Actozen believes that social media marketing is crucial, but offline marketing is also a significant part of their overall strategy. Being a firm offering apartment rental, Homigo needs to use both offline and social media promotion.

2) Which social media platforms do you think are best to promote?



**Interpretation:** The majority of marketers prioritise Facebook over other social media for their marketing objectives. Whereas Homigo, a firm that rents apartments, doesn't use blogging, Actozen, a startup in the health sector, does. The major objective of People for Paws is to raise awareness of their startup through internet videos and material.

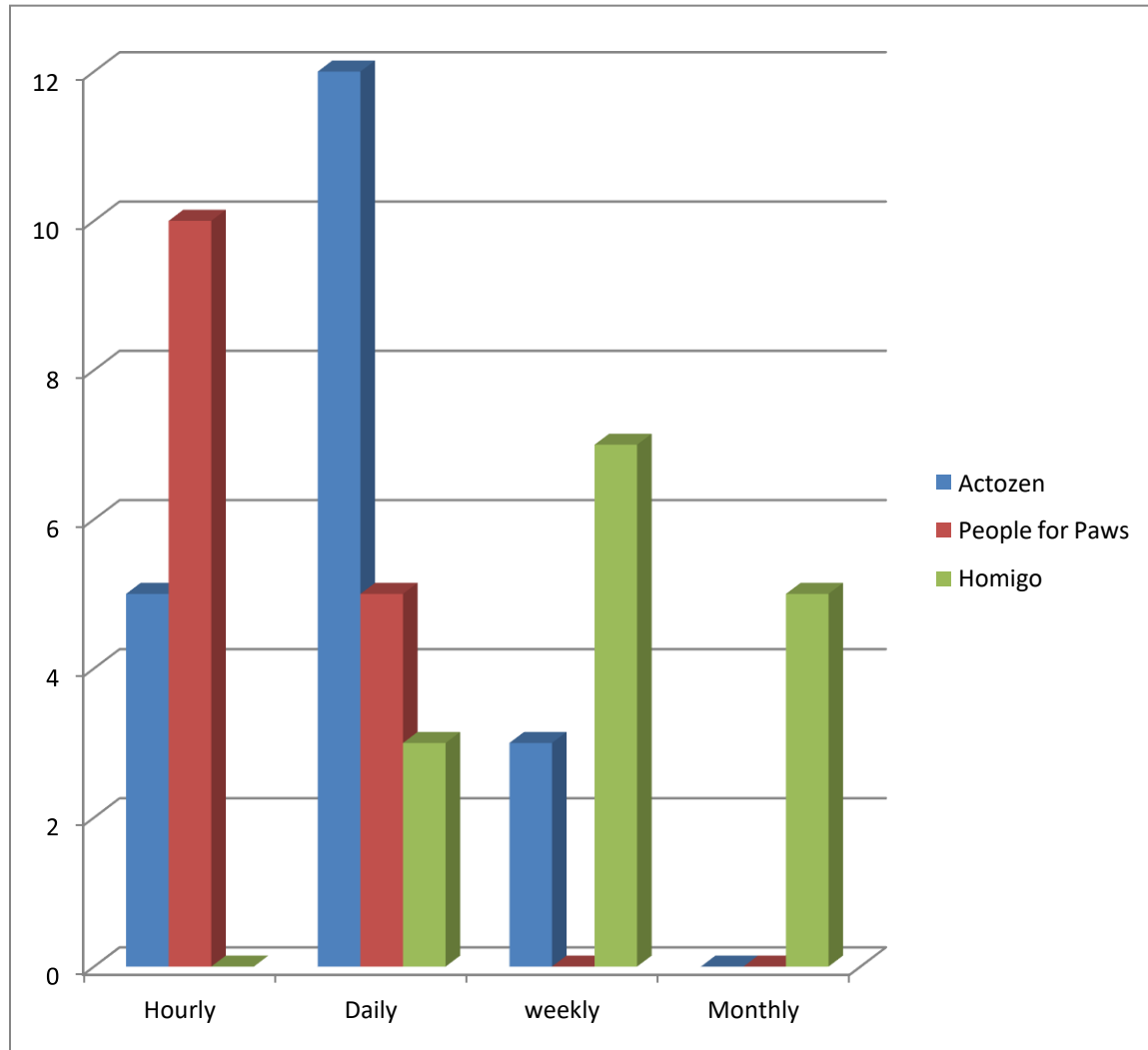
1) What main goals do you hope to accomplish through social media marketing?



**Interpretation:** Actozen's team's main goals for leveraging social media marketing are customer acquisition and brand exposure. These two are the company's current primary focus areas as a two-and-a-half-year-old business. In addition to customer acquisition, customer service, and brand awareness are the most important factors for the apartment rental business Homigo.

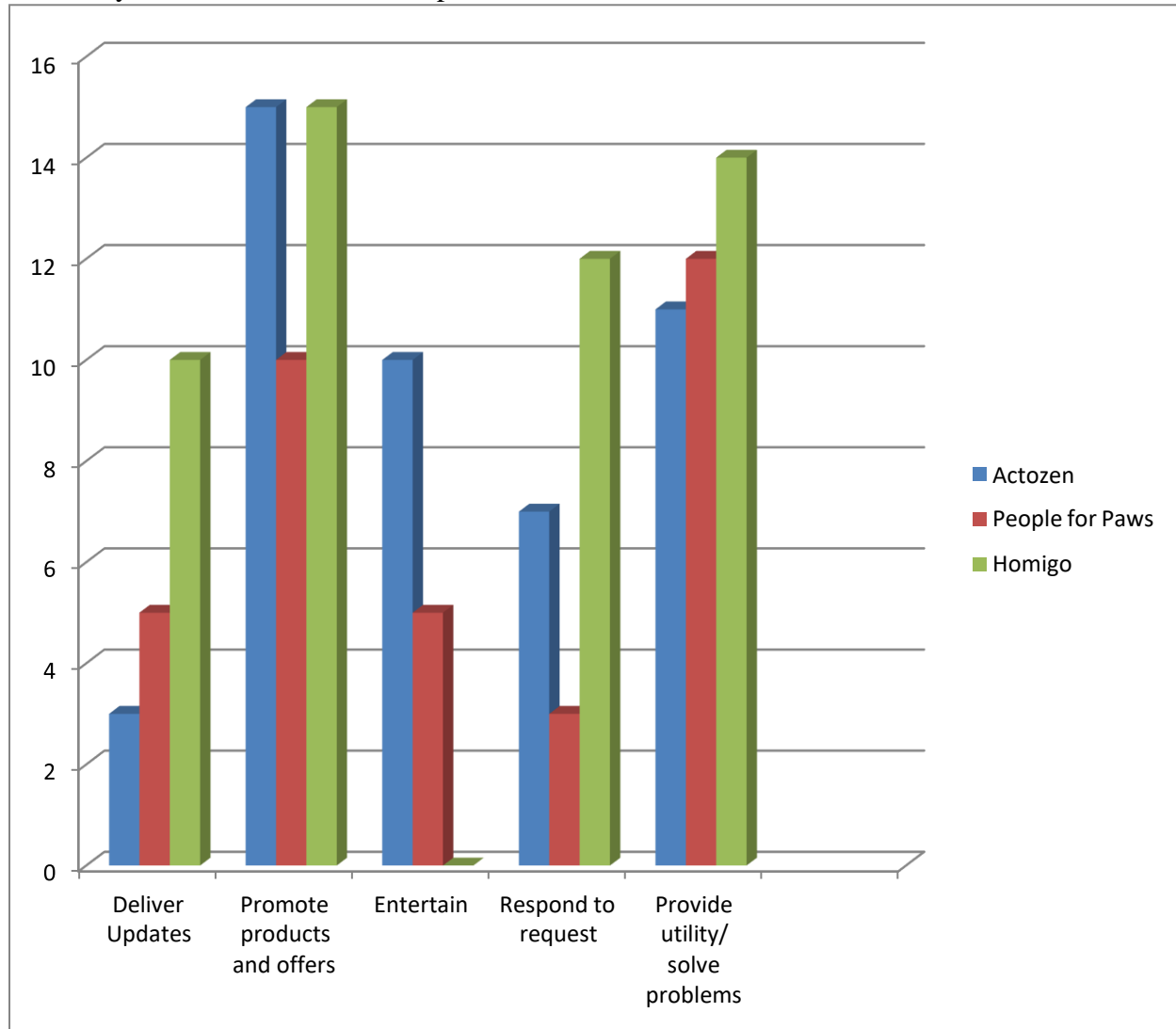
People for Paws, a firm that is not for profit, more heavily on ongoing engagement and brand recognition.

1) How often should fresh content be produced for social media platforms in order to achieve social media marketing success?



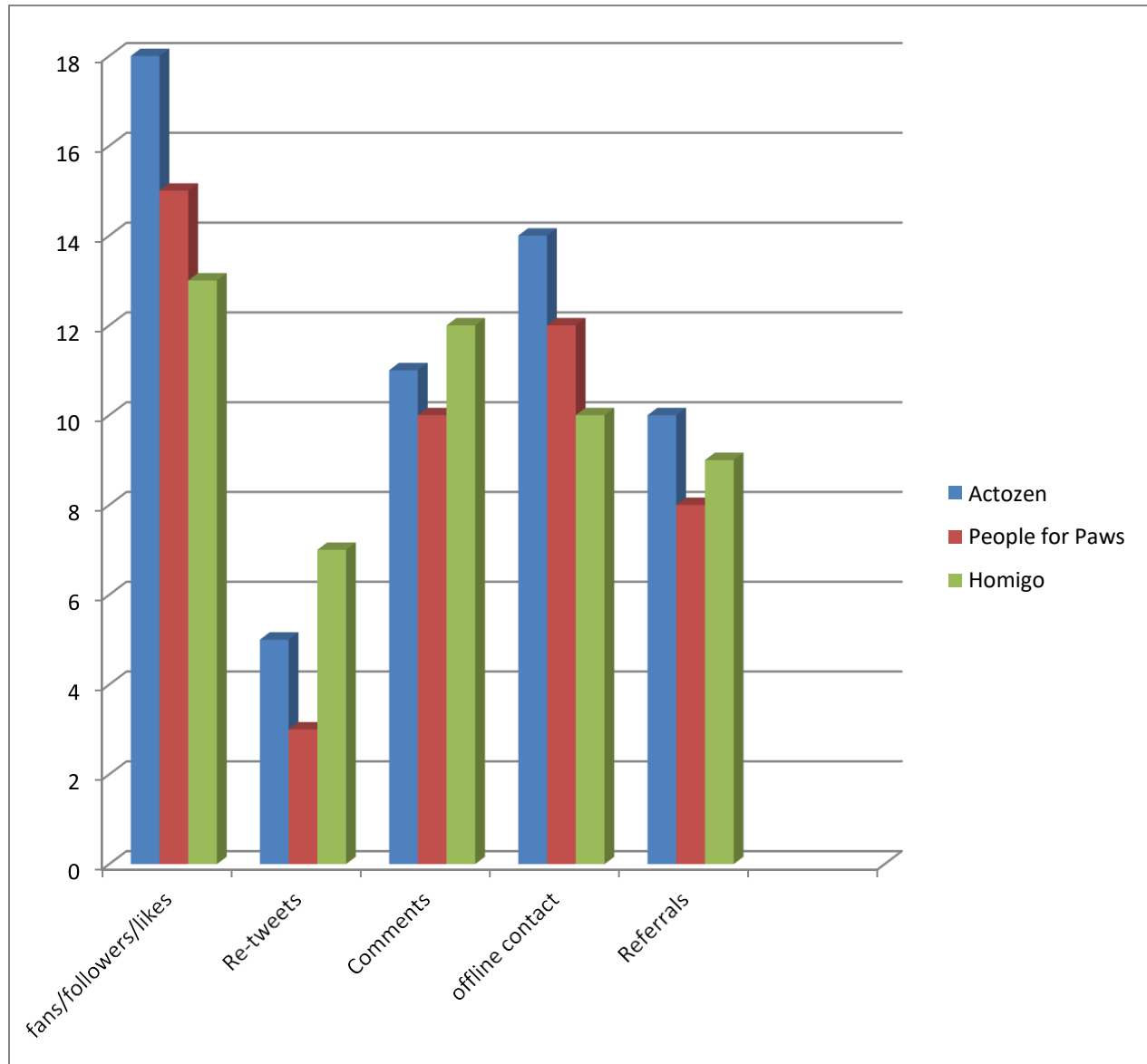
**Interpretation:** As can be seen below, each startup has a unique marketing plan. People for Paws post content more regularly and almost ten times per day than Actozen, who prefers to post new stuff daily. Homigo publishes primarily weekly and sporadically monthly. All of this is a result of the various customer groups and company divisions they work with.

1) What does your content aim to accomplish?



Actozen, a health care business, wants to attract customers by solving their problems and promoting its goods and services while growing its fan network. Promoting their goods and services is crucial to People for Paws since they organize several charitable activities. They also concentrate on responding to diverse inquiries. Homigo focuses mostly on advertising the items, attending to inquiries, providing updates, and resolving consumer complaints.

1) How would you rate your achievements?



**Interpretation:** The first metric of success for all three firms is the number of fans, followers, and likes. The three startups' most crucial metric for success is comments and offline contacts after that. It is unaffected by their various functional areas either.



## **RESULTS AND COMMENTS**

### **Finding 1: Advertising marketing is gaining popularity in today's corporate world.**

I discovered through data analysis that the popularity of social media marketing has grown in the modern company sector. In the past, marketing campaigns have centered on attracting customers through various methods, including direct mail, telemarketing, frequent email blasts, radio, television, and print ads. "Throw a big enough net and you're guaranteed to catch some fish," was the guiding principle.

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. As social media relies on users being, well, social, this tactic is less intrusive than more conventional marketing techniques, and it could be an effective way to spread your message. Social media marketing is no different from any other type of business strategy in that it requires a deliberate, strategic approach to marketing. This study emphasizes the need of having a well-considered plan, citing, "A good social media strategy can mean the difference between engaging with your audience and simply adding to the noise."

Little companies may connect with and engage both current and potential clients on social media platforms while also promoting their products and services by developing interesting content. The majority of small companies would benefit from creating and maintaining an engaging social media presence as more consumers turn to recommendations from friends and family when making purchases.

### **Finding 2: Among all marketers, Facebook is the platform of choice.**

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 content and tone of voice will vary from brand to brand, It ought to be accurate, current, pertinent, and engaging to the intended audience. Facebook offers its own ad format through Facebook Ads that appear in the sidebar of your Facebook page. They include a picture, a link that may be clicked to a Facebook page, and a copy-heavy headline. Users of Android and iPhone devices can download the official Facebook apps to stay connected to their social network at all times. This makes it possible for users and brands to communicate constantly when they are on the go.

## **Learning**

To resolve the client's problem in terms of ROI.

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 fulfilling 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 includes 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. Brands want to increase their online presence because consumers prefer digital media over other types of media. Also, consumers seek out information voraciously, and the only conduit for two-way contact between Globalshala brands and consumers is digital media.