

## **SOCIAL MEDIA AND DIGITAL MARKETING**

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### **ABSTRACT**

This article's primary objective is to provide a concise overview of social media and digital marketing and how social media marketing is acting as the main source of digital marketing these days.

Since social media offers far-reaching marketing advantages that enable brands and businesses to reach millions of customers worldwide, it is quickly becoming a crucial component of digital marketing. As we all know, digital marketing is all about reaching target audiences through various electronic and digital channels.

Online marketing was formerly only a novel and distinctive method of advertising. It created a brand-new platform for advertising products and services. However, in the recent years, the significance of digital marketing has changed significantly. It has evolved into being fundamental to what a firm is to its clients. Digital marketing and social media platforms are playing a very significant and essential role in bringing sellers and customers together on an online platform. The epidemic has marked a turning point for digital marketing because while people are quarantined, they cannot purchase the necessary goods. Where digital marketing enters the picture, it has been stated that customers use the online marketing platform on average for 4.5 hours per day while the country is under lockdown. These digital marketing platforms are expanding due to the rise in demand.

**Keywords:** target audience, digital marketing, social media marketing, and online platform.

## INTRODUCTION

Every working professional is expected to be conversant with at least the fundamentals of digital marketing in a world where over 170 million individuals use social media regularly. Digital marketing can be defined as the process of promoting goods using the internet or other electronic media.

Digital marketing, as defined by the Digital Marketing Institute, is the use of digital channels to advertise or market goods and services to specific customers and enterprises. Digital content is constantly consumed by people. Traditional marketing channels will vanish very soon, and the internet market will take full control. There are several benefits to digital marketing. Digital marketing is less costly than traditional marketing. A wider audience can be attracted in a shorter amount of time. The customer base of traditional marketing departments and agencies has experienced significant attrition as a result of technological advancements.

Digital marketers have made the most progress in the places where people now use tablets, phones, and computers. In the 1990s, the phrase "digital marketing" initially appeared. With the advent of the internet and the creation of the Web 1.0 platform, the digital age truly began. Users of the Web 1.0 platform could obtain the information they needed, but they were unable to distribute it online. Marketers all around the world were still wary of the digital platform up until that point. Since the internet had not yet experienced widespread adoption, they were unsure if their techniques would be successful.

## DIFFERENCE BETWEEN SOCIAL MEDIA MARKETING AND DIGITAL MARKETING:

Social media marketing and digital marketing are frequently used interchangeably. They mistakenly think that using various social media platforms is equivalent to digital marketing, but this is only a portion of it. In order to advertise their services or products, brands engage in a variety of digital marketing activities, both online and offline. These activities are collectively referred to as digital marketing. On the other hand, one of the digital media marketing platforms is social media marketing. Social media networks like Facebook, Instagram, Twitter, and others are used for marketing.

## INTRODUCTION TO DIGITAL MARKETING:

Marketing, according to the dictionary, is the practice of publicizing a company's goods or services in order to increase consumer awareness and boost revenue. The term "digital marketing" refers to using digital media channels to advertise your goods or services. To accomplish any of the following goals, digital marketing involves the use of a variety of tailored digital media marketing channels. to increase sales and profits for your goods or services Spread awareness of your brand and cultivate a close connection with your target market.

Hence digital marketing is a process of combining all the available digital tools to achieve the desired result for a product or service.

## INTRODUCTION TO SOCIAL MEDIA MARKETING:

Social media marketing is only one aspect of digital marketing. It implies the use of social media channels such as Facebook, Twitter, Instagram, YouTube, Goggle+, Snapchat, etc. to marketing your products, services, or brand. Typically, it involves engagement with your target audience, followers, seeking industry influencers, posting fresh and unique content, arranging contests and adopting a variety of other means to grab the attention of the audience present on different social media channels.

## DIGITAL MARKETING TOOLS

Modern digital marketers must be active on several forums at the same time to stay on the same level as their competitors. Whether you fine-tune your marketing strategy, numerous digital marketing tools help you to save your time and keep your sanity. Some of the digital marketing tools according to the strategy include:

- ❖ Email marketing
- ❖ Paid social media marketing
- ❖ Video hosting tools
- ❖ Social media channels
- ❖ Website analytics
- ❖ Content creation tools

- ❖ SEO tools
- ❖ Customer service tools
- ❖ Affiliate marketing
- ❖ Display retargeting
- ❖ Organic social media marketing
- ❖ Content curation

## INCLUSION OF SOCIAL MEDIA MARKETING IN YOUR DIGITAL MEDIA CAMPAIGN

The world of today is getting more social. According to research, social media sites account for almost 30% of all online time for users. Social media marketing is essential for your company if you want to get your brand in front of customers and grow your clientele internationally. When compared to other forms of digital media marketing, social media marketing campaigns tend to generate responses more quickly for the majority of businesses and brands. However, this is insufficient to meet the planned marketing objectives. Businesses and brands must include other digital marketing elements in their digital marketing campaign in addition to social media marketing if they want to maximize the benefits and return on investment.

## COMPARISON OF SOCIAL MEDIA MARKETING AND DIGITAL MARKETING

The following can be drawn from a side-by-side comparison of the two: Digital marketing uses online and offline digital channels to connect with the target audience, whereas social media marketing is restricted to the online realm.

While social media marketing may concentrate on one or more social media channels, such as Twitter, Facebook, YouTube, etc.,

Digital media marketing campaigns may use a variety of channels, including mobile advertisements, TV, online advertising, SMS, and more. The effectiveness of your content strategy will be crucial to the success of your social media marketing campaign. To interact with and engage your target audience on social media, you must constantly post new and distinctive content. However, you can only use banner advertisements for digital marketing.

## ROLE OF SOCIAL MEDIA IN DIGITAL MARKETING

- a) Marketing strategies** - marketing techniques We can easily get a glimpse into everyone's lives now that social media has become a tight necessity for the populace. This sneak peek is very helpful for marketing purposes. You can easily learn about the daily updates that people make and make plans in accordance with them. You can group them according to their interests and increase your chances of connecting with the right clients. rapid problem-solving social media gives you the chance to respond to comments right away. Whether the result is positive or negative, you will be able to react quickly. According to a study, customers are more likely to stick with businesses that reply to their questions and feedback.
- b) Quick problem resolvement** - Social media gives you the chance to respond to comments right away. Whether the result is positive or negative, you will be able to react quickly. According to a study, customers are more likely to stick with businesses that reply to their questions and feedback. Tweets and status updates show if a customer has a problem, so if you can address it as soon as it arises, it will help you keep your customers.
- c) More sales** - Customers are more likely to frequent your store or engage with your services if you are constantly in front of them. Social media enables you to repeatedly present your business to customers. Their interest is likely to be drawn to your company over time, which could eventually result in an increase in sales. Additionally, you can offer your clients incentives.
- d) Free of cost** - Social media, in contrast to the majority of online digital marketing tools, is free to use and promote things on. You don't need to spend any money to create a page for your company. Without worrying about the cost, you can target your audience, complete reports, connect with customers, discover their interests, approach them, respond to their questions and feedback, make improvements, post daily updates, and much more.

**e) Branding** - The secret to success is trust. Yes, you read that correctly customers frequently rely on brands who have already established their credibility in the field. All of the well-known brands that have been available on the market for a while are trustworthy. Social media promises to give you a voice as soon as your services are on par, regardless of whether you are just starting to gain recognition in the market or have been struggling for some time. Once they start noticing the products on social media, people tend to recognize the brand more. Don't underestimate the influence and power of social media. Social media branding is a very promising strategy.

**f) Leads to conversion** - Every update, share, post, and comment you make increases the likelihood that leads will become conversions. Every response you get to the image probably influences your decision. Not all responses, but only those with favourable interactions, help with conversions. As a result, your position in the market gets stronger the more attractively you present your website in terms of info graphics and content. It will be very beneficial to raise the conversion rate in this way.

**g) Improved Customer Satisfaction** - social media is a two-way communication channel that lets you speak and listen to your target audience for better customer services. You can quickly react to the feedback provided by the customer and can resolve their queries in real-time for improved customer satisfaction. According to research, customers are more likely to connect with businesses that respond to their queries quickly. That is the reason, the role of social media in digital marketing cannot be denied as it helps respond to customer queries and issues as soon as possible.

**h) Increased Website Traffic**- Increase website traffic is another major SEO benefit of social media marketing. When you share useful, problem-solving and informative content over your social media profiles, you give your followers a strong reason to visit your website or blog for getting more details or to make purchases. The more quality content you share on your social profiles, the more traffic you will be able to generate towards your business website or online store. When you have more visitors for your business website or landing pages, chances of getting more sales are always higher.

## CONCLUSION

In conclusion we can determine the difference between social media and digital marketing. Social media marketing makes a huge part of digital marketing but however social media marketing cannot be called as digital marketing as a whole. Digital marketing is a wide spectrum of activities that is being conducted to market a product or service whereas social media marketing is only concerned with the widely used social media platforms to reach the target audience.

Social media marketing plays a very wide role in digital marketing as a huge chunk of audience for a product or service are being active on these platforms which enable digital marketeers to select and remarket their products or services to these target audience. Digital marketing is taking over traditional forms of marketing as more and more users are shifting to internet enabled devices and these users are segregated and handpicked as target audience for a particular product or service.

Data is key in digital marketing as it is extensively used by digital marketeers to segregate their target audience. The data refers to the individuals age, gender, location, income etc. This information is used by digital marketers to target their ads to these specific audience.

Most of the social media platforms today earn millions and billions by showing ads to their users and these ads are billed to the digital marketers. The success in digital marketing can be measured by the amount of click-throughs and the amount of time a user has spent in viewing the ad. In conclusion social media marketing plays a very vital role in digital marketing due to the number of users they posses and hence social media marketing has become a vital part of digital marketing these days.