

## Social Media Marketing

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### ABSTRACT:

Social media marketing (SMM) has emerged as a pivotal component of modern digital marketing strategies, offering businesses unparalleled access to global audiences through platforms like Facebook, Instagram, Twitter, LinkedIn, Telegram and Watsapp. These platform assisted the business to promote their products & to sustain their sales & profit of the organization.

Social media enables two-way communication, where customers can do conversation with the company. This abstract examines how social media marketing functions, content creation, why its essential, and how it could evolve in the future. Social media is viewed by marketers today as an excellent opportunity to increase market share numbers. This study also analyses consumer behaviour in response to social media campaigns and evaluates the return on investment (ROI) across various industries.

**Keywords :** Customer Engagement, Influencer Marketing, Social Media Marketing, social media management, Gen Z

### Introduction

The social media era began many years ago. Within the span of about a decade, its users population base has increased manifold and has billions of people's globally. Conventional media like television, news papers, radio and magazines are in one way static show technologies. New web technologies have made it easy for all to produce & publish their own content.

Marketing is changing every time and its altering strategies according to new needs and development. It assists in developing a brands reputation. Brands address a new generation ( Gen Z ) on social media marketing who are well informed by online marketing.

Marketing is embracing new platforms to reach the audience in order to create a brand, boost sales, to sustain profits, create leads and drive web traffic. It provides a platform like Facebook, Instagram, Snapchat, Watsapp, LinkedIn etc to end users to pose questions, complaints and to be heard. Social media marketing has become the most effective tool for companies for brand building.

Social media advertising influences the purchase decision of specifically Gen Z.

Social media revolutionized the process of communication, sharing information and connecting with each other globally. These platforms become an integral component of our daily life for a huge number of users. Whether for keeping in touch

with family and friends, advertising businesses, or sharing personal views. Social media has a strong influence on public opinion, trends and even global events also serves to disseminate information & knowledge. As technology advances further and further, so does the role and influence of social media on society.

Social media as a part of a social media strategy has two segments. The first is proactive consistent publishing of new material. This can be observed by digital photographs digital videos and conversation. It is also portrait through content and information sharing from others through weblinks. The second half is reactive dialogues with social media users responding to others who contact your social media pages through commenting or messaging.

## Literature Review

Literature Review is a written summary of key writings and other sources on a chosen topic. This gives a critical review of miscellaneous studies, researches, books, scholarly articles, blogs and all other sources related with social media marketing strategies.

In the past, there were numerous studies that examines the effectiveness of social media marketing strategy. Social media enables the brands to engage their audience in less times and in easy manner.

1. **Hensel and Deis (2010)** have recommended that marketers must consider all possible avenues to positively use social media to increase advertising and improve marketing. Before implementing a specific social media strategy, the benefits, drawbacks, and challenges associated with it must be addressed. The strategy must assist in facilitating the social media inputs and discussions. In addition, social media strategies should also be used to track a business presence online, and to make sure that clients are not degrading the branding value.
2. **Robinson (2012)** Marketing is practiced everywhere even for both small & big businesses also, but this marketing comes with risks. Good marketing can take an innovative product to the next level.
3. **Ates Bayazit Hayta (2013)** in their research paper “A study on the of effects of social media on young consumers' buying behaviours” determines the effects of social media networks on purchasing behaviours of young consumers. The study results indicate that social media tools directly effects the purchasing behaviours of consumer, depending upon their age group and educational status.
4. **Priyanka P.V and Padma Srinivasan (2015)** in her research study identified various factors that determine the purchase of a product using social media from a customer's point of view. A model from the retailer's perspective has been developed that explains how social media can be used for increasing customer loyalty. The study concludes that continuous customer support services will result in improvement of customer retention.
5. **Chaffey (2016)** had earlier reported that digital clients spend an average of 1 hour 58 minutes daily on social media duration the author further noted has increased by an additional 20 minutes.

## SOCIAL MEDIA AND CUSTOMER ENGAGEMENT

Social Media marketing is a big online discussion and customer interaction means speaking to a customer and listening what they have to say.

Social Media is being used extensively by nearly all the companies irrespective of their size have begun using social media to promote and market themselves.

It is significant to build trust, grow, loyalty, enhances reputation to the market.

Social Media is also important in creating customer interaction through offering a platform for immediate direct communication between customer and businesses.

There are so many kinds of marketing strategies through which business can extend up to the potential customer are :-

- ❑ **Content Marketing** : Content marketing is a strategic approach to attract and engage a target audience by creating and sharing valuable, relevant, and consistent content.
- ❑ **Influencer Marketing** : influencers marketing is an online marketing technique in which brand collaborate with people (influencers} who have a loyal social media audience and are considered a specialist in their field to promote their goods and services.
- ❑ **Social media advertising** : Social media advertising is a form of digital marketing where businesses pay to display ads on social media platforms to reach specific target audiences.
- ❑ **User Generated Content** :User-generated content (UGC) refers to original material created and shared by users of a brand or product, rather than the brand itself.
- ❑ **Social Media Management** :Social media management is the strategic process of creating, publishing, and analysing content on social media platforms to achieve specific marketing and communication goals.

### Blogging :

Blogging is also very important in social media marketing. A blog is a website section where a business or an individual posts articles, information, news, or ideas for businesses, a blog is not simply for writing - it assists to acquire more customers, to build trust with the people so they can trust the brand, and make the business more accessible to find on the internet.

### Why Blogging is Important in Social Media Marketing

- **Brings People to Your Website** : When you publish a blog and put it up on social media, individuals click on the link and go to your site. More traffic can translate into more sales that serve to improve your business.
- **Helps You Show Up on Google** : Blogs help your website appear on Google when people search for things. This makes it easier for new people to find you.
- **Makes People Trust You** : When you share smart and innovative content, people see you as an expert. They start to trust your business more.
- **Gives You Stuff to Post on Social Media** : Each blog gives you things to post — like quotes, pictures, or tips — on Facebook, Instagram, Twitter, or LinkedIn.
- **Helps You Talk to Your Audience** : They can post comments on your blogs or social media sites so that they may get to know you and your product. You can respond to them post questions and create a nice community which leads to your business growth.

### Twitter

Twitter is the most popular place for micro blogging. On Twitter, people post short messages called tweets, which can be up to 280 characters long.

## Micro blogging

Micro blogging means sharing short messages or updates on the internet. These posts are fast to read and easy to share and helps to save time.

### Why Twitter & Micro blogging are Important

- **Fast and Simple Messages :** Businesses can share news or offers quickly in a few words. It helps in time saving and keeps the people updated.
- **Live Updates :** Twitter is great for sharing what's happening right now — like during events, sales, or news. It helps the brand stay active & it also helps in brand making.
- **Talk with People :** People can like, reply, or share your tweets. This helps you talk directly with customers and build a good relationship.
- **Hashtags Help More People See You :** Using hashtags like #Sale or #New Product helps more people find your tweets.
- **Share Blog Links or Products :** You can post links to your blog or products on Twitter. This brings more people to your website and helps grow sales.
- **Show Your Brand's Personality :** Twitter lets you show what your brand is like — fun, friendly, smart, or helpful. It helps people remember you.

### Objectives

- To investigate the impact of social media on consumer behaviour.
- To identify the role of social media in building brand awareness and reputation.

### Research Methodology

To gain information and to understand of people's approach, attitude and mindset.

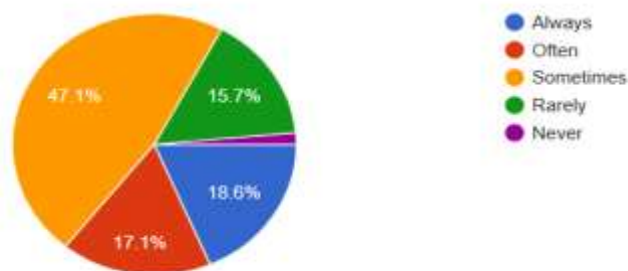
#### Some research methods are used for this study

- **Quantitative Data :** We have conducted an online survey with 70 individuals from local areas including Prayagraj, Kaushambi, Mirzapur, Lucknow, Banaras, Kanpur, Aligarh etc. This survey focused on their social media usage patterns and their trust levels towards brands and their social media marketing. Respondents across these cities, using the structured questionnaire.  
Collect data from social media users through questionnaire or to understand their experiences, attitudes and perceptions towards the brand.
- **Content analysis :** Analyse social media content to identify trends, patterns, and themes.

Do you find social media advertisements relevant to your interests.

70 responses

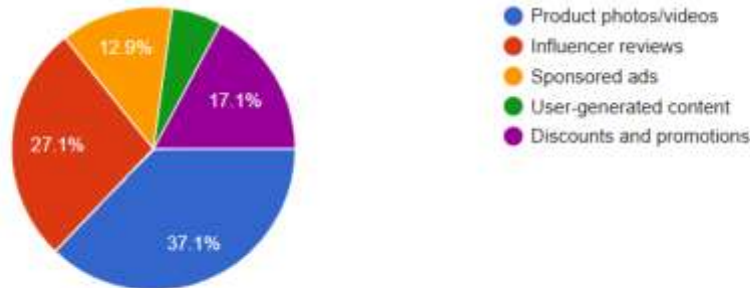
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What type of content influences your buying decisions the most on social media.

70 responses

 Copy chart



## Results & Discussions

In a recent questionnaire, respondents were asked whether they find social media marketing relevant to their interests, and the results reveal that **47.1%** of respondents answered "**Sometimes**", indicating that while ads are sometimes relevant, they may not consistently align with users' interests. **17.1%** responded "**Often**", suggesting that a smaller group experiences more frequent relevancy, while another **18.6%** said they find the ads "**Always**" relevant, showing that a minority of users experience high relevance in their ads. However, **15.7%** responded with "**Rarely**", pointing to a segment of users who rarely encounter advertisements that align with their preferences.

These results suggest that social media ads targeting is somewhat effective for a portion of the audience but inconsistent for many others. The dominance of the "Sometimes" response indicates that while algorithms might be getting some things right, there is still significant room for improvement in terms of personalizing ads. Platforms might need to refine their targeting methods and provide users with more control over the ads they see to improve relevance and overall user satisfaction.

In a recent questionnaire, respondents were asked which type of content most influences their buying decisions on social media, and the results reveal clear preferences that can guide effective marketing strategies. **37.1%** of participants indicated that **product photos/videos** have the greatest influence on their purchasing decisions. This suggests that visually engaging content plays a crucial role in showcasing the product's features, quality, and use cases, helping potential customers make informed choices. **27.1%** responded that **influencer reviews** are the most influential, highlighting the importance of trust and social proof in driving consumer behaviour.

**17.1%** of respondents stated that **discounts and promotions** are the primary factors influencing their decisions, reflecting the continued power of price incentives in consumer behaviour. Special offers or limited-time deals appear to attract a significant portion of the audience, particularly in competitive markets. Meanwhile, **12.9%** said that **sponsored ads** are the most influential, showing that traditional ads still have a place in the purchasing process, though they are less effective compared to other types of content.

These findings underscore the importance of creating content that is visually compelling and aligned with users' preferences. For marketers, focusing on high-quality product imagery, engaging video content, and influencer partnerships could be key strategies in influencing buying decisions. Additionally, offering promotions or discounts can be an effective way to convert interest into action, especially for price-sensitive consumers.

## Conclusion

In summary, social media marketing has revolutionized how brands communicate with consumers, especially Gen Z, who crave authenticity, engagement, and bespoke experiences. By customer engagement techniques, businesses promote loyalty and communities, while influencer marketing serves as a cornerstone in propelling brand credibility and reach. Efficient social media management makes a brand stay relevant and responsive in the ever-changing digital world. By utilizing these insights and tools, companies can craft influential marketing campaigns that resonate with today's audiences and foster long-term success within the bustling arena of social media marketing.

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