An overview of Social Media Marketing

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Abstract

The digital era of communication has tremendously taken place at the national and international levels by overcoming geographical barriers through social platforms like Facebook, Instagram, Twitter, YouTube, TikTok, LinkedIn, etc. Therefore, an entity or an organization will select the right media to share with their target audience about their products and services. Social media platforms have authentic, reliable, and consistent characteristics, which led to highways for online marketing. The digital platforms give much scope for two-way communication. Hence, social media marketing plays a vital role on the part of the business to promote products or services with the intention of involving their customers and creating a good opinion, particularly on their brand. The research paper focuses on an overview of social media marketing, which includes social platforms, advantages, disadvantages, strategies, and certain challenges. The paper highlights the review of literature on social media marketing and certain recommendations and measures taken to make the use of social media marketing more responsible. In addition to that, whether social media marketing platforms or other media are essential for successful transformation of information to their target audience and the shape of social media marketing will build through interactions of consumers, industry, and public.

Key words: social media, Marketing, Facebook, Twitter, advantages, disadvantages.

1. Introduction:

Social media marketing means online digital means of communication through selecting the right media, like Facebook, Instagram, Twitter, YouTube, TikTok, LinkedIn, etc., to reach their target audience. Social media is a key component that involves interaction between users. Social media creates interpersonal relationships on a global level with temporal barriers. Social media is possible through digital forms, and it is part and parcel of each day's feelings and experiences of target customers and shared with peer groups instantaneously, and such groups engage with the real user. Social media helps touch base with the global level of consumers and reduce the cost of transfer of information and, in turn, enhance the network size. The fragmented market segment reflects enhancement of network size and has positive responses on social capital.

2. Review of literature:

(Rubathee Nadaraja, Dr.Rashad Yazdanifard, 2013) Their study on 'media marketing: advantages and disadvantages' states that social media has its reliability, consistency, and instantaneous characteristics, which extend wide opportunities for businesses and companies to share information towards products or

services very effectively and instantly through online marketing. Social media can use those who have Internet connections and are helpful for marketers, advertisers, and online content creators for transforming useful and valuable content to their target audiences. The study emphasizes the major pros and cons identified by the internet technology developers. The researchers expressed their views that the social media still have certain challenges and risks, question media experts' qualifications, and the sole objective of the company wanted to engage their customers, maintain the reputation of the company, and provide expected quality and quantity goods and services in order to satisfy the customers and also survive in the particular field for a long-time.

(Gil Appel, Lauren Grewal, Rhonda Hadi, Andrew, T. Stephen, 2019) They conducted research on 'the future of social media in marketing' that revealed that the social media given an opportunity to freely engage and interact with third parties for offering a variety of information through various online platforms. The researchers throw light on the future of social media to share marketing-related facts and figures, the futuristic actions and reactions of social media through three eyes, that is, consumer, industry, and public policy. The author is given much scope for future research directions, predictions, and practitioners.

(Fan, 2023) His study on 'social media marketing strategies' shows that modern technology enhances the importance of brand awareness, but still businesses fail to utilize creativity and innovation at one hundred percent capacity and are unable to identify the benefits of social networks. The internet has provided opportunities like online marketing and advertising mechanisms such as blogs and social media

to touch upon the target audiences. The internet and social platforms provide an opportunity to share the information more effectively at the national and international levels. The author clearly reviewed marketing strategies, benefits, challenges, insights about new issues, and certain issues left for discussion.

(Damot, 2019) His study on 'the effect of social media on society' explored that feedback received from the community relating to interaction, content-sharing, and collaboration, and the impact of social media on society, which has both positive and negative aspects. The social media marketing is being used by societal people irrespective of age.

3. **Research Methodology:** The required amount of data was collected from journal articles, books, and online sources. The article is purely based on secondary data

Objectives:

- To know the advantages of social media marketing
- To identify the disadvantages of social media marketing
- To point out the challenges of social media marketing
- To advise certain recommendations and suggestions for better use of social media marketing

The objectives are discussed in detail:

4. **Advantages**:

The digital means of marketing led to new paths to promote their products and services to prospects and actual customers. Social networking forms such as YouTube, Twitter,

and Facebook are support for advertising. media marketing is cutting down costs in order to reach the target audience. The social media marketing cost is essential to being lesser than other means of marketing. In addition to that, social media marketing permits the firms to communicate with customers who are not accessible because of temporal and geographical limitations of present channels of distribution. Social media platforms enhance reach and cut down costs by assisting the areas of advantages for customers.

1. Social media marketing creates a revolution on the part of businesses to transform unlimited information to their target audience without the effort of human beings. A
2. Social media marketing institutions can allow their target audience to customize their requirements in terms of the design of the products and services and in turn fulfil the requirements of prospective and actual customers.

Social media marketing advantages are:
*   **Cut down the cost:**
The cost of social media marketing is moderate as compared to other means. Most of the social media platforms are accessed freely by creating a profile and posting them into information. The business organizations can have a limited budget for successful social media marketing. The information can reach its target audience with little or no payment, and the audience can have information and follow the particular media. Pay-per-click type advertisements on sites are helpful to communicate the particular segment target audience. Social media marketing assists in the transformation of information to the public at large in a fraction of a second.

*   **Social communication:**

The first and foremost advantage of social

Social media marketing is a new form that gives an opportunity for social interaction. The majority of the people spent their time on online communication activities. Social networking sites are more convenient means of interaction among the people through online means that understand behavioural attitudes of people and convert buying decisions among the interacted groups.
*   **Responsiveness:**
The interactivity means interactions among the communicated customers. Interactivity is one of the forms and content of a mediated environment in real time. Interactivity consists of user control and engagement with content and context. Interactivity includes user-cantered interaction with gadgets, messages, or other users, concentrating on the experiential aspect of the networking process. Interactivity may be in terms of developing online content and positive attitudes towards websites and higher sources of credibility. Interactivity involves consumers participating in personal social networking by opting for their own content timing, and consumers have control over their actions and react in two-way communications.

*   **Targeted market segment:**
Social media marketers focus on target audiences and consumers personal interests and their likes, etc. Social media marketing covers only the target audience according to their likes; interest depends upon the geographical location of consumers.

*   **Fruitful customer service**:
It is also one of the important areas for social media marketing. The company needs to have a systematic customer service system. The online representatives are support to the customers either in the

selection or buying process. Sometimes customers are feeling free to call a company through a toll-free phone number. The satisfied consumers expecting fast delivery systems and proper checkouts are essential to having loyal behavioural consumers after placing an order. In orderedto get rid of insecurity feelings in the minds of online consumers, social media marketers' obligation to offer branded and well-known, utmost good quality with guarantees.

5. Disadvantages:

The online marketing process is offering certain complications, challenges, and opportunities. The website's transparency of online information access to all targeted audiences and its insistence on consistency in future planning and design make it a reality and a measure to control online marketing information.

Time constraints:

Social media marketing is the medium of interactive, two-way communication and establishes long-term relationships between businesses and the target audience, which converts into more sales. The representative of the company monitors the network, gives favorable responses to comments and questions, and posts information about products and services to their target audience. The company has to take all sorts of precautions to time commitment and fulfilling the needs of the consumers on time.

- **Issues relating to trademark and copyright:**

The companies have to take all sorts of care and caution to maintain their own trademarks and copyrights to promote their brands, products, and services. The

company's brands and the intellectual property are the most valuable, like products and services. The medium of social media provides informal information within a fraction of a second with the intention of promoting their brands and disseminating copyrighted information. The obligation of social media marketing is consistently monitoring the use of their trademarks and copyrights. The companies are essential to monitor their own social media outlets to avoid misusing and abusing companies by the third parties. The company must reserve certain terms, conditions, and provisions regarding judicious use of either companies or third-party intellectual properties. The company arranges a social media marketing campaign with the intention of promotions and user-generated content, with adequate rules to avoid misuse of trademark, copyright, and impersonation.

- **Issues like Trust, Privacy, and Security:**

This issue is like a two-fold hand where one end is promoting a marketer's brand, products, or services, and on another end, there is the impact of trust, privacy, and security about data. The prime motto on the part of the company is to take the right action to reduce the exposure of issues and responsibility related to personal information collection, use, and maintenance. Trust is obsolete in transactional security and privacy.

- **Consumer-generated content (UGC):**
Most of the consumers involved in sharing of information, thoughts, and opinions among themselves through the internet. Specially designed forms of content generation, communication, and collaboration are the outcomes from the internet. The consumer-generated content has the provision of making different forms like photos, videos, podcasts, ratings, reviews,

articles, blogs, etc. The consumers' generated content has a high degree of the marketing strategy, which is to be prepared for some sort of care about legal liability and risk that is always attached to a marketing campaign.

• Non-credible feedback:

Social media has the strength that converts consumers into either marketers or advertisers, and they can express their opinion, either positive or negative, towards the company or companies' products or services. The consumer generated their views in terms of reviews, images, and tags, which are considered the utmost valuable information on the part of consumers for making choices of products online. The company is necessary to accept damaging marketing campaigns in the means of negative responses from the social networking. Disagreeing customers or an entity competitor willing to post offensive pictures, posts, or videos, the company must take preventive steps to pass negative content against the marketer. The negative responses from the consumers need not be neglected, but social networks must work effectively and efficiently with quick responses and constant monitoring of harmful posts.

6. Challenges of social media marketing:

Search Engine Optimization has facing certain challenges: they are:

- Algorithms continuously changing search engine: Update of algorithms is necessary to increase user experience and concerned to the search results.
- Competition is high: In the competitive world among industries because of wide range of internet facilities for the users.

credibility in the view of users. The consumer's content is closely connected to

- Optimization use of gadgets:The maximum usage of mobile, google and other search engine optimization and mobile-friendly websites have according to their ranks. But there is a limitation of usage of mobile is technically challenging and time consuming.
- Experience of the user: Search Engine Optimization is not mere relating to keywords and experience of the of user has significant importance. The search engines taken into account such as bounce rate, session duration and site speed, which are purely based on experience of the user.

First hand quality:
The content quality is deserved for ranking factor but constantly producing high quality, unique, the content is resource-intensive. The content maintains regular and up-dation is essential.

Link developing
The link given to their audience should be quality consequently increase search engine optimization but it is difficult. The sincere effort is required to get backlinks from authorities' sites and concentrate towards developing valuable content.

Technical Issues of Search Engine Optimization: The technical issues like broken   links, content duplication, slow in relation to speed of the loading, structure of site is poor, trouble of missing meta tags in addition to that search engines slowly crawling.

Identifying right keyword research and Targeting:

The search engine optimization is require identifying right keywords and it continuously changes and some time it reaches at saturation point.

Locality Search engine optimization:
The business focuses on local customers and it is difficult to give rank when business

Assessing and measuring SEO Performance:
The assessing and measuring the impact of search engine operation involves complexity. It is essential to track organic

6. Recommendations:

Social media marketing is a unique wherein predetermined information may reach to their target audience by selecting right media of social platforms.

The company must decide well in advance attainable, specific, measurable, relevant and time-bound goals to enhance brand awareness, increase sales, involvement with customers and providing fruitful service and loyalty.

Understanding of target audience**:**
The content should be prepared according to the preferences, needs, and attitudes of the target audience and understand through analytics, audience insights about of social platforms and target audience.

Select suitable social Platforms:
The company can select right social platform one which is highly involved by the target audience depend upon nature of products and services dealt by the company

Build a Content Strategy:
The authenticated, accurate, valuable content develop with all characteristic

traffic, keyword rankings, conversions and engagement in terms of metrics.

The behaviour of user search and its adaptation:
It is difficult to measure user growth and the task of prediction and optimization of user in future is tough job.

The growth of content formats: The content growth in terms of video, podcasts, and interactive and it requires advanced techniques of formats for optimization

features products and services post consistently.
Involvement and interactions with target audience:
The live interactions, engage, converge with target audience expecting comments, messages instantly, responses in terms of asking questions, sharing user-generated

Trendy Hashtags:
The hashtags are helpful to refer the post made by the company to their target audience

Budgeting: It means estimation of amount spent on sharing of information and it should be monitor regularly.

Tie up with Influencers:
The company may tie up with another company to influence the product which is shared

Measure the Performance and modify the Strategy:
The assessment of performance can be done through Twitter analytics, Face book Insights, Instagram Insights etc.

Media content updated with recent Trends:

The social media is continuously evolving with adapting updated recent trends and algorithms.

Management of crisis, plan and maintain it:

The negative feedback on social media prepared and frame a pan with professional skill and redress the issues transparently to retain the trust.

Repeatedly share content across social platforms:

The content can be repeatedly share across social platforms within a fraction of seconds.

7. Suggestions:

Social media marketing can be improved through the following suggestions:

- The target audience's positive feedback will build social trust and credibility.
- The target audience action and reaction create a document.
- The short form of communicable forms will be viral.
- The trendy, branded, and niche hashtags make it easy to open postings. Branded

Content post should be made repeatedly.

- Tie up with another company for marketing of their products or services.
- Favourable responses to the target audience will lead to strong community building.
- The communicable content should be authentic and easily accessible by the target audience
- The company needs to target and retarget to enhance the likelihood of conversions

- The variety of promotional techniques like discounts, limited-time offers, and last chances will create a hurry and encourage immediate action
- The scientific type of analytics will monitor metrics like engagement rate, pay-per-click, etc
- Social media's main motto is customer-friendly service to their target audience in the means of favourable service promptly and redress the issues instantly
- Social media marketing measures the performance, actions, reactions, likes, and dislikes in terms of Google, Facebook, Instagram analytics, etc. Leverage Analytics to Improv
- Understand real and physical conversational posts, which are to be authentic and have a real-time nature

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