SOCIAL MEDIA MARKETING STRATEGIES

Rohinth Selvaraj S[a] and Dr. Harihara Sudhan R[ba]

[a] MBA II Year,
[b] Associate Professor, School of Management, Hindustan Institute of Technology & Science, Chennai

ABSTRACT

The rapid growth and widespread adoption of social media platforms has changed the way companies communicate with their target audience. Social media marketing has become an essential part of today's marketing strategies. The purpose of this study is to examine the different social media marketing strategies used by companies and their impact on the marketing effectiveness. The study also identifies emerging trends and future trends in social media marketing, such as the growing influence of video content, the rise of social commerce and the growing role of artificial intelligence in personalized marketing campaigns.

Keywords: Digital Marketing, Social Media Marketing, Marketing Strategies

INTRODUCTION

Social media marketing is a powerful approach to promoting businesses, products, or services through various social media platforms. It involves creating and sharing content, engaging with the audience, and leveraging the unique features of social media to achieve marketing objectives. With the increasing popularity and widespread usage of platforms like Facebook, Instagram, Twitter, LinkedIn, and YouTube, social media has become an essential part of a comprehensive marketing strategy. The primary goal of social media marketing is to connect and engage with target audiences, build brand awareness, and drive desired actions such as website traffic, lead generation, and sales. It provides businesses with an opportunity to reach a large number of people, interact directly with customers, and establish meaningful relationships. One of the key advantages of social media marketing is its ability to facilitate two-way communication. Unlike traditional advertising channels, social media allows businesses to engage in conversations with their audience, respond to feedback, address concerns, and provide timely support. This interaction helps in building trust, loyalty, and a positive brand image.

Additionally, social media marketing enables precise targeting and segmentation. Platforms offer advanced tools to identify and reach specific demographics, interests, and behaviours, allowing businesses to tailor their content and ads to the right audience. This targeting capability can lead to higher conversion rates and return on investment (ROI). Another important aspect of social media marketing is content creation. Businesses need to develop a content strategy that resonates with their target audience and aligns with their brand identity. The content can take various forms, suchas articles, images, videos, infographics, or user-generated content. By consistently providing valuable, entertaining, or informative content, businesses can attract and retain their audience's attention and encourage them to share it with their own networks, expanding the reach and visibility of the brand.

Measurement and analytics play a crucial role in social media marketing. Platforms provide analytics tools that enable businesses to track and analyse their performance, including engagement metrics, reach, clicks, conversions, and audience demographics. These insights help in evaluating the effectiveness of strategies, identifying areas for improvement, and making data-driven decisions. Social media marketing offers businesses an opportunity to connect with their target audience, build brand awareness, foster engagement, and drive desired actions. By understanding the unique features of each platform, developing compelling content, and leveraging analytics, businesses can

harness the power of social media to achieve their marketing goals and stay competitive in today's digital landscape. The study is to ascertain the effectiveness of Social media marketing.

REVIEW OF LITERATURE

Boyd and Ellison (2008: 210-230) have summarized recent research and social network history. The authors, Berkeley and Michigan State professors, consider social Networks as increasingly attractive for researchers, fascinated for their usefulness, audience size and market research potential. They define social networks are web-based services that allow users to build a public or semi-public within a system; articulate a user list with shared relationships; and observe the list of relationships of those persons with other people within the system"

Facebook (2004), YouTube (2005), Baby (2005), Ning (2005) and Twitter (2006). Since 2003, social networks have entered the mainstream and are beginning to generate what we might consider "mass" audiences. Their audience grew exponentially. In April 2009, Facebook had 200 million users worldwide, in March 2010, 400 million users. As of November 2010, Facebook has an estimated audience of over 547 million users. Only 26% of users are in the US: we are facing a truly global phenomenon. Twitter's audiences are more modest (19 million in March 2009; 75 million in March 2010), with more than 44% of users in the United States2. However, the numbers speak for themselves and may give Facebook and Twitter a place in social history

In fact, four books have been particularly influential and are often cited in professional and academic circles in this context: Tapscott and Williams' Wikinomics, Jenkins' Convergence Culture, Li and Bernoff's Groundswell, and Qualman's Socialnomics. Tapscott and Williams (2006) consider social networks as a part of a wider trend in communication landscapes. They characterize it as "mass collaboration". In their opinion, transparency, peer collaboration, audience participation and globalization are changing markets and companies and social networks like YouTube or Myspace are crucial. A new type of market is being shaped: copyright, communication strategy and message control by hierarchical management structures is increasingly under attack. Wikipedia is described assymbol of this process that is influencing the communication of brands, fashion, markets, ideas and ideology.

Jenkins (2006) describes three concepts that make up what he calls "convergence culture": media convergence, participatory culture and collective intelligence (Jenkins, 2006: 2). With a media approach, Jenkins addresses the flow of content across multiple content platforms and the changing behaviour of audiences: people are essentially looking for entertainment experiences. With the term "participatory culture", he contrasts the idea of a passive spectator at a time when producers and consumers do not play clearly different roles, but interact with rules that we still do not seem to fully understand. By collective intelligence, he elaborates on a trend to turn con-Sumption into a collective process, sharing our knowledge to deal with the vast amount of information available. Social media thrives in this unique environment of convergence, participation and crowdsourcing.

Charlene Li and Josh Bernoff (2008), two Forrester Research analysts, showed through 25 real world cases how companies increase their market knowledge, generate income, save money and mobilize their employees using "social technologies". Such firms follow a "groundswell" model, similar to a wave that sweeps markets.

Li and Bernoff consider that there is definite social trend towards people using technologies to get what they need from other people, instead of relying in traditional institutions like companies. The consequences are almost revolutionary: control is weakened and reduced, when control has been the foundation of communication strategies for businesses and institutions. Li and Bernoff stress the

need to understand how new relationships are created in social media: technologies have changed but the impact in personal relationships is even more profound.

Erik Qualman (2009) discusses social media in his book Socialnomics. He describes an era of instant communication, transparency (we live in the so-called "glass room phenomenon"), narcissism and participation. This is a landscape where authenticity is the currency of exchange and media not work, as audiences go back to trust in close persons and traditional media decline.

From 2006 on, researchers' attention turned to social networks, especially in the Anglo-Saxon world where they were born. Research has considered different aspects. Some papers have concentrated on the "management of impressions" by the audience: how users introduce themselves, and the quality of relationships that are generated in this context. Marwick (2005) has analysed the degreeof authenticity of user's profiles. Looking into their different roles.

Kumar, Novak, and Tomkins (2006: 611-617) divide users into different groups: passive and "collaborators" who fully participate in the "social development" of networks. Most existing research suggests that most social networks serve the need to strengthen existing relationships. We can say that they respond to the need: they build bridges between the online and offline worlds. Ellison, Steinfeld and Lampe (2007) suggest that Facebook is used more to strengthen offline friendships than to meet new people (Ellison, Steinfeld y Lampe, 2007). Such relationships may be tenuous, but often have past connections, such as sharing a university. Another important research thread deals with privacy and intimacy issues created by social networks. Sometimes the need for a safe environment for children and young people is emphasized, as for example in the works of George (2006) or Kornblum and Marklein (2006). It may be particularly valuable to examine what Barnes (2006) identifies as the privacy paradox. Acquisti and Gross (2006: 36-58) describe a "pause" to protect user privacy and their social network behaviour (increasingly narcissistic, to say the least), also described in Stutzman's research (2006: 10-18). Dwyer, Hiltz and Passerini (2007) explain that Facebook defeated Myspace precisely because of its better handling of privacy. Researchers agree that the most serious crisis faced by social networks have been related to privacy and personal data protection. MySpace's audience decrease and Friendster's decline have been related to this by scientific literature.

Social networks might also be a tool for audience and market segmentation and the analysis of specific or "niche" audiences. Different authors have studied their use by audiences defined by gender (Geidner, Flock, & Bell, 2007), ethnicity (Gajjala, 2007: 257-276), or religion (Nyland & Near,2007). Specifically, ethnicity has often been researched in the U.S., as some better-established social networks connect ethnic minority targets. Such is the case of Asian Avenue, AsianAve today (established in 1999), Black Planet (1999), and MiGente (2000). Along the same lines, Fragoso (2006) studied the role of national identity to explain Orkut's4 spectacular success in Brazil. Some other authors study the role of social networks in different cultures, which opens up a very interesting field for research (Herring et al., 2007). It is indeed worthwhile to find out whether social networks are more successful in some cultures or countries, or the rationale for local versus global social networks.

Netnography, a qualitative methodology that adapts traditional ethnography research techniques to the study of online cultures (Kozinets, 2006: 281) is one of these new systems to collect information. *Netnography* can also be considered a content analysis of online communication and some authors classify this methodology between discourse analysis, content analysis, and ethnography (Beckmann, and Langer, 2005, p. 2).

In this technique, the identification of online communities where users exchange relevant information is essential (Bartl, Hück and Ruppert, 2009: 7). Social networks could be the place to find this information (O´Connor et al, 2010) but also to identify web sites where the expected information can be found. Social networks have also been considered in market research as a new tool for collecting information.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! Social media challenges and opportunities. Business Horizons, 53(1), 59-68. This seminal paper discusses the concept of social media and its impact on businesses. It explores the challenges and opportunities presented by social media platforms and provides insights into how organizations can leverage social media for marketing purposes.

Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the campaign mix. Business Horizons, 52(4), 357-365. This study examines the role of social media as a hybrid element in the promotion mix. It discusses the unique characteristics of social media marketing, such as interactivity and user-generated content, and how they contribute to building brand awareness and customer engagement.

Liang, T. P., Ho, Y. T., Li, Y. W., & Turban, E. (2011). What drives social commerce: The role of social support and relationship quality. International Journal of Information Management, 31 (3), 278-286. This research focuses on the role of social support and relationship quality in driving social commerce, which involves using social media platforms for e-commerce activities. It highlights the importance of building strong relationships with customers through social media interactions to enhance trust and encourage purchase behaviours.

Smith, A. N., Fischer, E., & Yongjian, C. (2012). How does brand-related user-generated content differ across YouTube, Facebook, and Twitter? Journal of Interactive Marketing, 26 (2), 102-113.This study compares brand-related user-generated content across different social media platforms, including YouTube, Facebook, and Twitter. It explores the characteristics of content generated by users and how it varies across platforms, providing insights into the type of content that resonates with users on each platform.

Tuten, T. L., & Solomon, M. R. (2017). Social media marketing. SAGE Publications. This comprehensive book provides an overview of social media marketing, covering various topics such as strategy development, content creation, community management, advertising, and measurement. It offers practical insights and case studies to help marketers effectively navigate the social media landscape

Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. Business Horizons, 54(3), 241-251. This paper presents a framework that identifies the functional building blocks of social media. It categorizes social media platforms based on their functionalities and provides guidance on how businesses can strategically utilize each block to achieve their marketing goals.

"Social Media Marketing: Strategies for Engaging in Facebook, Twitter, and Other Social Media" by L. Tuten and M. Solomon (2017): This book provides a comprehensive overview of social media marketing strategies, including content creation, community management, advertising, and measurement. It offers practical insights and case studies to help marketers effectively utilize social media platforms.

"The Impact of Social Media on Consumer Behaviour" by R. Karimi and A. Zarei (2016): This research paper examines the influence of social media on consumer behaviour, highlighting the role of social media in information sharing, product evaluation, and purchase decision-making processes. It discusses how social media platforms affect consumer attitudes, perceptions, and brand engagement.

"Engagement in Social Media: A Review of Current Research and Emerging Trends" by C. Lin (2018): This literature review explores the concept of engagement in social media marketing. It examines different dimensions of engagement, such as cognitive, emotional, and behavioural, and discusses strategies to foster engagement on social media platforms. The paper also identifies emergingtrends in social media engagement research.

"The Role of Social Media in Online Brand Communities" by A. Brodie et al. (2013): This study investigates the impact of social media on online brand communities. It examines how social media platforms facilitate communication, interaction, and brand loyalty within online communities. The research emphasizes the importance of community management and engagement strategies for building strong brand communities on social media.

"Social Media Marketing: Measurement, Adoption, and Effectiveness" by K. Neff et al. (2013): This research paper explores the measurement and effectiveness of social media marketing. It discusses the challenges of measuring social media metrics, such as engagement, reach, and conversions, and presents frameworks and approaches for evaluating the impact of social media marketing on business outcomes.

"The Use of Social Media in Marketing: A Literature Review" by M. Sashi (2012): This literature review provides an overview of the use of social media in marketing. It discusses the advantages and challenges of social media marketing, examines different social media platforms, and explores the various strategies and tactics employed by marketers to engage with consumers and promote their brands. The researcher intends to assess the driving force and perception of users towards the advertisements in Social media.

METHODOLOGY

Descriptive research design is also called explanatory design. This is the one that simply describes something such as demographic characteristics. The descriptive study is typically concerned with determining the frequency with which something occurs or how two variables vary together. After identifying and defining the research problem and determining the specific information required to solve the problem, the researcher`s task is to look at the type and sources of data which may yield the desired results. The sample size chosen for the survey is 120. Data sources are of two types through which data is collected. Primary data is the original data collected by the researcherfirsthand. It is collected for the first time through a field survey. These are those that are gathered specifically, for the problem at hand. The various sources for collecting primary data are questionnaires, observation, interviews, etc. The primary source used for the study is a questionnaire. A Structured questionnaire is created with close-ended questions to assess the perception of the users. Chi square test and ANOVA is used to derive the solution to the research questions.

RESULTS

The results indicate that 37% of the respondents are completed ITI and 28% of the respondents are Graduates and 19% of the respondents are belongs to Post Graduates and 16% of the respondents are completed their Diploma. The respondents are 77% male and rest of female. 31% of the respondents got the income level of 30000 – 40000 and 21% of the respondents got the income level of 10000 – 20000 and 18% of the respondents got the income level 20000-30000 and 17% of the respondent's income level belongs to above 50000 and 13% of the respondents belongs to 40000-50000 income level category. 41% of the respondents are joining social network for staying update to friend's activity and 26% of the respondents are for fun and leisure another 25% of the respondents are joining social network in order to obtain useful connection with the businesses and 8% of the respondents are joining social network to find information on groups and events. 40% of the respondents are clicking the ad due to the offer or free promotion only 25% of the respondents are clicking the advertisement due to attraction of image or person in the ad and 20% of the respondents are clicking the ad due to getting interest towards the product or services and 10% of the respondents are never clicking the advertisement and remaining 5% of the respondents are clicking the ad due to recognizing the brand or company. 45% of the respondents are agreeing and 25% of the respondents are coming under neutral state and 20% of the respondents are strongly agreeing that the ad helps to choosing the product or services and 5% of the respondents are disagreeing with this statement and remaining 5% of the respondents are strongly disagreeing with this statement. , 40% of the respondents are Agreeing that they are received interesting offers through advertisement and 25% of the respondents are strongly agreeing with the statement 20% of the respondents are in neutral state with this statement and 10% of the respondents are strongly disagreeing with this statement and 5% of the respondents are disagreeing with this statement.

Table 1: Chi Square test between the age and the Impact of Social Media Advertisements

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	161.636[a]	15	.000
Likelihood Ratio	181.170	15	.000
Linear-by-Linear Association	89.195	1	.000
N of Valid Cases	120		

Since the calculated value (161.63) is greater than the tabulated value (24.99), the null hypothesis is rejected and accept the alternate hypothesis. It indicates that there is a relationship between the age and positive impact on the social media advertisements.

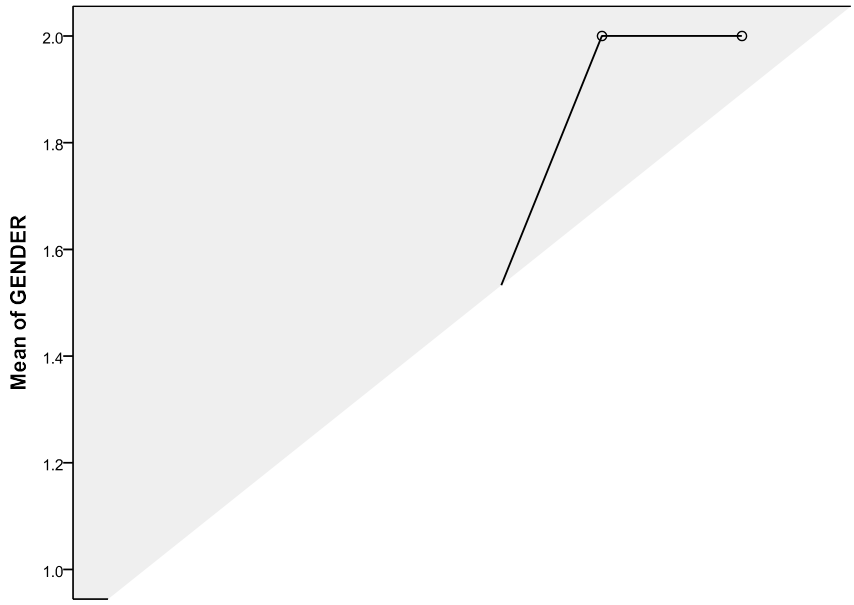
Table 2: Descriptives of the Gender and Privacy Intrusion

Age and Privacy	N	Mean	Std. Deviation	Std. Error	95% @ Mean		Min	Max
					Lower Bound	Upper Bound		
Strongly Agree	35	1.00	.000	.000	1.00	1.00	1	1
Agree	44	1.00	.000	.000	1.00	1.00	1	1
Neither Agree nor Disagree	20	1.35	.489	.109	1.12	1.58	1	2
Disagree	19	2.00	.000	.000	2.00	2.00	2	2
Strongly Disagree	2	2.00	.000	.000	2.00	2.00	2	2
Total	120	1.23	.425	.039	1.16	1.31	1	2

Table 3: ANOVO between the Gender and Privacy Intrusion

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.917	4	4.229	106.891	.000
Within Groups	4.550	115	.040		
Total	21.467	119			

Chart 1: Chart showing the Gender and Intrusion



The calculated Value is 106.89 and the tabulated value is 2.46, since the F=106.891> 2.46, the calculated value is more than the tabulated value so the Null hypothesis there is no significant difference between the gender and privacy intrusion is rejected. The test confirms there is significance between the gender and privacy intrusion.

A correlation study is conducted to check the choice of advertisement on the basis of my activities and it helps to choose the appropriate products.

Table 3: CHOICE OF ADVERTISEMENTS AND COMFORTABILITY

Choice of Advertisements and choosing appropriate products through the Advertisements in Social Media		I Am Comfortable in Receiving Ads Related to My Interests & Activities.	Ad Helped in Choosing the Product/Services
I Am Comfortable in Receiving Ads Related to My Interests & Activities.	Pearson Correlation	1	.905**
	Sig. (2-Tailed)		.000
	N	120	120
Ad Helped in Choosing the Product/Services	Pearson Correlation	.905**	1
	Sig. (2-Tailed)	.000	
	N	120	120

The r value (0.905) is positive and it indicates that there is positive relationship between the comfortable in receiving ads related to my interests & activities and ad helped in choosing the product/services.

CONCLUSION

A social networking web site is an online community in which people can connect to others with similar interests. Since their start in 1995 with Classmates.com, social networking web sites have grown enormously to include such huge sites today as LinkedIn, Facebook.com, and orkut.com. Through these sites' businesses' can use social networking web sites to connect to potential employees, market new products, and get feedback on their current products as well as new ideas for future products, while social networking sites have many valuable assets, they also have serious problems must address such as the protection of private information, the protection of children, and the protection of copyrighted material. Although social networking sites have their problems, they are still one of the best inventions of our time because they connect so many people. The work described above contributes to an on-going dialogue about the importance of social network sites, both for practitioners and researchers. Vast, uncharted waters remain uncharted. Methodologically,the ability of SNS researchers to make causal claims is limited by the lack of experimental orlongitudinal studies. Although the situation is changing rapidly, researchers still have a limited understanding of who uses these sites and who does not, why and for what purpose. Such questions require extensive quantitative and qualitative research. The researchers hope that our findings and the work described here will help build a basis for future research on these and other important questions related to social networks.

REFERENCES

1. Haythornthwaite, C. (2005). Social networks and Internet connectivity effects. Information, Community & Society, 8(2), 125-147.
2. Veni, K. K., & Venkatesh, R. (2020). A Study of the Impact of Social Media Marketing on Consumer Behaviour in India. International Journal of Research in Engineering, Science and Management, 3(8), 502-508.
3. Lampe, C., Ellison, N., & Steinfield, C. (2006, November). A Face (book) in the crowd: Social searching vs. social browsing. In Proceedings of the 2006 20th anniversary conference on Computer supported cooperative work (pp. 167-170).
4. Bargh, J. A., & McKenna, K. Y. (2004). The Internet and social life. Annu. Rev. Psychol., 55, 573-590.
5. Bargh, J. A., McKenna, K. Y., & Fitzsimons, G. M. (2002). Can you see the real me? Activation and expression of the "true self" on the Internet. Journal of social issues, 58(1), 33-48.