SOCIAL MEDIA:
AN INDESPENSIBLE MARKETING DEVICE
(A CONCEPTUAL REVIEW)

ImaniaImtiyaz**
Research scholar, Shri Venkateshwara University, U.P
Email: imaniaimtiyaz@gmail.com

Dr. S.K. Bhogal*
Dean Humanities, Shri Venkateshwara University, U.P
Email:surendra.bhogal@gmail.

ABSTRACT:

In this paper an attempt has been made to comprehend the ideas of social-media promoting/marketing. We contemplated the research work already done regarding the subject so as to get the deep insights. The writing aspect considered for our current research study is based on digital media marketing, related role and measuring the dimension of the aspect. By this way, we distinguished seven functionalities of social media based life which successfully included all the requisite modules of social-media marketing."Social media advertising or marketing is where seven useful squares (individuality, dialogue, allotment, existence, relationship, repute and gatherings) of an internet based website are used for advancement of a brand, association, ideological group, a thought or an occasion". The review study of this context will aid us to understand the significant attributes of this concept and its allied elements so as to get the cavernous approach.

REVIEW OF LITERATURE:

Throughout our research work, this area is intended to feature certain attributes and vital keywords or terms required inrelevance of the already conducted research regarding the topic. Attributing the features of this advanced and modernized concept is of great significance, and is accomplished in the following work:

Social media is regarded as an indispensible device/instrument available to the organization in displaying their products/services to the wider customer range.In order to coordinate the advertising correspondence, the significant instrument comes out to be the social media to methodologically achieve it to the desirable level. It is an imaginative device that is totally separated from conventional showcasing. In the traditional form of marketing, marketers are usually unable to interact with their customers due to the unidirectional attribute of the traditional marketing devices while as such shortcoming proves as a blessing in social media marketing concept which is an exceptionally eccentric style that improves correspondence with clients (Tuten and Solomon, 2014). The concept of social media marketing due to its low budgetary aspect is not only favorite and prioritized tool of big business houses but also is on the bucket list of small enterprises as well. In addition, private ventures are likewise following the pattern of showcasing through online networking destinations. Since such concept is utilized for both business-to-business and business-to-customer domains as being an inclination drift towards reaching masses with extreme effectiveness is quite noticeable. Huge measure of promoting financial plan is presently devoted to social media marketing due to its profitability and viability (Stelzner, 2011).

Because of most extreme adequacy of web media advertising, associations are progressively incorporating this instrumental source. While considering the involvement between organizations and its clients, the viability of social media marketing is increasingly approved. Normally the organizations expect their clients to provide them with valuable feedback of post-product purchase or post-service usage which can be made feasible

through interactive and non-intermediary mode called as social media. Such precious tool can pave roadmaps for further improvement and development in the already strategized bucket of products and services offered by the organizations for their valuable customers in tuned with their needs and expectations, thus making the whole lot of process a big success (Saravana kumar and Sugantha Lakshmi, 2012).The e-marketing conceptincorporates course of action of gathering for a particular brand on virtual space. By such effective means, customer relationship is created and sustained which satisfies the customers to the maximum extent so that they can display brand loyalty and commitment (Sashi, 2012). To accomplish such objective, and to cater the needs and expectations of privileged class of consumers - internet based marketing can persuade and maintain a long term successful relationship alongside the item/service portrayal for buying occasion (Whiting and Williams, 2013).

Another noteworthy factor is e-tribalizing that incorporates course of action of gathering for a specific brand and note that this relationship building is on virtual space. Thus, brand relationship is developed that ensures long stretch acceptability for affiliation and offers contentment to its clientele. Client duty made for these web based life platform that along these lines gather brand relationship (Sashi, 2012).Different frameworks can be used for doing practices related to social web advancing. The world class swarm and the expectations of such class can be cooked via web based instruments that energize in outfitting information and holding relations close by the thing/administration depiction for purchasing event (Whiting and Williams, 2013).

Social media marketing is the technique which every business organization irrespective of its size and scope embraces to reach the valuable consumers on the virtual systems with almost negligible or no cost situation. The first domain to use such mode of advertising and reaching out to masses is the entertainment industry.Weinberg (2009) in the intensive research study pertained to social media marketing has given utmost emphasis on usage of

social media specifically for marketing purposes by characterizing its benefits to both the marketers and customers which is merely not possible and practical in traditional marketing channels.However, the researcher further counts the benefits of it by demonstratingthat the organizations prioritizes for its prospective customers to be part of its social media channels so as to make them aware about the upcoming happenings, launching of new products or service and news updates on their official social pages/apps.Gordhamer (2009) has attempted to successfully formulate an association between social media marketing and customer relationship management by replacing the orthodox concept of just "selling" to making "relationships" where the customer is considered the king so as to make their buying behaviors recurring and buying process full of satisfaction (Jan and Khan, 2014). Since advertising and marketing on the social media platform is the easiest and cost-friendly approach by means of which marketers can reach out to the maximum pool of consumers availing a social media forums like Face- book, Twitter, Blogs, Instagram etc. is a smart and successful concern in today's competitive world (Gordhamer, 2009).

RISING TRENDS OF SOCIAL MEDIA MARKETING: Just like in some other businesses, patterns and advancements to a great extent are noticeable in the web based advertising scene. Following is the list of a small number of social media marketing forums to give a brief look on what sorts of patterns overwhelm the advanced advertising scene in the current scenario and in the time to come.

- **Chatbots:**Chatbots are turning into a typical element in the majority of the social sites. Such mechanical advancement can improve ongoing shopper commitment, gain consideration from customers (like Facebook Messenger), recover information, and robotize undertakings.
- **Live Streaming Video:**Social sites like Facebook and Instagram included a "live" and "IG stories" highlights to their applications, individually. These highlights empower

their clients to post their present action or occasion and offer it to their internet based webpage progressively. Accordingly, all the dynamic clients of the said online social locales are using these sensational highlights. Subsequently, it became obvious that social media clients are into video content. With this, organizations can use such kind of substance to catch the eye of their intended interest group. Truth be told, an estimation of 48% of advanced advertisers will coordinate YouTube to their substance system since this site remains at the top strata with regards to convincing video content, alongside a couple of others who're centered around making a video creation organization in the world and offering comparable support to organizations. Thus, video sharing is a valuable device for shoppers as well as for advertisers too.

- **Customized Content:**A great many people realize that good content creation is a viable fix to any business system. In regard to social media promoting procedure, a customized substance would unquestionably be a favorable position. Recognize and be comfortable with your buyers cautiously so you can create content that is completely customized for them which can create source for the customer product awareness and enhancing brand resoluteness. These patterns are only a little piece of the master plan. As an advanced advertiser, it is basic to remain adroit and educated with these progressions to remain ahead in the business, since using social media marketing will unquestionably be the eventual fate of computerized promotion.

ASPECTS OF THE SOCIAL MEDIA MARKETING

(Asad, & Anas, 2014) demonstrated that the positive association with the customers is an essential element in the checklist of any organization .The authors further revealed that in order to rock solid this relationship, primarily organizations need five things:

1. **Online culture:**The business organizations can make optimum use of social media to create and sustain a network group around its business which can work on the

way to develop the business and efficiently widening its base (Taprial, and Kanwar, 2012).

2. **Interaction:** Using social media platforms, marketers can inform its followers and users about it rapidly that too at the same time like through Fb page or twitter record (Berselli, Burger, and Close, 2012; Fischer, and Reuber, 2011).

3. **Sharing of Content:** By means of social media, an individual or marketer can share numerous amount of content related to business and its marketing (Babac, 2011).

4. **Accessibility:** Since in today's complicated social scenario, the online life is significant with no cost involved which inevitably makes it easy to use with little or no specific requirements of usage(Taprial, and Kanwar, 2012).

5. **Credibility:** Social media has the tendency of evidently communicating the message to the infinite number of people at the same time with just a single click setting up legitimacy for what you state, delivering resolute customers. As the social media provides the astonishing juncture for the organizations irrespective of their size and scope to create a direct relationship and contact their expected intrigue gathering and create credibility by checking out what they have to state. (Taprial, and Kanwar, 2012).

SOCIAL MEDIA AS A MARKETING DEVICE: Web-based marketing has the ability to provide everlasting and helping aid to the marketers for making their brands recognizable and increasing customer base which is the utmost dream of the marketers that too with little or no investment. Since in today's world, almost everyone is so much active on social media for socializing, getting news feeds, general awareness, etc. and depend on them for online shopping has got extreme significance, where one can shop in his/her space, varietyconvenience(Shankar et al. 2011; Curran et al. 2011; Hill, Provost, and Volinsky's 2006. Sorescue et al. (2011), stressed that the business organizations especially the retailer hierarchy must use social media in marketing its products and survives as an important part of its promotional strategies in informally

communicating with their clients go get first hand information, feedback so as to know their post- purchase behavior. Such data can be further used to enhance the strengths and eliminate the weaknesses as per the requirement set by the clients. This complete process can also aid the grievance elimination aspect of the customers, thus maximizing their satisfaction. Sinclair and Vogus (2011) established that big business houses are viewing social media as fundamental instruments and some associations are in any event, recruiting workers to supervise their internet based life pages. "Buyers are not, at this point secondary recipients of advertising messages; rather, they are utilizing Facebook, MySpace, YouTube, and Twitter to voice their conclusions and perceptions both positive and negative" (Sinclair and Vogus 2011).

EVENTUAL FATE OF SOCIAL MEDIA MARKETING

Since social media is a piece of an individual's regular day to day existences, it is certainly that this sort of advertising will have a splendid future in the computerized promoting scene. The future holds different opportunities for web-based social networking advertising around the globe, for example, syndication and smoothing out, to give some examples. At present, Facebook remains the main social site. This leader site has obtained its principle rival— Instagram. Then again, the union of highlights in various social sites will most likely occur sooner rather than later. Online networking destinations will expand their foundation and incorporate different highlights and administrations, making their website a helpful and productive one-stop search for each need and want of clients.

CONCLUSION:

In present research study, the significance and numerously advantageous concept known as web-based marketing persuaded us to relate the functionalities of the social media and measurements of online network showcasing as

we contended to a declarationwhere we can recognize that the organizations utilize social-media as being a stage to showcase them, it acts as an indispensible tool. In order to coordinate the advertising correspondence, the significant instrument comes out to be the social media to methodologically achieve it to the desirable level. Therefore, the future holds different opportunities for web-based social networking advertising around the globe.

REFERENCE:

- Asad, H. Abu- Rumman & Alhadid, Anas Y. (2014), "The impact of social media marketing on Brand Equity: An Empirical study on Mobile Service Providers in Jordan". Review of Integrative Business & Economics Research. Vol. 3(1).
- Babac, R. (2011), "Impact of Social Media Use on Brand Equity of Magazine Brands". Unpublished Master's Thesis, Halmstad University, Sweden.
- Berselli, S. & Burger, S. & Close, J. (2012), "Crisis Mapping Community Social Media Information During and After Large-Scale Disasters". Unpublished master thesis, Victorian Emergency Services Foundation, Victoria.
- Blackshaw, P., & Nazzaro, M. (2004), "Consumer-Generated (CGM) 101: Word Of Mouth In the age of the Web Fortified consumer". Retrieved From htpp://www.nielsenbuzz Metrics.com/whitepapers.
- Chi, Hsu-Hsien. (2011), "Interactive Digital Advertising VS. Virtual Brand Community: Exploratory Study of User Motivation and Social Media Marketing Responses in Taiwan". Journal of Interactive Advertising 12: 44-61.
- Fischer, E. & Reuber, R. (2011), "Social interaction via new social media: (How) can interactions on Twitter affect effectual thinking and behavior"? Journal of Business Venturing, (26), PP. 3-21.
- Gordhamer, S. (2009), "4 ways Social media is changing Business", retrieved from http://Mashable.com /2009/09/22/Social-Media-Business/.

- Jan, Anisa. & Khan, M.Furqan.(2014)."Social Media Is Nothing but a Public Relation Tool". The International Journal of Business & Management (ISSN 2321 – 8916), Vol. 2(12).
- Kaplan, Andreas M. and Michael Haenlein. 2010. "Users of the World, Unite! The Challenges and Opportunities of Social Media". Business Horizons 53: 59-68.
- Kietzmann et al, (2011), "Social media? Get serious! Understanding the functional building blocks of social media". Business Horizons (Article in Press).
- Mangold, W. G. & Faulds, D.J. (2009), "Social media: The new hybrid element of the promotion mix". Business Horizons, Vol. 52, pp. 357-365.
- Taprial, V. & Kanwar, P. (2012), "Understanding Social Media, United States". Ventus Publishing.
- Weinberg, T (2009), "The New Community Rules: Marketing on the Social Web", 1st Edition, O'Reilly: California.
- Saravanakumar, M., & Sugantha Lakshmi, T. (2012), "Social media marketing. Life Science Journal". 9(4), 4444-4451.
- Sashi, C. (2012), "Customer engagement, buyer-seller relationships, and social media. Management decision". 50(2), 253-272.
- Stelzner, M. A. (2011), "Social media marketing industry report. Social Media Examiner" 41.
- Tuten, T. L., & Solomon, M. R. (2014), "Social media marketing". Sage Publication.
- Whiting, A., & Williams, D. (2013), "Why people use social media: a uses and gratifications approach. Qualitative Market Research". An International Journal, 16(4), 362-369.
- Hill, Shawndra, Foster Provost, and Chirs Volinsky (2006), "Network Based Marketing: Identifying Likely Adaptors via Consumer Networks." Statistical Science 21: 256-276.
- Shankar et al, (2011), "Innovations in Shopper Marketing: Current Insights and Future Research Issues". Journal of Retailing 1:s29-s42, doi:10.1016/j.jretai.2011.04.007.

- Sorescue et al, (2011), "Innovations in Retail Business Models." Journal of Retailing 1: s3-s16,doi:10.1016/j.jretai.2011.04.005.
- Moily Paquette (2013), "Social media as a marketing tool: A Literature review.
- Bajpai (2012), "social media marketing: strategies & its impact". International Journal of Social Science & Interdisciplinary Research Vol.1 Issue 7. ISSN 2277 3630 www.indianresearchjournals.com
- Khan & Jan, Social media and Social media marketing: A Literature review.
- https://www.tmqresearch.com
- http://www.myperfect words.com
- http://digitalcommons.uri.edu
- http://sigilbrand.com (The rise of social media marketing).