

Social Media: A Channel to New Media Advertising

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Abstract

Today's advertising is evolving due to the very real effects of globalisation, digitization, and social media. Numerous businesses and advertising players are compelled to use cutting-edge commercial techniques and new customer and company models. For the majority of businesses, social media marketing is now the norm. Through social media platforms like Twitter, Facebook, and YouTube, the marketing technique is applied. Social media marketing is able to engage and interact on a much more personalised and dynamic level than traditional marketing because it makes use of the social component of the web. Even though there are other marketing tactics available, only social media advertising can provide steady revenue right now. People are becoming more and more dependent on these technologies every day, and social media has become a daily habit for everyone as technology advances. People are affected differently by different fields. Student collaboration has improved in both quality and quantity because to social media. Corporate uses social media to improve an organization's performance in a number of ways, including achieving business goals and raising the organization's annual sales. One of the best methods for connecting with an interested audience is social media advertising. Based on their hobbies, backgrounds, and social networks, it also enables you to interact with the most pertinent on-target consumers. In this essay, we discuss both the positive and negative elements of social media advertising.

Key word: Social media, digitalization, traditional, trends, advertising, internet, new media

Introduction

Advertising appeals try to change how consumers see themselves and how purchasing particular products might be advantageous to them. Consumer purchase decisions are influenced by the message presented in advertising appeals. The ability of user-generated and user-fortified content to affect image is a significant feature of social media. Social media presents advertisers with both a chance and a threat because brand-relevant information has a tendency to spread quickly (Chowdhury & Sharma, 2020). One must take into account the source of the content, the relative authority of that source, and the content itself to gauge the relative influence and nature of that influence on a brand.

The majority of firms depend on marketing, which is also the most crucial component of any business strategy. While many big organisations spend millions on marketing, smaller businesses tend to rely more on more inventive and economical strategies. Social media marketing, which involves using social media like blogs, community websites, video sharing sites, etc. to sell a product or a business, has emerged as the new trend and is here to stay in the highly competitive world we live in today.

With nearly five million daily visitors, well-known websites like Facebook, Twitter, and YouTube must be regarded as a crucial hub for marketing. Given the huge amount of consistent daily traffic these sites receive, advertising a business through them is an extremely alluring business prospect. Due to the enormous amount of individuals who routinely browse these websites, social networking has become an incredibly successful industry and social media marketing has become a crucial part of any organisation.

In contrast to traditional product and service marketing, social media advertising does not rely solely on a one-way interaction between the advertiser and the consumer. An effective social media marketing campaign aims to generate buzz. Social media advertising operates on a continuum that is constantly changing. The ability of the marketer to persuade users of social networks to talk about and promote a product is what determines whether campaign advertising is successful.

People undervalue the power of advertising. Advertising has the ability to convince, to mold the mind, and to impact the future. Markets might be altered, and profit margins could be raised. Short-

term and long-term effects of advertising are both present. Advertising has a short-term impact through disseminating new knowledge, increasing awareness, and establishing credibility. In terms of long-term power, the advertisement promotes emotional values associated with the company, communicates the brand's image, and establishes its reputation as a reliable source. It would be foolish to disregard the opportunity that advertising presents. Because businesses don't fully understand the effectiveness of their advertising, the immense power of advertising is rarely utilised in practice. Effective advertising is the key to success and the sustainable competitive advantage that all companies are looking for.

Advertising

The main objective of advertising is to catch the audience's attention and arouse a particular need, desire, or emotion. But with more people having access to information, goods, and services globally, there is more competition for businesses trying to reach and engage their target audience. Organizations need to develop a new strategy to connect with their client base and potential customers due to the growing competition. Organizations can employ a variety of strategies, including direct marketing, word-of-mouth marketing (WOM), sponsored marketing, and covert marketing.

Defining Media

Advertising heavily relies on the media. In the current world, communication is done through media. The "Media" serves as a means of getting the advertiser's message out to the intended audience. It is a method for reaching potential buyers with an advertisement. Print and electronic media are sometimes referred to as "Mass Media" together. Print media includes things like newspapers, magazines, and other weekly editorials, whereas electronic media includes things like television, radio, cable television networks, the internet, etc.

“According to **PHILIP KOTLER**, “The communication channels through which message moves from sender to receiver is called media”

Defining New Media: The majority of "New Media" technologies are digital and frequently have the traits of being manipulable, interactive, and networkable. It alludes to interactive digital media that feature two-way communication and some sort of computer. Examples of "New Media" include social

media, blogs, and online news sources. These communication avenues have profound effects on society, which extend to business and politics. New media can be tailored to the tastes of the user and can link only occasionally between different types of material.



Advertisement through Social Media apps

Definition of New Media by authors and theorists are as follow:

- **Acc. to Robert Logan’s book** “Understanding New Media” New Media is a very easily accessed, and easily searched. (Logan, 2010, p. 35)
- **Professor and New Media theorist Lev Manovich** describe New Media as being a native to computers or relying on computers for distribution. (Manovich, 2001)
- So in the **laymen language**, it is a mean of mass communication using digital technologies such as internet.

It is difficult to distinguish between new and old media because the former has abandoned its traditional techniques of representation in favour of new digital forms of representation. Old media differs from new media in that it mostly consists of mass media. The multimodal and digital forms of communication that take place on desktop and laptop computers, as well as on phones, tablets, and other devices, are referred to as new media. User interactivity has been added in new media, as opposed to merely media consumption. Furthermore, compared to mass media, each new media format is very interactive. Whether they are sending emails or utilising online collaboration tools, users of new media are active creators of material and information. Interactive and targeted marketing,

rather than traditional advertising, are now seen by marketers as the keys to success and as a complete waste of money.

Social Media

People can express their thoughts and debate their issues on social media. People must first understand what social media is in order to understand its features. Through a specific network, social media are computer technologies that enable people to share or exchange information, ideas, photographs, videos, and even more. For the people, visiting these locations is now part of their daily lives. The fundamental definition of social media is "the numerous, comparatively cheap, and widely available electronic tools that make it possible for anybody to post and access information, work together on a project, or develop relationships."

Most users access social media services through web-based technologies on PCs and laptops, or they download apps for their mobile devices that have social media capability (e.g., smartphones and tablets). Users who connect with these electronic services build highly interactive platforms via which people, groups, and organisations can exchange, collaborate on, discuss, and edit user-generated material or previously created content that has been published online.

The Different Types Of Social Media Platforms To Serve Ads:

- Social networking (Facebook, LinkedIn, Google+).
- Microblogging (Twitter, Tumblr).
- Photo sharing (Instagram, Snapchat, Pinterest).
- Video sharing (YouTube, Facebook Live, Periscope, Vimeo).

Social Media Marketing: Social media marketing is the process of driving traffic to or drawing attention to websites through social media platforms. The main focus of social media marketing initiatives is typically on attempts to produce content that grabs readers' interest and entices them to share it with their social networks. Because it looks to come from a reliable source other than the brand or company itself, a corporate message spreads from user to user and probably resonates. Because word-of-mouth is the primary driving force behind this type of promotion, earned media rather than sponsored media is the end outcome. Anybody with internet access may now quickly access social media platforms. Improved customer service and brand awareness are frequently fostered through increased

organisational communication. Additionally, social media provides businesses with a relatively low-cost platform to run marketing initiatives.

Social Media Advertising

Online advertising (paid initiatives) that concentrate on social networking sites are referred to as "social media advertising." One of the main advantages of advertising on social networking sites (like Facebook and Twitter) is that businesses can use demographic data about users to target their adverts effectively.



Channels of social media advertising

With the use of social media advertising, precise target group identification is made feasible by combining current targeting choices (such as geo-targeting, behavioural targeting, socio-psychographic targeting, etc.). Utilizing data acquired from target group profiles, social media advertising distributes advertisements to users.

Social Media Advertising is a must if you're looking to reach a new, targeted audience- fast. Social media advertising, or social media targeting, are advertisements served to users on social media platforms. Social networks utilize user information to serve highly relevant advertisements based on interactions within a specific platform.

The Goals of SMM

- Drive Traffic to your Website
- Broaden Customer Reach

- Develop Relationships
- Increase Your Brand Presence
- Provide Basic SEO

Social Media Platforms

Even if you are accustomed to using Social Ads to publish advertisements on social media, how an advertisement is promoted heavily relies on the social network you have chosen for your campaign. Next, we'll examine the most widely used platforms:

I. Twitter

Twitter enables businesses to advertise goods to specific customers. Short messages that followers are more likely to read can clarify a product's application. The home pages of followers display these messages. Messages may contain links to the product's websites, Facebook page, images, videos, and other content. Followers can spend more time interacting with the product online by clicking on this link. This encounter can develop a devoted bond between the person and the product and open up more options for advertising. Twitter advertises a product in real-time and draws clients.



McDonalds advertisement on Twitter

II. Facebook

Facebook advertising gives you access to a sizable internet user base. There are currently about 1.5 billion active Facebook accounts. The options are unlimited, even if the only requirements are the title and the actual ad. You can publish to your Facebook page or website. Only third party apps and websites, Facebook, Instagram, and Facebook Messenger allow posting. Depending on the goals your firm has, there are numerous forms of adverts. It can also set up various measures to gauge a campaign's effectiveness (i.e. clicks, interactions, conversions, sales, etc.)

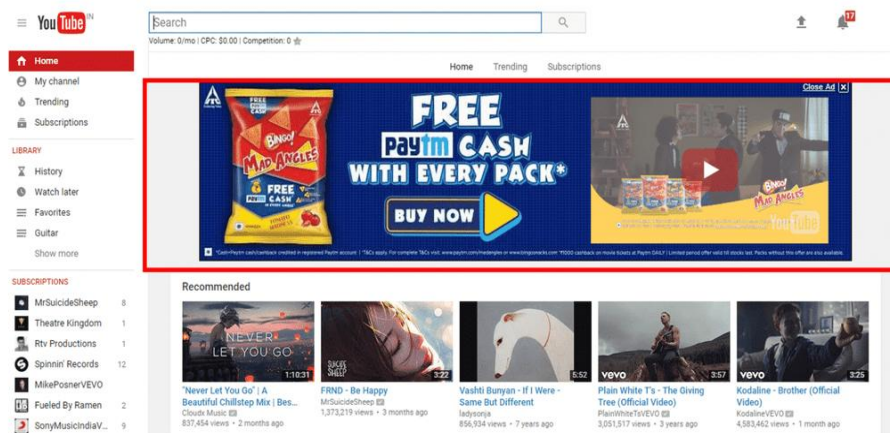
The most popular social media platform is Facebook. Twitter profiles are less extensive than those on Facebook. They enable a product to offer videos, pictures, and a more extensive explanation. Videos may demonstrate both the best times to use a product and how to do so. As other followers can leave comments on the product pages for others to see, these might also include endorsements. Facebook has the ability to notify users about events and link to a product's Twitter page.



The official fan page of Burger king on Facebook

III. YouTube

Another well-liked platform is YouTube, where marketing is done with the target demographic in mind. The language and marketing strategies utilised in the commercials mirror the fashion and preferences of the target demographic. Another benefit YouTube offers to advertisers is that the adverts on this platform typically match the content of the requested video. Due to the relevance of the material, some advertisements are shown alongside specific videos. About YouTube, promotional options like sponsoring a video are also possible. For instance, a user searching for a video on vintage motorcycles may also see other videos in the results along with a sponsored video from a spare part provider.



Mad Angles promoting the product on YouTube

IV. Instagram

Actually, Instagram advertising are rather straightforward. Each advertisement clearly states that it is "Sponsored" to let users know that it is a paid advertisement. At the same time, it is also easy to see that you can click "Learn More." This call to action will take you directly to the advertiser's website when you tap it. A business that uses Instagram advertising may target certain audiences with ads based on the social media accounts they follow, their device's search history, or the number of "likes" they have given a Facebook page. There are currently about 600 million users of Instagram.

V. LinkedIn

American company LinkedIn offers websites and mobile apps for its business- and employment-focused services. It was founded on December 28, 2002, and it went live on May 5, 2003. It is mostly used for networking among professionals, with both employers and job seekers publishing resumes. LinkedIn gives users the option to publish advertisements (in text or multimedia format) and/or provide marketing-related information. Obviously, a strong title is also essential in this case in order to reach the target population that you want your advertisement to reach. Furthermore, you may specify whether you want customers to go to your company's website or even its LinkedIn profile.

The advantages and benefits of advertising on social media

Social ads have quickly established themselves as a very powerful means of generating conversions. However, the benefits of social ads are provided to give businesses better brand recognition; ads can be connected to whatever network a company has within the social media space. Maybe you already know that you want to promote on these platforms, or maybe you still have second thoughts about whether you really need to. In either case, stay reading to learn more about social media and advertising!

Advantages for using Social Ads: Businesses and business owners are increasingly using social media ads as part of their marketing strategies. However, some businesses continue to show resistance. This is most likely because these companies are unaware of the benefits of social ads. The following are some of the more important ones:

- **Price:** Comparatively speaking to other forms of advertising, Social Ads are relatively inexpensive. Therefore, a portion of the budget could be allocated to social media advertising, where you can receive excellent results without incurring exorbitant costs. Most significantly, social media platforms are the most economical marketing tool for putting your business in front of both current and future clients. To tweet, share, or pin an image on Facebook is free.
- **Reach:** Social media advertising enables us to reach a wide audience. Additionally, you can reach a lot of potential customers thanks to this, which can boost your conversion rate.
- **Segmentation:** Compared to other media, social ads provide for a broad level of segmentation. This implies that you can target people based on specified factors, such as sex, age, socioeconomic status, use of a particular website, or language proficiency, if you are selling a very specific product or service. These are just a few of the factors that let you precisely pinpoint your target market.
- **Brand Visibility:** If we're being completely honest, everyone uses social media. A company's brand awareness and general market visibility will significantly grow if it uses advertisements to promote itself.
- **User experience and loyalty:** Social media advertising is typically associated with a brand that has its own profile on each network. This makes it possible to communicate with potential customers.

The public's perception of the brand can be improved and repeat business can be increased by a company setting up a dedicated customer service account.

Positive Effect of Social Media on Business

- Social Media helps to better understand their audience by their likes and dislikes
- It helps the business for promotional activities.
- Social networking sites helps to make new customers by providing useful facilities.
- Helps to enhance market insight and stretch out beyond your rivals with online networking
- It also helps to increase awareness among brands and reach with little to no budget

How can Social Ads help you with advertising?

- **Brand Recognition:** The employment of social media ads is a particularly successful method for raising brand awareness because of the vast number of users on these platforms.
- **Connectivity:** Using this kind of tool, a firm can establish a channel intended solely for consumer communication, fostering a sense of connection among customers. In this manner, social advertisements can assist a firm in enhancing customer relationships and/or creating new connections within the target organisation.
- **Sales, signups and/or leads:** Social ads are another excellent way to generate conversions, whether they come from sales, website signups, or leads. If a user finds what they're looking for and selects the appropriate call to action, it's a really effective strategy!
- **Creation and knowledge of the target audience:** Understanding the present target audience and creating new target audiences are two more benefits that Social Ads provide. Social media platforms let us segregate adverts as much as possible so that the intended (prospective) customers can view them directly. Additionally, this characteristic enables us to identify hitherto untested audience details (which could end up being interesting segments for the company in the future).

Negative effects of Social Media

Social media may not be suited to every business. If you are unprepared and launch your social media presence without proper planning, you could waste valuable time and money.

Some of the possible disadvantages you should be aware of are:

- Social media is not completely risk-free in the business world because many fans and followers are free to submit their opinions about a certain firm. A negative comment could cause the organisation to fail.
- Lack of a defined marketing or social media plan could have a negative impact on your company's profits.
- Additional resources may be needed to manage your online presence.
- The improper internet brand strategy can destroy a business and put it at a severe competitive social viral disadvantage.
- Social media is immediate and needs daily monitoring.
- If you don't actively manage your social media presence, you may not see any real benefits.
- Risk of unwanted or inappropriate behaviour on your site, including bullying and harassment.
- Online exposure that is more widespread could bring concerns. Negative feedback, information breaches, and hacking are examples of risks. Many huge organisations have been attacked by hackers.
- Getting involved with Social Media is very time consuming. As an organization you should assign a person to always bolster your pages and profile with significant substance.

CONCLUSION

People are becoming more and more dependent on these technologies every day, and social media has become a daily habit for everyone as technology advances. People are affected differently by different fields. Student collaboration has improved in both quality and quantity because to social media. Corporate uses social media to improve an organization's performance in a number of ways, including achieving business goals and raising the organization's annual sales. Children are frequently seen interacting with these media. Social media offers many benefits, but it also has drawbacks that have an

adverse effect on people. False information can cause the educational system to fail, bad advertising can reduce productivity in a company, social media can harm society by violating people's privacy, and some pointless blogs can persuade children to act violently and in improper ways. Social media usage is advantageous but should be moderate to avoid addiction.

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