

## A BRIEF HISTORY OF SOCIAL MEDIA MARKETING STRATEGIES

**Dr. Sabbineni Poojitha, Dr. K. Anusha, Dr. P. Krishna Priya, Mirza Aman**

*Assistant Professor, Business School, Koneru Lakshmaiah Education Foundation (KLEF),  
Vaddeswaram, Green fields, Guntur, Andhra Pradesh, India -522302.  
E-mail: sabbinenipoojitha@gmail.com*

*Assistant Professor, Business School, Koneru Lakshmaiah Education Foundation (KLEF),  
Vaddeswaram, Green fields, Guntur, Andhra Pradesh, India -522302.  
E-mail: kangalanusha@gmail.com*

*Assistant Professor, Business School, Koneru Lakshmaiah Education Foundation (KLEF),  
Vaddeswaram, Green fields, Guntur, Andhra Pradesh, India -522302.  
E-mail: krishnapriyaghanta@gmail.com*

*Research Scholar, Business School, Koneru Lakshmaiah Education Foundation (KLEF),  
Vaddeswaram, Green fields, Guntur, Andhra Pradesh, India -522302.  
E-mail: mirza@kluniversity.in*

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### **Abstract:**

Over the past century, the marketing industry has experienced unthinkable transformations. The extent of the transformation that marketing practices, tools, and techniques have undergone is astounding. In a traditional economy, a market was limited to a physical location with numerous limits on location, duration, and usefulness. The global market has shrunk because of globalization since every market is within reach of our fingertips, down to the size of a human palm. Apparently, social media, which at first served as a forum for communication between people, has evolved into a platform that is effective for advertising, brand positioning, and a variety of other aspects of management of marketing. It is essential for any business to stay abreast of the developments occurring in the field of marketing and marketing tools.

**Keywords:** social media, Marketing, Facebook, Google+, Twitter.

### **INTRODUCTION:**

Communication and interaction are the cornerstones of learning, studying, debating, and discussing. Since ancient times, they have played a crucial role in shaping our culture and way of life. They do not only include indirect modes like performing and non-performing arts, but also direct modes like speaking and writing. Thus, it makes sense that people occasionally refer to humans as social animals (Rohit et al, 2014). On the other hand, communication methods and content have evolved. Pigeon's post was the first, followed by postal letters, mobile, and now social media, and mobile phones. It's interesting to note that social media both influences and modifies how people interact. Social media is starting to play a bigger role in our daily lives (Albuquerque et al, 2012).

Consumer demands and the modern business environment dominate. People prefer to view product recommendations, reviews from Google search results, or website content before making a purchase (Cheung et al, 2011). Knowing what other people think of us is crucial if we want to stay in the mainstream. Businesspeople must interact with social media to manage

their online reputation and actively participate in relevant communities to connect with and influence the public. Social media marketing is essential if you want to grow your business and connect with more customers.

As of 2019, there were 574 million active Internet users in India. After China, India has the second-largest online market. It was projected that 639 million Indians will be active internet users by December 2020. Mobile internet users make up the bulk of internet users in India. The sustained use of 4G in India contributed to a 47% increase in overall data traffic in 2019. 96% of all data traffic consumed nationwide was on 4G, while 3G data traffic saw its largest-ever decline of 30% (Ishaq, 2020).

**Social Media Marketing:** Through online social networks, individuals can promote their websites, products, or services and interact with and reach a far larger audience than they could have through traditional advertising channels thanks to social media marketing. Social media, above all, prioritizes the group over the individual. On the Internet, people communicate with one another in communities of all sizes. It is the duty of social media marketers to appropriately utilize these communities to communicate with group members regarding product and service offerings (Constantine & Fountain, 2008). As a business representative, social media marketing also entails interacting with the groups and listening to them.

#### **OBJECTIVE OF THE STUDY:**

- To study the conceptual background of social media marketing

#### **HISTORY:**

Although social networking is a relatively recent development, its roots can be found in the early days of computers. What we see now is the result of centuries of social media growth. The first social media platform, Usenet, was introduced in 1979. It took a long time for Usenet to merge with Facebook. Users could post to newsgroups through user networks as well. Following this, bulletin board systems (BBS) were implemented, enabling users to log in and interact. Prodigy and other online services were the forerunners of BBS. Web utilities gave way to instant messaging before internet relay chat became popular.

The 1990s saw the height of networking applications and forums, which made possible the development of social networks. However, they prohibited users from creating friend lists. Now six degrees available to get around this feature. It made it possible for listing peers and profiles to be created. It played for ten years before being purchased and shut down. Blogging emerged during this process, giving rise to the social media phenomenon (Bowden, 2009).

It is well-known even now. There are features for creating a profile and adding friends on other websites, like the African American social network BlackPlanet and the Latino social network MiGente. After the year 2000, modern social networks became prominent. In 2002, Apple introduced its Friendster. Millions of people use it. LinkedIn and Hi5 were released in 2003. Experts are able to interact with one another on LinkedIn. MySpace was also

established in 2003, and in 2006 it attained widespread recognition. Like this, Facebook was launched in 2004 and has since outgrown sites like MySpace, Orkut, Multiply, etc.

This decade also saw the creation of media sharing websites like photobucket, flicker, YouTube, Instagram, revver, etc. in addition to news and bookmarking sites like Digg and Delicious. Social media usage has skyrocketed since 2000 and is still expanding unrestrictedly. Alongside media sharing, a plethora of other real-time notification portals have been introduced, including Twitter, Posterous, Tumbler, and others.

### **IMPORTANCE OF SOCIAL MEDIA MARKETING:**

Wide access to target customers is one of the main benefits of social media marketing is that it provides quick and widespread access to target audiences. Finding the ideal communities on social networking sites and posting pertinent content requires some searching, though. Comprehensive marketing when a marketer chooses SMM services, they receive comprehensive marketing services, many of which also involve SEO. The business is advertised on social networking sites, photo and video sharing websites, etc. This enhances the company's visibility and coverage (Evans, 2008). Improved search engine ranks where the marketers notice that your website's search engine rank is steadily rising because of SMM companies' effective implementation of SMM along with other strategies that support link building. This increases traffic to your site. The benefits of higher ranking include improved visibility, a higher page rating, and an increase in one-way connections, among many other things. Quick return time means reaching out to potential customers through social media platforms seems to result in a quicker turnaround time for marketers. This suggests that marketers will see results much faster than they would with other marketing strategies. The website keeps gaining traction on the internet even though results are not seen right away in terms of increased exposure. Strong business-to-business marketing when done right, social media marketing can be a great way to produce quality leads for business-to-business campaigns. First, social media can be used efficiently for brand awareness and identity building. Direct communication with other businesses via social media has shown to be one of the most effective ways to build business relationships.

### **THE DIFFERENT TYPES OF SOCIAL MEDIA PLATFORMS:**

1. Social networking (Facebook, LinkedIn, Google+).
2. Micro blogging (Twitter, Tumblr).
3. Photo sharing (Instagram, Snapchat, Pinterest).
4. Video sharing (YouTube, Facebook Live etc.)

## **SOCIAL NETWORKING**

### **FACEBOOK**

Facebook is a website for social networking.. It facilitates messaging and photo sending, friend invitations, liking, commenting, and sharing. Facebook has had phenomenal growth since its debut and is well-positioned to maintain its dominance in social networking.

The process of promoting a brand and keeping it active on Facebook is known as Facebook marketing. The terms "boosted" and "paid" posts are used interchangeably in Facebook marketing, as are interactions and postings that occur naturally. Without a doubt, Facebook is the most widely used social media platform because of its many advantages. Although its primary function is as a social networking site, it can also be an effective tool for business promotion and advertising. Facebook can be used by marketers to advertise a company, raise awareness of a service or product, or promote a brand.

To be successful with this kind of marketing, you need more than just a fan page and a few friends. When used properly, Facebook marketing can offer a company exciting benefits and results. Facebook marketing can help business owners reach a larger audience and significantly improve the perception of their brand.

## LINKEDIN

It is a social networking platform created with industry professionals in mind. It facilitates the sharing of work-related documents and the maintenance of an online professional network among users. LinkedIn marketing is the process of using LinkedIn for communication, lead generation, brand awareness, business partnerships and collaborations, content sharing, and website traffic.

LinkedIn is a powerful tool that can help developers, marketers, salespeople, and creators tremendously. LinkedIn can help you build relationships and grow your business. LinkedIn can now be used for business marketing; previously, it was only a place to make professional connections.

### **There are 2 ways of LinkedIn Marketing:**

- **Organic Marketing:** In this approach, you establish a connection with people by means of your natural activities, such as postings and content.
- **Paid Marketing:** Here, you connect with people or business leads via paid advertisements.

## GOOGLE+

It's a Google-powered social networking forum. The design team of Google+ sought to emulate offline communication more closely than that of other social networking sites, like Facebook and Twitter. The initiative's tagline is "Real-Life Sharing Rethought for the Internet."

Google+ is the company's flagship social network, allowing users to communicate frequently and quickly through shared interests and friendships. It is integrated and linked into the 'ecosystem' that encompasses all Google services rather than existing as a stand-alone product.

It is a social network run by Google that assists brands in building connections with potential customers, clients, and other businesses. In addition to exchanging data and images and promoting yourself personally, Google+ can, when used properly, be a potent tool for social media marketing, much like other networks. Since Google+'s importance depends on your

unique appeal, it should be assessed individually. If you think it will benefit your brand, it should be incorporated into your overall social media strategy.

## MICROBLOGGING

### TWITTER

Twitter is another social networking site where registered users can read and write 140-character messages known as "tweets." All computers, including tablets, desktops, laptops, and mobile phones, can access it.

Twitter marketing is a potent tool for companies of all sizes and systems to connect with other businesses, support their brand, and attract new clients. Users will learn whether customers are mentioning them, and the business can take appropriate action. Tweets provide an additional example for the business that shows up in search engine results. Using Twitter as a foundation allows the business to expand into other social media platforms. Twitter is a fantastic platform for showcasing your company's operations and reaching a large audience. You can use your tweets to promote products and events.

### TUMBLR

A "tumblelog" or short blog posts can be published by users using this blogging and social networking tool. The platform's open design and users' eagerness to make significant changes to their own pages are Tumblr's greatest differentiators.

### PHOTO SHARING:

**INSTAGRAM:** Instagram is an online photo-sharing platform. With just one click, you can share your photos with others after applying different kinds of photo filters to them. Instagram is a very simple service, but that simplicity has contributed to its widespread appeal.

Instagram marketing is a type of social media marketing where marketers use the Instagram platform to market their brand. With Instagram marketing, a wide range of approaches and strategies can be employed to accomplish a business's goals.

Traditional business goals might include selling your products or services, gaining more followers and engagement, forming alliances with other brands and potential clients, and generally enhancing your company's reputation.

**SNAPCHAT:** With this instantaneous photo, video, and text messaging app, you can communicate with people one-on-one or in groups. It has several features, such as Memories—saved images for later viewing and sharing—Stories—pictures or videos that can be replayed for a full day, and filters and stickers—to add flair to messages.

**PINTEREST:** Pinterest is a social media platform that works similarly to Instagram in that users can share visual content, but it differs in that each Pin could link back to your website or other content. Instagram does not are trying to drive traffic to your blog, product pages, or website.

Pinterest marketing is leveraging Pinterest as a tool to increase brand awareness for the business. Pinterest marketing applies to any business that uses visual media to reach a wider audience, not just bloggers.

Pinterest increases a brand's or business's overall visibility and drives organic traffic back to a website.

### **VIDEO SHARING:**

**YOUTUBE:** Most important tactics for internet marketers and owners of online businesses to benefit from the significant trend on the network toward video content is YouTube marketing. The massive amount of traffic this site receives daily only serves to highlight how popular YouTube marketing is and how effective it is at reaching your target audience.

**FACEBOOK LIVE:** Facebook Live is a live video streaming tool that lets you share a video with your audience directly from your personal or business page. Facebook Live was introduced in April of 2016, and although many marketers are still figuring it out, those who use it appear to be benefiting from it.

### **CONCLUSION:**

India is not a surveillance state; everyone has the fundamental right to privacy and the freedom of speech and expression, and these rights cannot be restricted in any way that is against the law or the constitution. There needs to be a balance because the Constitutions themselves place restrictions on the freedom of speech and expression. Large technology companies that control social media platforms have the power to sway information and undermine democracy. Everyone, including them, needs to be held accountable for their actions that have a significant impact on society. Social media now holds a central place in marketing and communication campaigns.

Customers from the younger generations are highly brand aware, they use the internet to conduct business internationally, and their opinions can have a big impact on people all over the world. To achieve higher user engagement, businesses must create high-quality content and accurately understand the behavioural dynamics of users on the social network when managing the presence of fan pages and brands on Facebook.

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