

## A STUDY ON SOCIAL MEDIA AND ITS ROLE IN MARKETING

Paluri Venkatappala Naidu<sup>1</sup>, Dr. K.V. Ramana Murthy<sup>2</sup>,  
J. NAGENDRA RAO<sup>3</sup>, V. POOJA<sup>4</sup>

<sup>1</sup>M. Com., M.Phil., Research Scholar, Dept. of  
Commerce & Mgt.Studies,  
Andhra university, Visakhapatnam.

<sup>2</sup>MBA, MA (English), (LLM), Ph.D., FDP - IIM Ahmedabad  
Assistant Professor, Dept. of Commerce & Mgt.Studies, Andhra  
University, Visakhapatnam, Andhra Pradesh.

<sup>3</sup>M.Com., Research Scholar, Dept. of  
Commerce & Mgt.Studies,  
Andhra university, Visakhapatnam.

<sup>4</sup>M.Com., Research Scholar, Dept. of Commerce & Mgt.Studies,  
Andhra University, Visakhapatnam.

### Abstract

Social media marketing is a great channel for promoting a products and services to reach all size of prospective customers. The social media is most effective free channels for marketing your business now a days. The social media is a platform for to share the information for large number of peoples at a time. The social media purely based on internet and internet related applications. The preset study focusses on the role of social media to promote marketing. And also, to study the introduction of social media tools and the various type of technologies used in social media to promote digital marketing. This paper discusses about the social media and social media marketing tools.

**Key words:** social media, web technology, social media channels, benefits of social media, customer perception.

## Introduction

The Social media marketing and advertising is increase return your investment. The cost advantage of social media very less expensive compares other advertisement options. Social Media Marketing use of social media sites to raise visibility on the Internet and to promote products and services. Social media sites are useful for building social (and business) networks, and for exchanging ideas and knowledge. The social media marketing works on online videos, photo sharing, wikis, blogs etc the various social net working sites are very useful for to reach larger people. Social media is a user generated contents its plays important role for marketing of goods and services. The companies are benefited well to provide positive user content about the goods and services. Here the companies are use internet and to interacts large customers to promotes their products and services. The companies take feedbacks from customers to improves their services and satisfy the customers. and to attracts a greater number of customers to shows exiting customers feedbacks.

## Need for the study:

The study works on how social media to promote marketing activates. The social media marketing to inks to communicate for not only the small group of people like friends and family. To facilitate to communicate and to promote their business people around the world. The social media channels are helps to finds the right products and right time to reaches for right customers. And social media marketing you will be able to show your brand information for such customers, reminding them how they needed or wanted your product, and now after seeing such ads, they would be reminded of their need or want for your product.

## Review of Literature:

**Dr.S.A. Shamsudeen Ibrahim, P.Ganeshbabu,(2018)**, marketer interested in entering the rural markets, I was intrigued by the potential challenges faced when marketing in rural areas as compared to urban areas. After researching the topic more deeply, I was particularly interested in the distribution challenges posed in rural India. I found that infrastructure is a basic requirement for the successful exploration of these markets, and the absence of such infrastructure is making distribution a difficult task. One of the oldest marketing channels in rural India is the haat, which has proven to be resilient against the modern day marketing landscape. Offering various products and services to rural consumers, these temporary markets play a vital role in the rural economy. Currently, empirical studies are being undertaken to understand the rural consumer buying pattern and behavior in rural haats. Overall, I found that while rural marketer is faced with an entirely

different set of conditions and problems when marketing in rural areas, there are still viable options available. With the right research and planning, it is possible to successfully explore rural markets and tap into their potential.

**Sajid SI Robi Axiata Ltd, Coxsbazar, Bangladesh social media and Its Role in Marketing, (2016),” Bangladesh Social Media and Its Role in Marketing”** Here is no escaping social media these days, either for people or for companies. Nowadays, it is impossible to separate social media from the online. The social media discussion is no longer considered a Web

2.0 fad-it is going on in homes, small companies and business boardrooms, and extending its achieve into the non profit, education and health sectors. From feeling excitement, novelty, bewilderment, and overwhelmed, a lot more people now speak of social media as basically another route or tactic. Blogging can have a very positive effect on your Company’s marketing and development. As per the Hubspot report, Customers with weblogs gathered 68% more brings than clients without weblogs.

**Yogesh K. Dwivedi, Kawaljeet Kaur Kapoor, Hsin Chen, Social Media Marketing and Advertising”** This subject has received increased attention in the literature with many of its practical applications including social media marketing (SMM) being elaborated, analyzed, and recorded by many studies. This study is aimed at collating the existing research on SMM to present a review of seventy one articles that will bring together the many facets of this rapidly blooming media marketing form.

## **Statement of the problem**

Examining the challenges in social media marketing could lead to a statement like:

"Evaluating the effectiveness and challenges of social media marketing strategies for businesses in the current digital landscape, with a focus on understanding how factors such as algorithm changes, platform diversity, and evolving consumer behavior impact the success of social media marketing campaigns." This statement outlines the key elements to be investigated and provides a foundation for exploring issues within the realm of social media marketing.

## **Objective of the study**

- To study the concept of Social Media Marketing
- To study advantages of social media marketing.
- To study Digital Marketing channels.

## Methodology

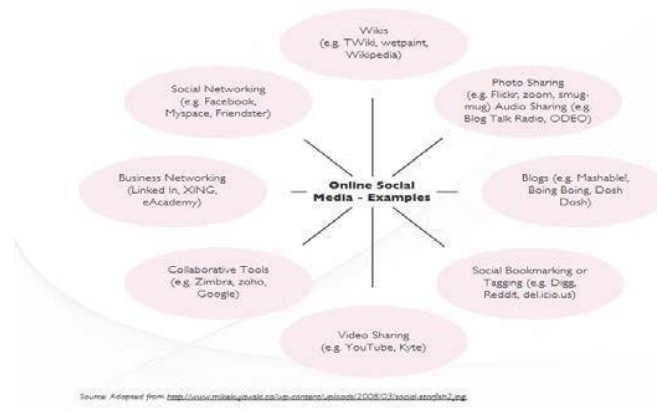
The present study based on Descriptive Type nature and the data collected for various sources like Journals, news papers, reviews for previous studies, books. These sources are very helpful for to continue for the present topic of the study.

## Role of social media in marketing

- The social media is ingrained aspect of public policy, advertising the social media promoting company items to reaches for customers.
- Social media provides information about the companies and their products, services and solutions.
- Social media is very helpful to connect and provide the connections that customers look for.
- Social media is a tool for Generating exposure to businesses.
- The companies can Selling more products and services.
- Through social media the companies to Reduction in overall marketing expenses. Some of the examples of social media marketing.



Figure 1: Examples of Different Types of Social Media



### Social Media Sites Listed as Effective for Marketing your Business by Seomoz.org

Please note that the usefulness of a social media site to your business will depend upon your industry, your target audience, and product or service.

- |   |  |
|---|--|
| 1. <a href="http://www.facebook.com">www.facebook.com</a>       | 11. <a href="http://www.Newsvine.com">www.Newsvine.com</a>     |
| 2. <a href="http://www.twitter.com">www.twitter.com</a>         | 12. <a href="http://www.technorati.com">www.technorati.com</a> |
| 3. <a href="http://www.linkedin.com">www.linkedin.com</a>       | 13. <a href="http://www.scribd.com">www.scribd.com</a>         |
| 4. <a href="http://www.wikipedia.org">www.wikipedia.org</a>     | 14. <a href="http://www.techmeme.com">www.techmeme.com</a>     |
| 5. <a href="http://www.myspace.com">www.myspace.com</a>         | 15. <a href="http://www.slideshare.net">www.slideshare.net</a> |
| 6. <a href="http://www.digg.com">www.digg.com</a>               | 16. <a href="http://www.kaboodle.com">www.kaboodle.com</a>     |
| 7. <a href="http://www.youtube.com">www.youtube.com</a>         | 17. <a href="http://www.epinions.com">www.epinions.com</a>     |
| 8. <a href="http://www.StumbleUpon.com">www.StumbleUpon.com</a> | 18. <a href="http://www.care2.com">www.care2.com</a>           |
| 9. <a href="http://www.reddit.com">www.reddit.com</a>           | 19. <a href="http://www.fark.com">www.fark.com</a>             |
| 10. <a href="http://www.yelp.com">www.yelp.com</a>              |  |

Source: <http://www.seomoz.org/article/social-media-marketing-tactics>

### Advantages of social media:

- The social media is very helpful for Relationship marketing- it can help marketers in building long term and healthy relationship with their customers, by looking into their grievances immediately.
- The social media enhance the consumer's experience in numerous ways- it not only allows them to voice their opinion but allows consumers to feel that their views and feedbacks are taken seriously by the company.
- The companies Serves as its own marketing tool- CGC, in itself, promotes the company's product and or services inclusive of positive reviews by other consumers and users creating a positive word-of-mouth.
- Social media to create the Brand awareness- the consumers browse through the company's sites, they learn a great deal about the company and its product and services, which holds legitimate value if they read post by other consumers.
- Social media marketing can also be used by marketers to encourage the dissemination of a positive image about their brand, product or organizational message.

### Disadvantages of social media:

- The companies Manipulation of facts- offensive language, spam comments and insults are some of the common scenarios which could damage the company's goodwill.
- Some customers criticize other customer feedback wrong perceptions can push other customers away- A negative comment can change other customer's perception of the company's product and/or service.

- Customers gain control to a certain extent- the companies have lost control to the Customers and that they don't have any say over what is being discussed by their Consumers through various social media platforms. whatever is said can be good for the company or can affect the company adversely.
- Immediate spread of information- the negative message spreads like fire to lakhs of people in one go resulting in a huge loss. It becomes really difficult for the company to recover from that loss.

## **15 Fundamental Truths about Social Media Marketing**

Practitioner and writer on the subject, Glen Allsopp (2009), has suggested that there are 15 Fundamental truths about social media marketing. They are:

1. You must get involved in the top social media sites to understand them thoroughly.
2. You must be a real user,
3. Not everything you try will work.
4. Failure doesn't mean campaign failure.
5. Results can't be guaranteed.
6. Going niche is often better.
7. Don't try to game the systems.
8. Respect client brands in the process.
9. Go light on selling or promotional messaging.
10. Engage in communities.
11. Offer people value.
12. Create something that is honest.
13. Understand the benefits.
14. Keep track of what is going on.
15. Social media marketing is only one strategy.

The above truths are main for social media marketing.

## **Conclusion:**

The social media is very important phenomenon for long period of time. In these days more companies interest to prefer social media is a better option for spreading or promoting their products and services first on the social media and then on broadcast and print media. The present days social media is a tool for companies marketing of their business. It's time that every organization adopts social media and takes it seriously for increase their share for competitive business environment. This study has also revealed that to utilize digital marketing effectively, the companies are required to design an effective platform. Internet is very important for social

media platform. Companies always look for social media channels for improving their loyalty and to reach the all groups of peoples.

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[www.wordstream.com/social-media-marketing](http://www.wordstream.com/social-media-marketing).