

Social Media: Marketing For Generation Next

Saheel Roy
Research Scholar
University of Allahabad
saheelroy2007@rediffmail.com

Abstract :- Social media has earned huge popularity in the last few years and its reach is increasing day by day. Companies believed that it is irresistibly strong medium and a key ingredient for their success. Social media marketing is the new marketing tool for several business brands since 2010. Large numbers of national and multinational players are using this platform as a new medium to connect with the prospective consumer at a deeper level. Social media presence for a business assists the marketers to create and share contents with individuals and plan their future strategies. Social media is fresh and is now in trend. Social media helps in marketing using online communities, social networks, blog marketing and more. This paper is to acknowledge the concept of social media and its role in marketing, social media marketing strategies, its benefits, growth and how it is very effective medium for marketing for next generation.

KEYWORDS: *Social media, Social media marketing, Social networking, growth, next generation.*

OBJECTIVES

- To explain the concept of social media.
- To explain the chronology of social media networking sites.
- To explain the concept of social media marketing.
- To study the role of social media in marketing.
- To study the growth of Social media marketing.

METHODOLOGY

This paper is conceptual study of Social media and its role in marketing. It is based on the analysis of secondary data availed from various online journals, research reports and internet. This is a refereed paper and is based on theoretical facts and figures.

I. INTRODUCTION

Social media is an electronic revolution and it is now the trend for marketers. It represents the marketing opportunities from giants MNC's to a startup retailers. The key feature of social

media marketing is the elimination of traditional middleman and connects companies to their customers directly. The trick of social media marketing is to join the community of marketers which is created by social networks.

Social media enables the marketers to rethink about traditional one way communication flow of their marketing messages and how social media helps to incorporate a new interactive communication flow into their marketing strategy.

The growth and expansion of social media and its role in marketing is very effective for businesses. A company uses communities, social networks, blog marketing and more. It is the latest "buzz" and is now in trend. Large numbers of companies have their presence on social media marketing platform and they utilize them with innovative ideas to effectively maximize and globalize their campaign with social media marketing.

II. SOCIAL MEDIA

The term social media is very common these days. Internet based websites and mobile based applications are used to create and share content or to participate in social networking or it can be defined as the collective online communications channels dedicated to community based input, interaction, content sharing and collaboration. Websites and applications dedicated to forums, micro blogging, social networking, social bookmarking and wikis are among different types of social media. In simple words any website which allows users to share their contents, opinions, views and encourage communication is termed social media. Some popular social media sites are Facebook, YouTube, Twitter, Digg, MySpace, Pinterest, Reddit, LinkedIn, Google+, Stumble Upon, Delicious, Scribd, Flickr etc.

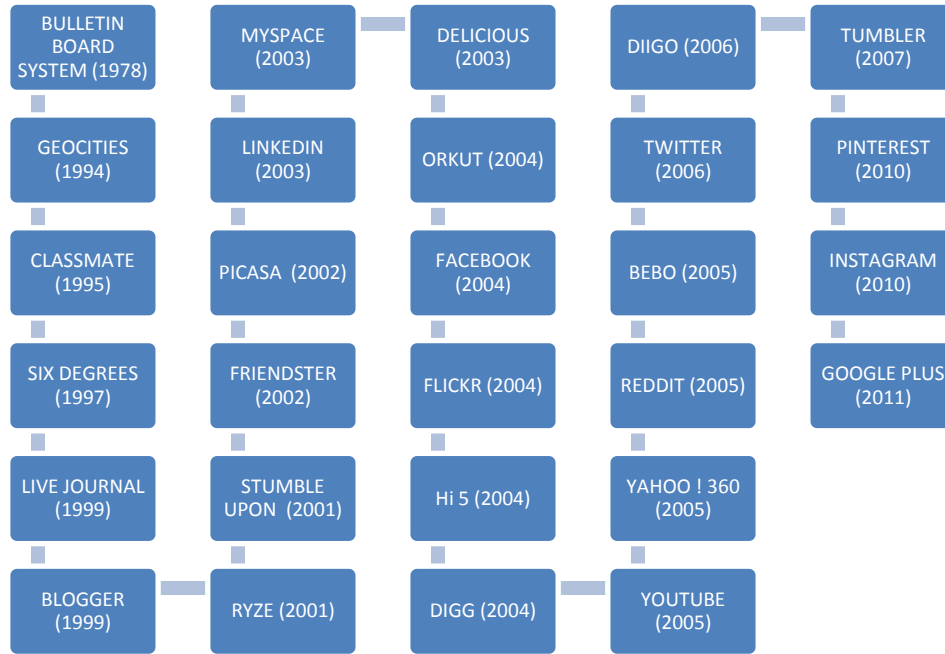
Social media helps to interact with new people and also form a relationship. It works on internet based advance platforms. It assists to form and spread knowledge or any piece of information to enormous audience. Social media represents low-cost tools that are used to combine technology and social interaction with the use of words.

A. Definitions of Social Media

Source: *smartinsights.com*

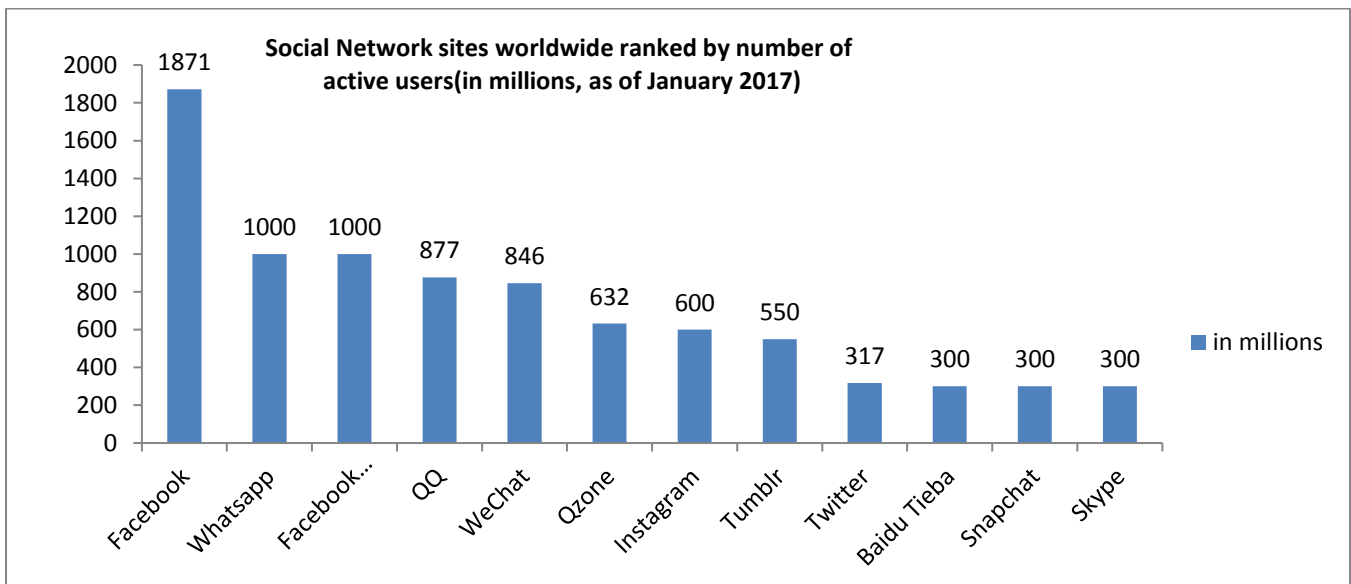
An interactions among users are based on the free exchange of content, as opposed to traditional media, social media can be considered as “ a give-to-get environment” (**uzelac,2011**)

III. CHRONOLOGY OF SOCIAL MEDIA NETWORKING SITES



Source: *economicstimes.com/slideshow/*

IV. WORLDWIDE RANKING OF SOCIAL NETWORKING SITES

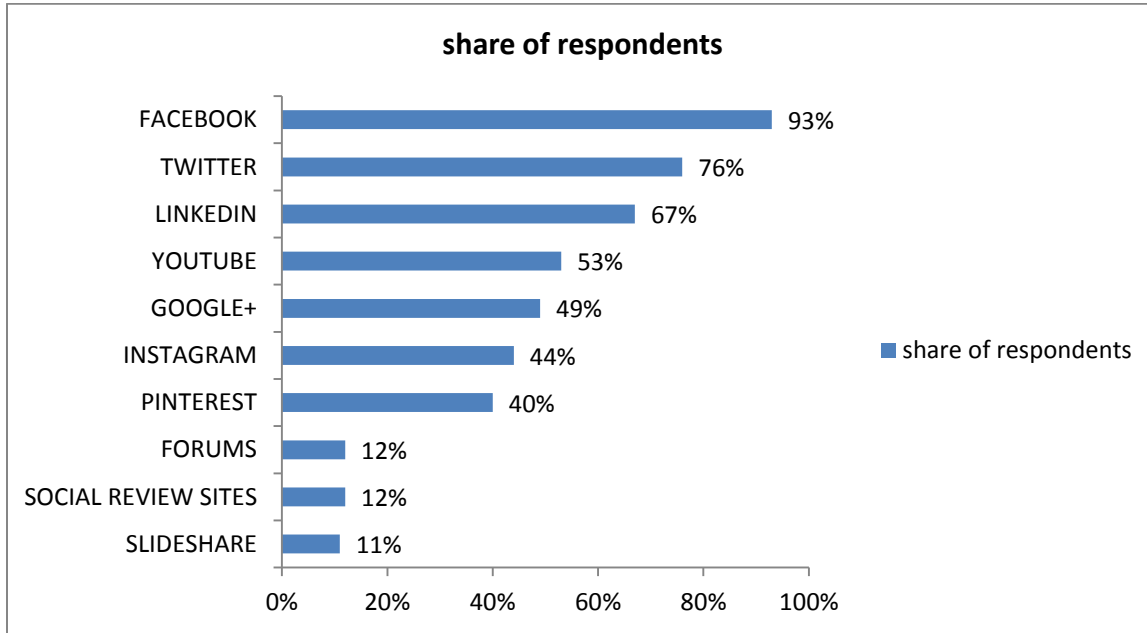


V. SOCIAL MEDIA MARKETING

Social media provide tools for marketers to create contents and share with their potential customers. Social media marketing is internet based advance platforms which provide assistance to marketers for gaining online traffic. Different types of social media platform have different and unique

features. These features provide assistance for marketers for marketing their goods and services economically. Marketers can create their own contents according to their need and share it with their targeted customers.

VI. SOCIAL MEDIA PLATFORM(S) USED BY BUSINESS



Source: statista2017

VII. TOP FIVE SOCIAL NETWORKING SITES USED BY MARKETERS

From the above statistics it is clear that Facebook, Twitter, LinkedIn, YouTube, Google+ were the top five platforms used by marketers.

A. Facebook

Website: www.facebook.com

Launch date: February, 2004

Developers: Mark Zuckerberg, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, Chris Hughes.

Headquarters: Menlo Park, California, United States.

Active Users: 1871 millions.

Features: upload and share photos, news feed, the like button to approve post of another person, messenger, relationship status, the wall, embed-in-post, social plug-in, timeline, create events and invite peoples, tag your friends in comments, post

an MP3 as status, develop your own poll, create groups, block creepy people, hide status updates and album, create design and tagged pictures are some features of facebook.

B. Twitter

Website: www.twitter.com

Launch date: March, 2016

Developers: Jack Dorsey, Noah glass, Biz stone, Evan Williams.

Headquarters: San Francisco, California, United States.

Active users: 1000 millions.

Features: short messages popularly known as (tweets), 140 characters or less, two privacy control choices: public or restricted to pore approved followers.

C. LinkedIn

Website: www.linkedin.com

Launch date: may, 2003.

Developer: Reid Hoffman.

Headquarters: Sunnyvale, California, United States.

Active users: 1000 millions.

Features: in-mail messages, Introductions, search, references, skill endorsement, network suggestions and some premium features are lead builder, sales alert, and reference search.

D. Youtube

Website: www.youtube.com

Launch date: 14 February, 2005.

Developers: Chad Hurley, Steve Chen, Jawed karim.

Headquarters: San Bruno, California, United States.

Active users: 1000 millions.

Features: enjoy videos without click, automatically create playlist, subscribe channel to get the latest updates, create videos without cameras, edit videos, save offline videos, live streaming service, tube radio, YouTube gadget displays latest videos and also include a subscribe button.

E. Google+

Website: www.plus.google.com

Launch date: 28 June, 2011

Owner: Google

Developers: Larry page, Sergey brin

Headquarters: Mountain view, California, United States.

Active users: 440 millions.

Features: post photos, status upload, interest based communities, group different type of relationship, text and video chat, events, location tagging, edit and upload photos.

VIII. ROLE OF SOCIAL MEDIA IN MARKETING

Social media had provided marketers a dynamic platform for marketing for marketers. Different types of platforms have different features. A business can create their own page in facebook, twitter, Google plus to generate and share their contents and time to time post new contents also helps to gather targeted audience. It also facilitates to know what strategies are used by their competitors. It helps to gain an

idea about any products and services and even upcoming products.

- Social media is a new form of communication from employer to employee, manager to workers, sellers to buyer, company to customer.
- It also assists the companies to detail their existing or upcoming products.
- It helps to build social media optimization and brand value.
- It helps to provide a link between the industrialists working on the same type of products.
- It is an economical mode of advertising with a huge reach.
- Producer can direct connect with the prospective and exiting buyer and take their feedback related to their products.
- Globally recognized companies also assist small companies and can build a business relationship.
- Social media campaigns of any company always help to build new customers.
- It assists systematic database management.

IX. ADVANTAGES OF SOCIAL MEDIA MARKETING

Social media is dynamic in nature. It means it changes from time to time. Some of the advantages are as follows:

- It is very economical in nature as compared to traditional media.
- It provides a platform to get recognition and generate brand value globally.
- It helps to create innovative content and share it with the potential customers.
- It provides assistance in the form of promotion, advertisement, campaign for growth of business.
- Different online platform can be used differently by forming different strategies and these strategies helps to tackle the cut throat competition.

X. GROWTH OF SOCIAL MEDIA MARKETING

Social media is multidimensional and dynamic in nature. The reach of this platform is so big that facebook has over 1871 million monthly users worldwide which is an 18 percent increase year after year. In India it is approximately 213 million users. On an average 6000 tweets are tweeted every second on Twitter which corresponds to 500 million tweets per day. There are 40 million active small business pages in facebook and 4 million of those business pay for social media advertising on facebook. There are 100 million food and 145 fashion boards exist on Pinterest. Almost 5 billion videos are watched on YouTube every single day. The size is so big that an expert is required to handle and promote the business. The

future of social media marketing is very bright. The further growth can be estimated from social media marketing Industry report 2016.

- 90% of marketers said that social media is important to their business.
- 63% of marketers are using social media for at least 6 hours a week.
- 89% of businesses have generated more exposure.
- 75% of businesses have indicated a positive impact on increasing traffic.
- 68% businesses have developed loyal fans.
- 66% businesses have gain marketplace intelligence.
- Improved sales reported by more than 50% marketers who have been using social media for 2 years.
- More than 92% marketers have indicated their social media efforts increased exposure for their business.
- More than 66% marketers have experienced lead generation while spending only 6 hours a week.
- More than 50% marketers who have spend more than 11 hours a week resulted in reduced marketing expenses.
- 93% marketers are using facebook for marketing.
- 76% marketers are using twitter.
- 63% marketers plan to increase their YouTube marketing.
- 87% marketers use facebook ads as a paid social media.

XI. CONCLUSION

Today we all are living in digital world and in this world of digitalization, social media is playing a major role to connect the people. Businesses from small start-ups to multinational companies it is impossible to avoid social media which connects billions of people. There is a huge internet penetration leading to increase social media presence of an individual or business. The reach of social media is so vast and it has the potential to discover new market for the marketer and even the targeted prospective customer. Adults aged 18-34 are most likely follows a brand via social networking and 71% of consumers recommends a brand to others. Today companies have divided their budgets between traditional media and digital media marketing. Marketers have understood that social media can play a big role in marketing and it also has lot of advantages. Social media presence for a business assists the marketers to create and share contents with individuals and plan their future strategies. Social media is economical to assist promotion, advertisement, campaign and even recruitment for the companies.

REFERENCES

1. https://en.m.wikipedia.org/wiki/Social_media_marketing
2. <http://m.economictimes.com/slideshows/corporate-industry/beyond-facebook-a-look-at-social-network-history/a-look-at-social-network-history/a-look-at-social-network-history/slideshow/13296931.cms>
3. <https://Whatis.techtarget.com/definition/social-media/>
4. <https://www.act-on.com/blog/2014/08/brief-history-social-media-marketing/>
5. <http://www.analectic.org/social-media-marketing-brands-india/>
6. <http://www.analectic.org/brand-engagement-on-social-media-industry-perspective/>
7. <http://www.internetmarketingjournal.org/social-media-india/www.emarketer.com>
8. <https://www.google.co.in/amp/www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/amp/>
9. <https://www.statista.com/statistics/259379/social-media-platforms-used-by-marketers-worldwide/>
10. Uzelac, E. (2011). Mastering social media, *Research Magazine*, pp.45-47.
11. Neti, S. (2011). Social media and its role in marketing. *International Journal of Enterprise Computing and Business Systems*. ISSN (Online): 2230-8849.
12. Stelzner, M. (2016). How marketers are using social media to grow their business. *2016 Social media marketing industry report*, pp.7-46.
13. <https://googleweblight.com/?u=https://www.statista.com/statistics/268136/top-15-countries-based-on-number-of-facebook-users/&grqid=99ePYeXM&hl=en-IN>
14. <https://zephoria.com/top-15-valuable-facebook-statistics/amp/>
15. www.internetlivestats.com/twittr-statistics/
16. <https://googleweblight.com/?u=https://www.dreamgrow.com/21-social-media-marketing-statistics/&grqid=kr1yNoIi&hl=en-IN>
17. www.facebook.com
18. www.globalmediainsight.com/blog/facebook-users-statistics/

19. www.businessinsider.com/best-facebook-features-2012-7
20. www.linkedin.com
21. www.getapp.com/hr-employee-management-software/a/linkedin/features/
22. www.globalmedianinsight.com/blog/linkedin-users-statistics/
23. <https://press.lined.com/about-linkedin>
24. www.youtube.com
25. www.globalmediainsight.com/blog/youtube-users-statistics/
26. <https://www.simplyzesty.com/blog/article/june-2011/20-great-youtube-featrure-and-tricks-you-need-to-know>
27. www.twitter.com
28. www.globalmediainsight.com/blog/twitter-users-sttatistics/
29. www.businessinsider.com/photos-twitter-office-hq-in-san-francisco-2014-4
30. www.plus.google.com
31. www.globalmediainsight.com/blog/google-users-statistics/