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A study on

Influence of Social Media on Digital Marketing

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Abstract:

Hashtags ! Likes ! Tweets ! are no more just slang language. They are the official buzz-words used in marketing of business giants today. In this 21st century, social media has proved to be the most powerful tool to promote and make your business sustainable.

The social media craze's recent rise in prominence has inspired many advertisers to consider practical as well as conventional media. Primarily dependent on Internet and cellular phone applications and tools the number of social media users is more than the population of some of the countries today. The significance of social media is measured by measuring the change in sales both before and after the technology has been implemented.

Though traditional methods or strategies are used by marketers to promote their products and services, immense use of social media has forced the marketers to adapt online social platforms to advertise products and services over a bigger mass. Social media platforms are extensively used through internet connected devices like computers, mobile / cellular phones, tablets. Impact of social media on marketing can be judged by comparing marketing before social media and marketing after the introduction of social media and the type of technologies used in social media. While many books are interesting and insightful, an ideal writer may not have to be familiar with science, history, or philosophy in order to create a great work of art, he or she must be familiar with those areas in order to paint meaningful and complex images for the lay reader.

Keywords: social media, digital marketing, marketing prior to the advent of the internet, the internet, today's internet, and anti-social media opinions, mobiles, marketing prior to social media.

Introduction

For those not skilled in philosophy, it might seem unnecessary to argue about matters like this, but not for those who are philosophical, useless to bother about them.

The use of social media for marketing is commonly referred to as social marketing. Though digital marketing and e-marketing remain academic trends, social media has been making inroads in the business world of marketing recently. Integrated with SEO, Social media plays a vital role in building a website organic traffic. Most social media platforms provide analytic tools which assist with the effectiveness of advertising initiatives. There are many stakeholders to which companies must communicate on social media, and these include current and potential consumers, current and potential staff, and members of the press, the community, as well as the general public. In terms of strategy, it involves the management of a marketing campaign, as well as its culture and tone. In social media, consumers and internet users may be allowed to post user-generated content (e.g., online comments, etc.), known as "earned media.".

A study on Influence of Social Media on Digital Marketing

A significant number of consumers visit social platforms to identify, review or recommend various products and services. Therefore marketers understand the importance of promoting on social media for their businesses.

- **Marketing before existence of Social media:**

Who would have thought that a day shall come when without even moving out of your chair you can transfer money to a bank account, see and listen to your loved ones through a video chat, shop for groceries to luxuries, ask for medical help, order food, conduct meetings and classes, discuss business and a thousand tasks could be done on just one click? Technology is constantly evolving with time and the count of its users has crossed even the population of few countries together. Till the 1940's, print media ruled the marketing world. Magazines, newspapers, books were primary source of marketing. Further with introduction of television, the era of audio-visual media started and is still existent. The inclination towards electronic media advertisements is predominant today also. However the platforms or devices have changed. The decades of 60's to 80's are termed as the 'computer age'. Then a revolution in television came into picture. With the introduction of Cable TV, satellite channels increased scope of audio-visual advertising. However though the new digital marketing platforms have created a storm in marketing efforts, the traditional marketing efforts still prevail.

Objectives of the Study:

- Examining Social Media marketing platforms.
- Analysing content and display strategy on online social platforms
- Analyse Influencer Relations.
- Study impact of social media on business
- Study strategies to leverage benefits of social media marketing.
- Study how social media platforms can be used in educational systems.

Methodology

Research Type: Descriptive Type

Data Collection: Secondary data Collected through leading Journals, reviews, chapter Books.

The findings of this exploratory study were done on primary data using university students in Romania to find out how to use various marketing strategies on social media. To investigate how different predictors have an effect on the ad-serving audiences, a linear model was used.

Review of Literature

A set of guidelines or principles used in making a scientific or technological discovery.

The specific data gathered and developed about 'diffusion', such as forage grade and yield percentages, should be provided to the workers who will be working on the project, who have the real interest in using the results, before releasing to anyone outside of the project, as opposed to disseminating to the public first, to the media and to people outside of the company, before they're applied.

Possible secondary data Primary sources include journal studies and book chapters.

The wind shifts direction after midnight, the yin of a solution comes before the yang, and yang before the yang goes to yin.

Social media gave the authors (Dr. Austria and Chung) the opportunity to study what fulfils people's desires, how people feel about them, and the overall efficacy of social marketing messages. The paradigm from which the basis was derived employed was the Uses and Gratifications model (Katz, Blumer, and Gurevich, 1974 as improved by Ruggiero, 2000) seeks to explore how consumers derive satisfaction from their use of social media. Social media influence was used to evaluate the importance of the online shopping environment. For the rewards of entertainment, information, social media influence, and communication were presumed to be separate variables. The attitude and opinions that participants had about the use of social media were the primary sources of influence.

These authors (Minton, Lee, Orth, and Kim, 2012) did an important study on cross-cultural marketing and social media, which focused on motivations for sustainable consumer behaviour. Koreansans were interested in the collective habits of their US counterparts while the Germans focused on the social media practises of their

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Facebook and Twitter. a basic theoretical base, Kelman (1958) used online surveys to cover the population belonging to various cultures. How the functional goals (responsibility, engagement, and internalisation) were conceptualised in this study are related to sustainable activities such as recycling and organic food purchases are found to be implemented.

Further, an exploratory research was done by Vinerean, Cetina, Dumitrescu, and Tichindelean (2013) which was based on primary data collected from students of universities in Romania. The research study analysed how to target various audience segments social media marketing platforms considering factors influencing their online buying behaviour and thereby optimize impact of online marketing strategy. The researchers examined a linear model to find out how different factors have a positive impact on audiences perceptions of online advertisement.

Analysis:

The Platform of Marketing

- **Social networking websites**

If one creates or thinks of something, he or she can sell the product of their imagination on the Amazon platform.

We use social media to communicate and connect with other people in an effort to create communities and build our relationships online. When you engage with customers on these platforms, businesses will do so too. As effective as outbound marketing and advertisement is, it can also be a little more personable for customers. These sites promote word-of-of-mouth communications rather than face. The Internet's capacity to connect billions has empowered online authors and enabled them to be heard around the world. Rapidly changing purchasing habits and product and activities are an impact network. Using social media platforms such as Facebook and Twitter allows fans to 'relate' their comments to an advertisement that has been featured, as well as 'retweet' it. If a message is repeated, the audience gets a better understanding of it. When more and more detail is revealed about the product, a lot of people come to know about it.

The way social media is built is concerned with creating virtual communities that enable people to communicate their wants, needs, needs, desires, and values Social networking enables these users and viewers to communicate with companies that they share common desires, interests, and beliefs. Companies may use social media to connect with individual customers. Person-to-to-person contact will help foster trust and build loyalty among your customers and followers. While on the other hand, because customers may choose what they want to follow on these pages, it helps to focus on a highly focused target market. There is a wealth of information available on social networks like Facebook, Twitter, and LinkedIn about goods and services that potential clients may be interested in. With modern semantic research, advertisers may identify purchasing signs, like which questions people have been asked on the web and the content which they've liked. understanding consumer purchasing behaviours may help sales people identify customers with whom to target, and promotions that target specific micro-markets make a great deal of sense

80% of businesses see social media as an important business tool in 2014 The income of business retailers has increased by approximately 133% as a result of social media marketing.

Top 15 Social Networking sites in the world and number of users per month

Social network	Monthly Active Users (in millions)
Facebook	2,500,000,000
YouTube	2,000,000,000
Instagram	1,000,000,000
Qzone	563,000,000
Weibo	376,000,000
Twitter	330,000,000
Reddit	330,000,000
Pinterest	200,000,000
Ask.fm	160,000,000

Tumblr	115,000,000
Flickr	112,000,000
Google+	111,000,000
LinkedIn	106,000,000
VK	97,000,000
Odnoklassniki	71,000,000
Meetup	35,300,000

https://www.dreamgrow.com/top-15-most-popular-social-networking-sites/

Mobile phone

Mobile phones are a great revolution of communication. They let you remain in touch with anyone in the world irrespective of distance as a constraint. With the advancement and constant upgradation in technology, mobile phones are not confined just for conversation. They are extensively used for storage of data, create, save and share documents. The 'applications' in mobile handsets are extensively used by billions of users across the world for shopping, medical care, bank transactions, booking for travelling, order food, connect over group meetings, social networking etc.

In more than three billion people's lives around the world, people are online more than three billion times a day. Since the year 2000, the number of Internet users has steadily increased, growing from about 738 million to 3.2 billion to today. The current social media use rate in the country is approximately 81 percent. People are using smartphones for social media because they have built-in social features, allowing them to do things like browse the internet and access social networks easily from their handsets. They also dramatically changed the road to buying by making it possible for customers to get pricing and product details instantaneously. Many businesses already incorporate QR (Quick Response) codes with their goods and services for easy online access. Using QR codes with website URLs, product details, or other mobile-based content may help customers to connect with brands As well, on-the-the-web real-time bidding is especially common because of the appeal of on-the-the-go surfing. In 2012, Nex, a vendor of real-time bidding in mobile ads, announced a 37% monthly rise in their revenue in January, March, and 37% every month thereafter until now. According to the second-generation mobile advertising network, 22 billion ads were requested from advertisers the year prior.

Mobile devices have become significantly more ubiquitous, which has shifted customers' patterns of television consumption, and many consequences for TV ratings, mobile commerce, and advertisement. Mobile usage such as mobile streaming and/viewingestreaming is on the rise in the US, with over 100 million expected users predicted. CPM includes pay-per-downloadsales and sponsorship and subscription income. Worldwide mobile internet penetration was estimated to be 73.4% as of the population in 2013 Probably, statistics show that almost all internet users will be using their mobile devices to get their information in 2017.

Social media's effect on marketing

When social media has a big influence on the growth of online signals, it can have a significant impact on search engine optimization (SEO) campaigns. Most internet marketers may not be aware of the availability of these new platforms. It makes a significant difference in how quickly your customers and leads find your website. Search engine optimization (SEO) and social media integration are capable of increasing the organic traffic. While there are various social media marketing patterns to contend with, search engine optimization techniques will continue to play a prominent role in the digital marketing effort this year.

Digital marketing experts highlight what we predict will be some of the latest social media marketing and SEO patterns that will have an effect on the search engine optimization programmes. Are you able to immerse yourself in these new trends?

Social media are a necessity not a luxury for any brand

Today's marketers see social media as a critical tool for business success because they see it as a distinct approach from an out-of-of-the-the-box thinking strategy. An which number of customers use social media to locate goods and services. Prestigious statisticians: 2% of executives would rather go into politics than make another creative career, 6% intend to go into industry, and 96% don't think the world needs another creative types anymore.

- 60% of small businesses use social media to promote their businesses.

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- social media increases sales by 133%
- 40% of the internet shoppers in the United States do so on their phones
- 71% of customers are influenced by social data when making decisions
- Shoppers consider manufacturer information about product performance to be more reliable than the brand's direct-to-consumer communication.
- Most brands which have been popular use social media have an account on social media to give their products to more people.

The usefulness of social media as a form of public relations for a brand includes

1. An increasing flow of positive social influence
   You can improve your search engine optimization efforts by using social media. For the better your website to rise in search engine results, more people in the social media community post, like, suggest, and like your company.
2. strengthen create a greater company image of the company and boost its visibility

You can still use social media to illustrate the good quality of your brand to those in your social network. This will help you to improve your personal image and establish your credibility by attracting more customers to your business.

What people say about your business is also has the power to significantly impact its financial success, so if you want your business to be successful, pay attention to what people say about it.

The customers have a much greater faith in your company's word-of-of-mouth ads than the advertisements that you post on your web. when you become more popular on the social media, your consumer base grows.

For marketing success, integrating social media into your digital strategy is important. social networking has been a profitable extension of web marketing in recent years, thanks to small and medium-sized companies having to match up with their rivals.

Marketing using social media is as important as it has for years in traditional media

Conventional shoppers are being drawn into social media due to the customer behaviour. A recent study shows that customers spend 37 minutes per day on Facebook and Twitter, but 10% of the entire internet population spends their time on social networks. Social networking will open up tremendous opportunities for advertisers to new markets. Almost half of all digital marketers placed their brand in the social media space in 2013, and in 2014 will continue to expand their investment in social ads. If you've missed out on all this marketing potential, you're probably up against a larger and more aggressive rival.

When engaging in social ads, it is crucial to incorporate these methods:

determine targets for your company optimization with social media marketing.

determine who the customers are, what they want, and where they go online using web analytics. This will be useful for understanding the impact of social marketing on your audience.

By integrating search engine optimization and social media marketing, you can improve your websites' overall performance. Make sure you're not underestimating the importance of social media buttons on your website to increase their interaction.

Images make excellent content for social media:

The world of social media is becoming more involved in the exchange of photographs and the process of assessing their aesthetic qualities. For marketers, this is a great opportunity to increase their search ranking signals. When the brand on-line is well-known, images and appealing, posts on social media attract lots of customers People who believe in the image-centric strategy attribute and who incorporate it into search engine optimization (SEO) strategies believe that mages can increase the popularity of a brand on the search engine.

Prominent Advantages of Social Media as a platform for Business Growth:

- **Highly Cost Effective with Maximum Reach in very Limited Time:** Undoubtedly, social media platforms offer immensely extensively platform for marketing. Few Social Media platforms like Pinterest, NextDoor, Buzzfeed allow businesses to advertise at no cost.

- **Creating and enhancing Brand Awareness:** Brand awareness can be created for new products targeting specific 'social groups' of customers by offering them memberships to get associated with the brand.

- **Boosted Social Communication-** Communication through comments not only establishes a dialogue between a business and a user but between fellow users, as well. Likes & Shares boost the SEO thereby reaching a huge untapped customer base. An organization can get associated with the insights given by customers and therefore can understand their needs which eventually would help it to design, redesign, rejuvenate its brand.

- **Better Customer Service**- The grievances, suggestions, posts from people can be instantly addressed to and thereby enhance customer service.

- **Enhancing Sales:**- Social Media traffic drives sales faster as it reaches to whom it may not have, through other conventional media or methods of promotion. This automatically accelerates the sales and keeps it growing higher unless you decide to exit the platform.

However, to reap the benefits of advertising on social media it is imperative to implement these strategies:

- ➢ Your business goals must be measurable and clearly defined.
- ➢ Blend your search engine optimization strategy to social networks promotions.
- ➢ With the help of SEO analytics identify consumer needs and define your target segment.
- ➢ Understand and analyse audience / consumer behavior on parameters such demography, social culture and psychographic factors.

This will help define what kind of social marketing approach to use to engage target audience and further helping in measuring the potential effectiveness of the marketing efforts on social platforms.

Incorporation of social media and email marketing

Email marketing is an important source of lead conversion for digital marketers. Despite latest marketing trends, email marketing is still a strong since it is used alongside social media to increase online sales. To help them find your brand, use social media in their social network. Many brands change their emails on social media to boost their social media posts.

No matter what road we travel, or in which direction, there is beauty everywhere we go.

Importance of Social media usage in reshaping Education Systems:

"Does your school, college or university has an FB page?" Such questions are now being asked by all those stakeholders who are interested in connecting with educational institution.

'Edupreneurs' today need to adopt various strategies to establish their institute/university as a 'brand'. Right from kindergarten schooling to post graduation, social media has proved to be an extensive support system to parents, students and teachers for sharing information. Recent statistical figures show that 81% of the students that have internet access are seen on at least one social networking site. Not only that, but parents take a keen look on websites and pages of educational institutions for decision making regarding enrolment of their children in a particular course. Along with connecting for entertaining and other purposes, many use it for promoting social causes and learning activities. Considering this scope of extensive use, educational institutions have also started promoting knowledge based programmes. The popular learning management systems such as Moodles and Blackboards are as old as a decade imparting knowledge on digital platforms.

Today teachers are engaging students into different challenges on social platforms and are initiating discussions on various disciplines, internships, skill development, entrepreneurship and research

The advantages of using social media platforms are not just confined to teacher-student relationships only. Today we come across administrators of educational institutions integrating social media with day to day activities such as sharing important information, news to parents, conducting meetings with students and parents, initiating fund raising activities for social responsibilities etc.

There are a number of online tasks taken up by educational institutions for promotion and to achieve daily learning objectives:

- Whatsapp is used to discuss issues, give news or information about teaching in institutions.

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- Whatsapp groups of teachers and students are made to interact on daily basis.

- Classroom teaching has shifted to digital platforms such as Google Meet and Zoom.

- Virtual Campus tours are also promoted on social networking sites for promoting educational institutions.

- Testimonials of Alumni on FB pages and Twitter handles managed by faculty is a classic example of promotional strategies of educational institutions.

- A direct access to admission process gateway is promoted on Facebook pages

Social media cannot be neglected from our daily communication and that educational institutions cannot refrain themselves from including it for various reasons. It is imperative that educational institutions leverage social media to create a long lasting community of faculty, students, parents, alumni and industry experts.

Conclusion

The study was initiated with the preliminary aim of analysing various factors influencing digital marketing. On the basis of literature study, the research findings and scholarly discussions it was found that the connect with audience, who are none the less, prospective buyers, is imperative to convert them into sustainable market. The study has also points out that the organisations need to design effective marketing plan within a comprehensive framework to utilize digital marketing platforms. The example of transition from traditional newspaper to online reading material has proved importance of digitalisation in business. It is inevitable to consider existence of customers over virtual platforms and thereby develop strategies to reach to the target markets.

The aim of the research was to explore the many facets of digital marketing. The case study discovered that one's ability to communicate with consumers is one of the most significant characteristics of digital marketing. You will now see how to engage the customers using the ladder of interaction. Social networking use has been debated as an indicator of network efficacy. Studies on emerging digital marketing trends have touched on this topic as well. Given the current industry background, the team believes it is crucial to link all of the processes to the digital platform. The pattern of the digitalization of newspapers can be likened to the newspaper transition. Along with these strategies educational institutions must carry out deliberate efforts to improve their existence on social networking platforms as its quality is largely determined by the students.

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