

## Growth & Success of Social Media Marketing

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**Abstract:** *Today Social Media is a platform used for marketing of products and services, through social media marketers can reach the customers, sell their products and finally connect to them for conveying updated information. The basic motto of the manufacturer is to make a brand image of their enterprises, enhance more prospective customers by utilizing the platform of social media. Indian market is today changing at faster pace day by day and marketers are making communication with the consumers by the means of Internet. These days in the era of COVID 19 pandemic where people are forced to stay at home due to Corona Virus and they are spending more time on social media like WhatsApp, facebook and on other social media, this advantage is taken by most of the manufacturers and they are selling their products on Internet and also their products are available on the various social media websites, this way they are making their market as a digital market rather than going for the traditional markets. In India nowadays people spend their time on social media which becomes a plus point for marketers and it is growing day by day at higher speed which changed the whole game of traditional Indian Market and it resulted in the form of online products provided by the Marketers through social media. By adopting the platform of Social Media, it becomes the way to gain a success in the Consumer Market. This paper is an attempt to focus on factors which affect the growth and success marketing of Social Media before COVID 19 pandemic.*

**Keywords:** *Social Media, Marketing, Marketers, Digital Market, Customers, Internet.*

### Introduction

Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. **Social media marketing**, or SMM, is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement. If the many audience are engaged on social media networks, then it will become easier for the marketers to achieve every other marketing goal on their priority.

Social Media Marketing has been an immense growth in the India today. It is existing across all the business sectors starting from shopping, online banking transactions, bank payments, e-commerce activities therefore today Social Media is a platform where products and services are marketed by taking the help of digital technology. Marketers are taking the help of social media as they know today consumers are available and they prefer to buy a products and services on social media.

## Review of Literature

Hoge (1993) explained transferring of goods or services from seller to buyer with the help of electronic media is known as electronic marketing (EM). In the nineteenth century E-Marketing began with the use of telegraphs. Electronic media has become the dominant marketing force after the invention and mass acceptance of the telephone, radio, television, and cable television.

Rowley (2004) told that by the use of online channel McDonald's brand messages and relationships were reinforced. The online communities for children, such as the Happy Meal website with educative and entertaining games to make customers close to themselves were built by McDonald.

Reinartz and Kumar (2003) found company gained the profitability by mailing efforts. The use of social media marketing helps the company in the reduction of the cost and increasing his reach to the customer. In comparison to the person selling or sales with the help of distributors the cost of a social media platform is typically lower. Generally, Social media is help companies in enhancing the reach and reducing the cost. (Watson et al. 2002; Sheth & Sharma 2005).

Chaffey (2011) in his research studies found that there is encouragement of customer communications by the website of the company. In digital Marketing, the most important technique is marketing with help of social media in which companies use social media form to distribute their messages to their target audience without paying to any third party like publishers and distributors. Digital marketing, electronic marketing, e-marketing and Internet marketing are all terms used for online marketing whether it is through interactive kiosks, interactive TV or mobiles, websites, online ads, Emails.(Chaffey & Smith, 2008)

Winer (2009) focused on the opportunity of advertising on blogs, which he describes as a website built around a theme where the user shares their opinions and encourages others to discuss.

Gruzd *et al.*(2011) found in his studies that the general availability of the internet has given individuals the opportunity to use social media, from email to Twitter and Facebook, and to interact without the need for physical meetings.

According to the Chenet al.(2011) individuals can easily share and access information with the rise of social media and online communities.

Lu & Hsiao(2010) told that for social interactions and sharing information online communities and social networking sites are an effective web technology.Gangeshwer(2013) found that advantages of Digital Marketing to Consumers and Analysis of digital marketing

technologies permit the customers to keep on with the company information rationalized .

### **Methodology**

The study is based on the secondary data which has been collected through reports, books, research paper and websites etc.

### **Objectives**

The present study is based on following objectives:

- 1)To study factors that affect the growth of social media marketing before COVID 19
- 2)To Study the reasons for the success of social media marketing.
- 3) To Study Significance of social media marketing.
- 4)To provide the Suggestions for improvements.

### **Factors That Affect Social Media Marketing Trends before COVID 19**

Social Media Marketing in India is affected by many factors before COVID 19 which are mentioned below:

- 1) **Technology** –It should be updated on a continuous basis. It should not be like that one technology will be used till life time. Marketers should update the technology according to need of the society.
- 2) **Channels** – Channels help the marketers in getting connected with the marketer. There should be an analysis of cost and profit which is to be done of the various mediums.
- 3) **Target Market** – It is very crucial for the marketer to decide the target market while going for Social Media Marketing. Today, 560 million people are using the internet and it is fruitless to advertise all the consumers blindly, consequently it will increase the cost. Therefore the publishing and sharing of the content should be according to the need of the market demand. Marketers should know atleast where he should advertise his product, he should know where consumer is more interested .If consumer is interested in mobile messenger he should advertise his product on mobile messenger, if consumer is interested in watching videos ,then he should advertise when he is seeing video, if consumer is interested in games then he should advertise during games or at the start of at the end of the game .In the similar marketer can advertise when consumer is doing mobile banking. Marketer should know the mobile activity of the consumer according to the figure 2.
- 4) **Social Media** – Today healthy and active social media accounts are maintained by the companies which help the companies in enticing new customers while existing consumers are retained by the social media. We can see the trend of social media in figure 3.

**5) Budget** – In comparison to the traditional marketing, social media marketing is cost effective. The cost of social media marketing is less in comparison to the traditional marketing.

**6) Content** – Good content brings more viewers .If the contents are filled with pictures and reasonable search keywords then it will attract the target market.

**7).Offline and Online Integration** – Consumers are generally visiting the websites for the information of the products and services. It is seen that most of the times consumers do not find correct data. Consumers also look up physical place of the marketer. Consumer also makes online reviews & directions for finding the marketer physical place. Therefore it is important for the marketer should integrate his market online and offline for his convenience.

**8) Constantly Monitor Content** – Due to the dynamic nature of Digital media, time to time consumers are modifying their choices. Therefore there is a need of constantly monitoring of the Contents by the marketer. Contents can be reviewed according to the response and feedback. (figure 4)

**9) Flexibility** – Consumer can see the product of any organisation online on their Smartphone from any geographic location. That's why it is flexibility for marketer to enter into the Social Media Marketing domain.

**10) Small Starting Cost** –In comparison to the other mediums the starting costs of Social Media Marketing are low.

**11) Measurable** – Everything in Social Media Marketing is measurable.

### **Reasons for the growth of Social Media Marketing in India.**

a) Through Social Media Marketing we can reach to very large number of potential buyers globally.

b) Changes or corrections can be done by the marketer any time.

c) Social Media Marketing works 24 hours a day, 7 days a week, 365 days a year.

d) Different text, audio, graphics, and animations make social media marketing powerful.

e) Social Media Marketing is cheaper in comparison to traditional marketing as there are no printing costs, no postage costs etc are required.

f) Social Media Marketing manages complex customer relationships across a variety of channels.

g) Social Media Marketing responds to and initiates dynamic customer interactions.

h) It extracts value from big data to make better decisions faster.

### Significance of Social Media Marketing

Social Media Marketing has changed customers buying behaviour. The significance of Social Media Marketing in the globalized era is as under:

(i) Social Media Marketing helps the consumers by providing them updated information about the company. Many of the consumers are accessing internet from different places and getting the updated information of products and services provided by the companies.

(ii) Companies are engaging their consumers in various activities with the help of Social Media Marketing. Consumers are visiting the web portal of the companies, fetch the information and do purchase online and providing the feedback to the companies about their product and services.

iii) Social Media Marketing is providing clear information about the products or services which further helps customers in purchasing and decision making.

(iv) Many companies are promoting their products with the help of Social Media Marketing & it is also becoming the greatest advantage for the customer through which they can compare among products or services by different suppliers in cost and time. Customers need not to waste a time for gaining knowledge about products and services by visit a number of different retail outlets.

(v) Customer can buy a product online 24/7 all days there is no time restriction for buying a product.

(vi) Social Media Marketing provides a chance to share the content of the product or services to other consumers. An individual can easily provide and gets the information about the characteristics of the product or services to others.

(vii) There is regular change of prices or special offers by the companies on their products or services and this information is provided to the customers instantly and they can access it also through the websites.

(viii) Earlier Customers were first watching the advertisements on Television and then were going to find out relevant physical store for purchasing the products or services. But social media marketing helped the customers for instantly purchasing the products or services.

### Suggestions

1) Companies should improve technical advancement which will accomplish the objective of Social Media Marketing.

2) The feedback should be Collected and implemented provided by the consumer in the right way by the Marketer.

- 3) Transparent and good service to the consumer should be provided to the consumer before and after purchase.
- 4) There should be awareness among the Indian Consumers about social media marketing by the marketer.
- 5) Complete details about the product to the online shoppers should be provided by the marketer.

### Conclusion

Social Media Marketing has become important for many of the companies and they are adopting different models of social media in their strategy nowadays. Micro Entrepreneurs are using the Social Media Marketing today in the COVID 19 pandemic as it is a very cheap and efficient way to market their products or services rather than adopting traditional marketing methods. Companies are taking the help of smartphones, tablets, laptops and social media, for promoting their company and their products and services.

In the next few years, Social Media Marketing in India will be the strength of the Consumer market because we know that long-standing sustainability directly depends on factors like changes in the market conditions, innovations and interactivity by market players. Indian Consumers can now truly expect a well streamlined, efficient and world-class shopping experience supported by the Social Media Marketing.

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