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A Conceptual Analysis of Social Media Marketing

ANISHA AGRAWAL¹

ABSTRACT

One of the "best options" today for a product to connect with potential buyers or target customer is social networking. In the past century, the world of marketing has witnessed inconceivable transformations. Social media are the platforms where users can interact efficiently and effectively.

These social media establish a closer connection with consumers, earning their trust and ensuring repeat sales. Since the beginning of the season, community web marketing has become several firms' guiding principle. One cannot even begin to imagine the degree of change that marketing strategies, tools, and techniques have undergone. In a conventional economy, a market was only restricted to a physical location and had numerous time, place, and utility restrictions. Because all marketplaces are reachable at the touch of a finger, the era of globalisation has insured that the world market has dwindled to the size of a human hand. Social media, which first served as a platform for human contact, has reportedly evolved into one that can be utilised successfully for brand positioning, advertising, and many other facets of marketing management. Promoters are more interested in social media than ever before, and they are starting to implement new social programmes at a pace faster than before. As fantastic as it is, the social media trend is exploding, and the rate at which it is improving is aggravating. International businesses have recognised social media promotion as a promising mechanism for promotions and have embraced it to bolster their marketing efforts. This research paper examines the concepts of social media and social media promotion as well as related topics such social media's development and benefits, its role in advertising, and its various strategies required for promotion.

Keywords: Social networking, Marketing, Media, Promotion, Advertising.

I. INTRODUCTION

The American Marketing Association defines marketing as “the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy individual and organizational goals”.

Marketing trades in products. Any good, service, or concept can be a product. Since intangible

¹ Author is a student at Amity Law School, Amity University Rajasthan, India.

products don't have a physical shape, marketers must use alternative marketing strategies when selling them. A good is a substantial object that can be touched and felt; it is a physical unit. A CD-ROM of Encyclopaedia, Bornvita, a t-shirt, a bar of chocolate are examples of good. A service is produced when mechanical and human efforts are combined to give customers intangible benefits; it adds value to the clientele. Examples of services include banking, healthcare, laundry, and transportation. Ideas serve a customer intellectually or spiritually. Issues, philosophical ideas, and concepts, such as a blueprint for a business plan, computer software, are among them. Similar to this, an election candidate will try to promote ideals that range from the defence of human rights to political action.

Social media marketing is the virtual way of tying up with the audience or the target customers or target market using various social media conducive to blossom the brand, augment sales and amplify the website traffic. This necessitate bringing out compelling content for social media pages, interconnecting with the followers, keeping an eye on the headway and putting the effect of social media advertising.

The most popular social media platforms in this era are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. Facebook was the most widely utilised social media network among marketers worldwide as of January 2022. 90 percent of social media marketers who responded to a global poll said that they utilised the network to advertise their companies, and 79 percent said they used Instagram.

Social networking refers to more than simply talking or chatting with friends or relatives all around the globe and blogs and forums where people share their individual perspective on a particular topic. We appear to be utilising social media to share all kinds of information, including videos, music, movies, images, and other media. Every minute, millions of visitors access You Tube to see the newest movies, news clips, and other content. Similar to this millions of viewers login social networking sites like Instagram, Facebook to connect with real time over people and share personal information with them.

The social media marketing websites have a lot of untapped potential when viewed through the lens of marketing organisations. Social media networks represent online and listening markets and customers. With a captive audience at their disposal, marketing organisations may connect with potential clients, shape public perception of their goods and services, and start conversations about their offerings with the support of both interested parties and existing clients. Online customers may teach marketers a lot about their products and experiences, provide them with honest criticism, and spark interest in the topic among other viewers and

followers. No marketing organisation can afford to ignore or abstain from social media marketing, which is a phenomena.

II. CHARACTERISTICS OF SOCIAL MEDIA MARKETING

- **ASSESSMENT:** Every individual can contribute to social media and provide with feedback and honest criticism that will further help the marketers to rectify their business requirements accordingly. Proposals or recommendations can be delivered by the way of social media in the course of electronically connected communication. Since it aims to keep head above water the communication gap between businesses and their customers. People appreciate the partaking process since it gives them a freedom of speech and expression. For instance, marketers can create an online poll so that their valuable customers can give the rating accordingly.

- **ESTABLISHMENT OF RELATIONSHIP:** social media is a bilateral channel that requires engagement from both the parties i.e., businesses and consumers. Businesses must establish strong relationships with their target market or valuable customers in order to get repeat sales. Online communication with real people occurs in real-time through a variety of social media technologies. Businesses can benefit much from engaging to foster relationships. For example, marketers can send regular updates to their long-time customers so that they will get to know about their new product launches, offers and many more.

- **AFTER SALE SERVICE:** Grievances cells play a vital role in establishing the image of the product. Social media platforms are all about interacting with users and assisting them in comprehending the value that your service or product brings to their lives. Customers should receive value from social media, not just blatant advertisements.

- **ESTABLISHMENT OF COMMUNITY:** Platforms on social media are ideal for swiftly forming communities. Common interests exist among communities. These online groups can teach you more about your intended audience about the latest trend that is going on, taste and preference of people from different age groups. Additionally, you can assist other groups that you believe would benefit your company.

- **RELIABILITY:** To appear trustworthy, you must continually demonstrate your internet presence. Effective social media marketers use their chosen social channels aggressively to engage with new consumers and advertise their products. They frequently communicate with their target market.

- **CANDIDNESS:** Everything that you say and do is in the public eye. People are ready

to point out any inconsistency, wrongdoing, or errors. Negativity can ruin a brand's online reputation; therefore, businesses must be truthful, open, and genuine. Marketers should eliminate false practises like hoardings, black marketing and many more that can ruin the image of the business in the market.

III. FIGURES OF SOCIAL MEDIA

The efficiency of social media marketing is illustrated by the following statistics.

- In 2022, the daily average usage of a user on social media was 2.5 hours.
- Social media consumed 50% of our phone usage time by 2022.
- The most popular app is Facebook, which takes users 58 minutes each day on average.
- Every day, on average, 19 minutes are spent on YouTube.
- The average daily time spent on Instagram by users is 28 minutes.

According to certain reports, the two countries with the most social network users are China and India, with 1.02 billion and 722 million users, respectively. With 302 million users, the United States stands in third place. In 2022, the daily average usage of a user on social media was 2.5 hours.

In 2022, social media took up half of our phone time. In 2022, the typical internet user spends two hours and thirty minutes every day on social media. Nowadays people are spending less time on Facebook. The younger generation has shifted their focus to other social media, according to statistics on the typical amount of time spent on social media in 2022. Millennials and Generation Z already love apps like TikTok and Instagram. The icing on the cake is that since 2017, Facebook has lost 15 million users. According to the sources of Earth Web, 7.96 billion people live in the world. There are 5.34 billion of them who use mobile phones. There were 5.03 billion active internet users worldwide in 2022, of which 4.32 billion used mobile devices exclusively. All things considered; mobile has evolved into a significant aspect of our daily life. The most recent research shows that we spend an average of 5.5 hours every day on our phones. *According to the sources of Hootsuite*, over 2.5 billion monthly active users view over a billion hours of video on YouTube every day. It is the second-most popular website and search engine in the world (after Google). 70% of all YouTube visits come from mobile devices. India (467 million people) is YouTube's largest market as of April 2022, followed by the US (247 million) and Indonesia (139 million).

The range of activities available on social media sites keeps expanding. Our daily actions are

also significantly impacted by social networks. It may have an impact on the things we buy, the things we like and don't like, and the places we decide to go. Perhaps this straightforward networking idea is only a front for a powerful marketing apparatus functioning in the background. Brands are utilising social media in every manner possible because they understand that it has the power to either build or break their company.

IV. SOCIAL MEDIA STRATEGY

- **Understanding your target audience:** The marketers should have a fruitful and immense knowledge about their target market like what are their likes, dislikes, preference, taste and many more to establish their product and its image in the market. The marketers should also have an understanding about the social media statistics of its target market What platforms they use, when and why they visit them, what type of stuff do they appreciate, what is the ratio between their followers and following.

- **Recognition of brand:** Its crucial for every marketer to establish their brand in the eyes of the targeted market. It should deliver Advertisements in such a manner that it attracts a large proportionate of people in one go. Advertisement could comprise of What message do you want to get through to your audience? What emotions do you want viewers to have after viewing your content? For example, when Maruti Suzuki Ciaz was launched it was launched with a unique selling proposition that “Not just another car”.

- **Content strategy:** In today's era the competition even in digital world in sky rocketing, due to which can impact the economic growth of the product or service here specially prices paid in exchange of these goods or services can play a role of success or failure. To survive in this competitive era, Even though there is some spontaneity on social media, you'll need a systematic content strategy to be able to have a unified voice and consistently produce high-quality content on a regular basis to ensure repeat sales .

- **Analytics:** With the aid of social media analytics, you'll be able to know your customers in a more précised manner. Social media marketing requires careful consideration of timing. Your posts will generate more engagement, traffic, and purchases if you publish them when your fans are online and at the peak of attentiveness. Your approach will be informed by quantitative insights, which will help you determine who you're trying to reach, the best material to publish, when to post, and other things.

- **Systematic Activity:** The platform of social media is real-time. You must publish frequently, monitor interactions with your brand, respond to them, follow trends, and keep your

profiles up to date if you want to use it to expand your business. You should eliminate fatigue habits like posting content with unequal intervals of time. This will make you lose your target market since people are pretty active on social media and they expect to get updates from time to time.

- **Inbound Approach:** Your company may generate more high-quality leads with the help of inbound marketing. This is due to the fact that inbound marketing methods provide consumers the authority to make choices. You employ material to pique potential clients' interest and entice them to contact you. Inbound approach helps in reducing prices, quality traffic and build meaningful relationships.

V. DEVELOPING SOCIAL MEDIA MARKETING STRATEGY

- **Selecting social media platform:** One should choose social media platform accordingly that goes on with your preference regarding the targeted market and which is common in your sector and is within your bandwidth. Apply the policy of taking only platforms which you can effectively and efficiently manage. As soon as you get the hang of them, you can always start with one and add more gradually. Don't start with many social media first get a hold of one of the social networking sites and then move on with other sites.

- **Setting goals and objectives:** No marketing can survive without goals and objectives. They are the soul of any kind of business. To begin with, these should be straightforward tasks, such as posting once every day for a month, setting up your profiles, or performing a competitive analysis. You'll be able to establish more precise and strategic objectives as you get into a routine and start gathering insights, like keeping a track of your competitive brand and many more.

- **Report frequently, and make changes:** Utilize the metrics provided by each site to learn more about your audience demographics, which posts receive the most comments and likes, and whether you're gaining new followers.

VI. SOCIAL MEDIA MARKETING SUGGESTIONS

- **Aim to diversify your material.** Similar to other facets of internet marketing, content reigns supreme in social media marketing. Make sure to publish frequently and offer your target audience stuff that is intriguing, attracting and helpful. Utilizing the various mediums that social media provides, such as photographs, videos, boomerangs, live broadcasts, online shops, reels, and others. Engage your valuable customers by creating content that can attract them in one go.

- **Remain firm:** By utilising social media for marketing, your business can showcase your

brand image across a number of different social media channels.

- **Participate instead of merely posting:** Simply put, don't schedule all of your posts by logging in once a month. On social media platforms, communities can be found. It's important to keep track of who interacts with your material and to do the same for theirs. You can accomplish this by responding to their comments, liking, sharing, and commenting on their posts, hosting live broadcasts, posting polls and conversation-starting real-time queries, and reposting other people's content.

- **Utilize tools for content creation:** Never take someone at their word when they say Instagram is the most aesthetically pleasing social media platform. They all exist. If you want to stand out from the crowd in a user's feed, include eye-catching graphics with your posts—photos, illustrations, or text that has been turned into art. You can quickly design photos that suit your brand, appear professional, and have your logo on them with the help of templates and features in content creation platforms like Canva.

- **Using analytics, gauge success:** Without tracking data, it is impossible to assess the efficacy of your social media marketing strategy. With the help of Google Analytics, you may measure your most effective social media marketing campaigns and determine which ones would be best abandoned. Add tracking tags to your social media marketing initiatives for thorough monitoring.

- **The top social media sites for businesses include Facebook, YouTube, Instagram, LinkedIn, Twitter, TikTok, and Snapchat.** Different social media marketing platforms necessitate different approaches.

- **The world's largest social networking platform and the largest local business directory are both Facebook.** People of all ages use it to connect with friends and family, take part in forums and groups, locate local companies to visit, and follow brands.

- **YouTube is a suitable platform for social media marketing, despite the fact that majority of people aren't aware of the same.** You can submit videos to your channel and share, like, comment on, and follow other accounts you find interesting.

- **Despite entering the market years later and attaining one billion monthly active users in 2018, Instagram quickly beat LinkedIn and Twitter.** It is renowned for offering a wide range of content formats, such as IGTV, Stories, Lives, Reels, and Feed posts.

- **Despite being largely a commercial network, LinkedIn also develops a vibrant community that places a premium on leadership, education, and fundamental values.** Therefore,

in addition to using it to network, find prospects, and share industry knowledge, it's a great place to exhibit your business culture and build your own brand.

- Twitter is a beautifully interwoven network of quick thoughts, useful information, and dynamic conversations. It's important in this situation, but you should be active on every social networking site you use. Many individuals use Twitter to follow brands, find news, and get in touch with customer service.

VII. CONCLUSION

You can connect with other companies in your field using social media in addition to connecting with your prospects. Follow the accounts of your business partners and other people in your field, and comment on their postings. You can then use these interactions to network and establish relationships with foreign investors, multinational companies, highly valued influencers and target market. Marketers should study social media in an analytical and theoretical manner so that they are able to implement its strategies in an efficient and effective manner and able to establish its product image in a competitive market.
