



SOCIAL MEDIA A COMPELLING STRATEGY IN E-COMMERCE

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ABSTRACT:

Social media is a new platform for flourishing any kind of business from technological advancement in the world. Social marketing is the platform to connect with audience to build brand, increase sales there are various type of marketing but this method works the best to reach more numbers of customers at a short span of time. Social Media Marketing is the marketing technique which helps in effective and advantages for promotion of any type of product. Social media becomes an important communication tool that people are willing to purchase with the help of rating system that acts has a credit or net worthy scheme.

This paper mainly focuses on how social marketing is helping in the business point of view and customer as well. Social media helps in connecting themselves with social networking sites through median for staying connected even if the product or customer is away from them .from the technology updated schemes we see a lot of media supporting instruments such as Facebook, twitter, snap chats and recently there is a lot of scope in the development of buying capacity customers through the blogs where the influencers as the opinion of the audience for comments which in turn leads to new product promotion through this media.

These media have a competitive edge over other popular public media. This paper emphasis on the research effectiveness of the usage of social media and the promotion of sales overall though reference of the digital marketing system.

Key Words: Social Media, Blog, Twitter, Facebook, Target Audience.

I. INTRODUCTION

In present scenario due to changes in communication technology, innovation and dynamics in different ways of communication, instant access to information has given birth to new tools for communication and social media is one of them. Social media is considered as one of the most recent and significant e-marketing tools in the current time. Social Media Marketing (SMM) is said to be the most

effective and cost friendly application where business are been capturing wider market in less span of time. Therefore, Social media which relates to the sharing of information, experiences, and perspectives throughout community-oriented websites, is becoming increasingly significant in our online world. Social media provides accessibility to customers with the purpose of knowing their interest and needs as well as affecting their purchasing decisions. Social media is the best platform which is becoming the most affordable and time consuming method to attract customers from the basic handsets to the most expensive gadgets. There is a lot of brand recognition created from the common people who approach the customers in a way of word of mouth through there influential traffic that drives them to purchase more and more brand recognized products. Also SMM is the inexpensive way to camping the products through various groups also they have certain updated way such as shout outs for promoting a product or an influencer there also have communities which are virtually build for the purpose of coordination and support mutually for further sponsoring methods.

Importance of Social Media Marketing

SMM in a new way to promote products through various methods and that does not end there itself because it is also creating other forms of marketing avenues such as SEO (Search Engine Optimization) which helps in ranking of the company through Google platform and other means such as content marketing effects and effective use of words to easy accessing the products just from keyword finders. This is creating vital market method for the new marketing growths and also knowing the place of that business. It provides chance for the companies to build valuable relationships with their consumers and improve brand loyalty among the customers community by engaging in meaningful dialogue.

Social Marketing websites helps to generate interest in the online brands and also helps to build trust in the company. The following are the some of the importance of Social Marketing

- SMM can help marketers to reach to the relevant target audience to avoid clutter, it gives an opportunity to discover markets feelings and experiences about product which gives a competitive advantage.
- SMM will help company to be in touch with their customers to know more about their likes, preferences and up to date feedback to upgrade their quality of products and services accordingly also build new organizations partnerships.
- Due to specific target audience on SMS it gives e-marketers enough room to receive prompt feedback from their customers on one to one basis which leads to customer satisfaction.
- A satisfied customer spread positive word of mouth for their companies brand and thus develops the brand equity.

- Social Media increases exposure for companies to stay top in minds of current customers and get new customers with references.
- A positive word of mouth about products and services, leads for customer satisfaction.
- A good customer base leads to customer retention which helps company for brand awareness, improve sales and increase market share.
- Thus if plan and executed properly, social media is cost effective online promotions.
- Social Media helps to increase traffic for marketer's website for encouraging the customers to visit the site.

II. REVIEW OF LITERATURE:

The literature review carried out in the study lacks more studies as it is an unexpected and appeared within short span of time. However, it includes the review of few recent studies which are as follows:

Mary J.Culnan et al (2010) states in their study that social media platforms are playing a vital role in creating large number of virtual customers which may not be possible by reach of other media when compared with social media, these are creating virtual customer environments by promoting brands through e-commerce applications they further say who ever have not used e-commerce for promotion of virtual products they have not fully exploit the capabilities of the social media. This median have created valued based customers for the stronger building of the community and connection with customers

Simona VINEREAN (2017) states in paper that technology has become backbone for the modern method of marketing where a new type of interaction can be seen from the past couple of decades in the marketing system which is creating of multiple opportunities for online marketing while creating brand interactions through various means and search tools these methods helps in influencing marketing practices both strategically and tactically with co-created value for the valued based customers this system have created a full prove decision making process to enough word of mouth has customer to customer interaction sales. This is the trendy strategy used for encouraging modern method of the social media marketing for organizations of new and existing.

Irem Eren Erdogmus et al. (2012) explains in the paper that brand loyalty is the main theme in modern method of marketing for which social media marketing justifies all the customer utilized means for maintains of the brand loyalty in the customers this papers shows positive impact of the campaigns done through social media is much effective for reaching large number of customers at the

same time. From promoting the products through social media it becomes a connection between the seller and the customer through technology content which now a days customers refers to before purchasing any type of the product content related sales is becoming more common and known media for all the customers. The study has also emphasizes on the pioneering with social media can vaster the field of marketing and also capturing new tactics for new marketing avenues

Efthymios Constantinides (2014) states that social media is the powerful structure for the growth of marketplace. The passive approach is becoming more and more effective way for the influencing marketing system for having domain name helps in the full utilization of the social media and also empowering the customer agents for using social media has a major marketing strategy in present days. Social media has also been know through direct method of marketing know as Personal Relation System to have brand loyalty customers.

III. RESEARCH METHODOLOGY

The study has been carried out by implementing the following research methodology:

Data Collection:

This study is based on secondary data source. The secondary data was collected from various journals, research articles, newspaper articles and other related reports.

Scope:

The research study focuses mainly on the marketing plans that simply execute the difference between the contextual facts and the actual implication of the work done with the help of social media. This also tries to identify the target user persona to set goals that will impact to site the traffic into conversion rates through various domains in the social media marketing. Essentially modern marketing is based on the customer centric and customer usage and demand of the product which is relevant in this era. Because the social media used now is more advanced and technologically updated compared to traditional method of marketing so we can say the effective way to promote any sales is only through social media marketing.

Objectives of the Study:

The study has been carried out to fulfill the following objectives:

1. To analyze the significant of actionable marketing strategy with the help of social media.
2. To analyze the significant of the brand awareness and loyalty of the customers.
3. To study sudden increase in the social community and targeted audience.

4. To study the monitoring of the customers feedbacks for the purpose of evaluation and also social media interaction and performance based on their influencers reputation score on the traffic.
5. To analyze the growth rate of conversion from growth of followers and social media.

IV. CONCLUSION:

The following are the major outcomes of the study. The impact of social media marketing is like that of focused marketing on customer retention and customer communication for new advancement of customer exploration of the product. Traditional methods cannot be used for updated customers has simply creating the online content and presenting it is not sufficient to gain value based customers has there is need for search engine optimization in different levels using of digital funnel marketing can be an effective tool. Now a days marketers cannot summaries their own method of marketing techniques has there is need to understand the influencers who are playing major role in the promotion of product also importantly there is need of hour in social media tools. There is massive changes seen in the customer has the buying behavior has greater the risk of loyalty of customer and also efforts of the brand in promoting the product to the greater extent. Marketing and social media marketing goes hand in hand for the total success of any product and company at large. This paper tries to understand the strategy used in form of social media is the best promotional measure for the upcoming and also existing industries for their effective utilization of the media present and which can be reached just through a click of a button. Earning of commission is generated by the people end up buying from the link provided by them in their social networking sites. This type of marketing can also be a form of revenue sharing type of marketing where products want to buy and sell their products or promote financial incentive through affiliate marketing also a positive tool for promoting of products through social media.

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