

Trends In Social Media Marketing

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Abstract- Social media marketing, or SMM, is a form of internet marketing that implements various social media networks in order to achieve marketing communication and branding goals. Social media marketing primarily covers activities involving social sharing of content, videos, and images for marketing purposes.

Keywords- Social media Marketing, Innovative marketing, E-Marketing

I. INTRODUCTION

Social media marketing refers to the process of gaining website traffic or attention through social media sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. The resulting electronic word of mouth (eWoM) refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company.

Platforms - Social networking websites:

Social networking websites allow individuals to interact with one another and build relationships. When companies join the social channels, consumers can interact with them and they can communicate with consumers directly. That interaction feels more personal to users than traditional methods of strictly outbound marketing & advertising.

Social networking sites and blogs allow individual followers to “retweet” or “repost” comments made by the product being promoted. By repeating the message, all of the users’ connections are able to see the message, therefore reaching more people. Social networking sites act as word of mouth. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company.

Sensing the needs - Building brand loyalty:

Through social networking sites, companies can interact with individual followers. This personal interaction can instill a feeling of loyalty into followers and potential customers. Also, by choosing whom to follow on these sites, products can reach a very narrow target audience.

Social networking sites also include a vast amount of information about what products and services prospective clients might be interested in. Through the use of new Semantic Analysis technologies, marketers can detect buying signals, such as content shared by people and questions posted online. Understanding of buying signals can help sales people target relevant prospects and marketers run micro-targeted campaigns.

II. INFRASTRUCTURE – TACTICS

Mobile phones:

Mobile phone usage has also become beneficial for social media marketing. Today, many cell phones have social networking capabilities: individuals are notified of any happenings on social networking sites through their cell phones, in real-time. This constant connection to social networking sites means products and companies can constantly remind and update followers about their capabilities, uses, importance, etc. Because cell phones are connected to social networking sites, advertisements are always in sight.

Twitter:

Twitter allows companies to promote their products on an individual level. The use of a product can be explained in short messages that followers are more likely to read. These messages appear on followers’ home pages. Messages can link to the product’s website, Facebook profile, photos, videos, etc. This link provides followers the opportunity to spend more time interacting with the product online. This interaction can create a loyal connection between product and individual and can also lead to larger advertising opportunities. Twitter promotes a product in real-time and brings customers in.

Facebook:

Facebook pages are far more detailed than Twitter accounts. They allow a product to provide videos, photos, and longer descriptions. Videos can show when a product can be used as well as how to use it. These also can include testimonials as other followers can comment on the product pages for others to see. Facebook can link back to the product's Twitter page as well as send out event reminders. Facebook promotes a product in real-time and brings customers in.

As marketers see more value in social media marketing, advertisers continue to increase sequential ad spend in social by 25%. Strategies to extend the reach with Sponsored Stories and acquire new fans with Facebook ads contribute to an uptick in spending across the site. The study attributes 84% of "engagement" or clicks to Likes that link back to Facebook advertising. Today, brands increase fan counts on average of 9% monthly, increasing their fan base by two-times the amount annually.

LinkedIn:

LinkedIn, a professional business-related networking site, allows companies to create professional profiles for themselves as well as their business to network and meet others. Through the use of widgets, members can promote their various social networking activities, such as Twitter stream or blog entries of their product pages, onto their LinkedIn profile page. LinkedIn provides its members the opportunity to generate sales leads and business partners. Members can use "Company Pages" similar to Facebook pages to create an area that will allow business owners to promote their products or services and be able to interact with their customers. Due to spread of spam mail sent to job seeker, leading companies prefer to use LinkedIn for employee's recruitment instead using different job portals. Additionally, companies have voiced a preference for the amount of information that can be gleaned from LinkedIn profile, versus a limited email.

Blogs:

Everyday there are more reasons for companies to use blogging platforms for their social media repertoire. Platforms like LinkedIn creates an environment for companies and clients to connect online. Companies that recognize the need for information, originality, and accessibility employ blogs to make their products popular and unique, and ultimately reach out to consumers who are privy to social media.

Blogs allow a product or company to provide longer descriptions of products or services. The longer description can include reasoning and uses. It can also include testimonials and can link to and from Facebook, Twitter and many social network and blog pages. Blogs can be updated frequently and are promotional techniques for keeping customers. Other promotional uses are acquiring followers and subscribers and direct them to your social network pages.

In a similar fashion, online communities benefit businesses because the online communities enable the businesses to reach the clients of other businesses using the platform. These online environments can be accessed by virtually anyone; therefore consumers are invited to be a part of the creative process. To allow firms to measure their standing in the corporate world.

III. HOW TO USE SOCIAL MEDIA FOR MARKETING: KNOW YOUR PLATFORM

Using social media for marketing can enable small business looking to further their reach to more customers. Your customers are interacting with brands through social media, therefore, having a strong social media presence on the web is the key to tap into their interest. If implemented correctly, marketing with social media can bring remarkable success to your business.

Various social media marketing sites will require different techniques, so develop a unique strategy tailored for each platform.

Facebook - Facebook's casual, friendly environment requires an active **social media marketing strategy** that begins with creating a Facebook Business Fan Page. You will want to pay careful attention to layout, as the visual component is a key aspect of the Facebook experience. Social media marketing for business pages revolves around furthering your conversation with audiences by posting industry-related articles, images, videos, etc. Facebook is a place people go to relax and chat with friends, so keep your tone light and friendly.

Google+ - Google+ is the new Facebook competitor, and it promotes the same fun, casual atmosphere. On Google+ you can upload and share photos, videos, links, and view all your +1s. Also take advantage of Google+ circles, which allow you to segment your followers into smaller groups, enabling you to share information with some followers while barring others. For example, you might try creating a "super-fan" circle, and share special discounts and exclusive offers only with that group.

You can also try hosting video conferences with Hangouts and experiment using the Hangout feature in some fun, creative ways. Some social media marketing ideas: if you're a salon, host a how-to session on how to braid your hair. If you own a local bookstore, try offering author video chats. If you're feeling adventurous, invite your +1s to your Google+ Community. Google+ Communities will allow you to listen into your fan's feedback and input, truly putting the social back into social media.

Pinterest - Pinterest is the latest in **social media marketing trends**. Pinterest's image-centered platform is ideal for retail, but anyone can benefit from using Pinterest for social media purposes. Pinterest allows small businesses to showcase their own product offerings while also developing their own brand's personality with some unique pinboards.

Twitter - Twitter is the social media marketing tool that lets you broadcast your updates across the web. Follow tweeters in your industry or related fields, and you should gain a steady stream of followers in return. Mix up your official-related tweets about specials, discounts, and news updates with some fun and quirky tweets interspersed. Be sure to retweet when a customer has something nice to say about you, and don't forget answer people's questions when possible. Using Twitter as a social media marketing tool revolves around dialog and communication, so be sure to interact as much as possible

LinkedIn - LinkedIn is one of the more professional social media marketing sites. LinkedIn Groups is a great venue for entering into a professional dialog with people in similar industries and provides a place to share content with like-minded individuals.

Encourage customers or clients to give your business a **recommendation** on your LinkedIn profile. Recommendations make your business appear more credible and reliable for new customers. Also browse the Questions section of LinkedIn; providing answers helps you get established and earns trust.

Reddit - Reddit, or similar social media platforms such as Stumble Upon or Digg, are ideal for sharing compelling content. With over 2 billion page views a month, Reddit has incredible social media marketing potential, but marketers should be warned that only truly unique, interesting content will be welcomed. Posting on Reddit is playing with fire—submit spammy or overtly sales-focused content and your business could get berated by this extremely tech-savvy community. If you have content you believe the Reddit community (majority is young, geeky, liberal, and internet-

obsessed) would enjoy, you could reap tremendous benefits and earn valuable traffic.

Using social media in marketing does more than improve site traffic and help businesses reach more customers; it provides a valuable venue for better understanding and learning from your target audiences. Hopefully this guide has helped you better understand how using social media for marketing can improve your business.

Developing business Goals - Social Media for Marketing:

Social media marketing can help with a number of goals, such as:

- Website traffic
- Conversions
- Brand awareness
- Creating a brand identity and positive brand association
- Communication and interaction with key audiences

Only by establishing your goals can you measure your social media ROI.

Best Social Media Marketing Tips:

Here are some **social media marketing tips** to keep business on the right track across all social media campaigns.

- **Planning** – Building a social media marketing plan is essential. Consider keyword research and brainstorm content ideas that will interest your target audience.
- **Content is King** - Consistent with other areas of online marketing, **content reigns king** when it comes to social media marketing. Make sure you are offering valuable information that your ideal customers will find interesting. Create a variety of content by implementing images, videos, and infographics in addition to classic text-based content.
- **Consistent Brand Image - Using social media for marketing** enables your business to project your brand image across a variety of different social media platforms. While each platform has its own unique environment and voice, your business' core identity should stay consistent.
- **Blog** - Blogging is a great social media marketing tool that lets you share a wide array of information

and content with readers. Your company blog can also serve as your **social media marketing blog**, in which you blog about your recent social media efforts, contests, and events.

- **Links** - While using social media for marketing relies primarily on your business sharing its own unique, original content to gain followers, fans, and devotees, it's also great to link to outside articles as well. If other sources provide great, valuable information you think your target audience will enjoy, don't be shy about linking to them. Linking to outside sources improves trust and reliability, and you may even get some links in return.
- **Track Competitors** - It's always important to keep an eye on competitors they can provide valuable data for keyword research, where to get industry-related links, and other social media marketing insight. If your competitors are using a certain social media marketing technique that seems to be working for them, do the same thing, but do it better!
- **Measure Success with Analytics** - You can't determine the success of your social media marketing strategies without tracking data. Google Analytics can be used as a great social media marketing tool that will help you measure your successful **social media marketing techniques**, as well as determine which strategies are better off abandoned. Attach tracking tags to your social media marketing campaigns so that you can properly monitor them.

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