

A Study On Digital Marketing Strategies And Consumer's Opinion Application's Of Social Media With Special Reference To Ariyalur-District

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Abstract- Consumers increasingly use social media for a selection of consumption related tasks such as argumentative about a brand or sharing purchase experiences. Social media growth represents an opportunity for business based on information sharing, but also complicates the work of Digital marketing managers who need to be ready to deal with current issues of this field. The article highlights areas within social media marketing that create difficult challenges for marketing practitioners. Based on practitioner reports and academic findings about online social networks, we preview emerging threats and opportunities derived from changes in consumers' behaviour and from changes in business models as well. In addition to discussing each challenge, we pose research questions for marketing academics, in order to inspire broader research and better understanding of this evolving field.

Keywords- Social media Marketing practice; Customer behaviour; Engagement

I. INTRODUCTION

In today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Chi (2011, defines social media marketing as a "connection between brands and consumers, [while] offering a personal channel and currency for user centered networking and social interaction." The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan (Mangold and Faulds 2009). This is especially true for companies striving to gain a competitive advantage. This review examines current literature that focuses on a retailer's development and use of social media as an extension of their marketing strategy. This phenomenon has only

developed within the last decade, thus social media research has largely focused on

(1) defining what it is through the explanation of new terminology and concepts that makeup its foundations, and (2) exploring the impact of a company's integration of social media on consumer behaviour. This paper begins with an explanation of terminology that defines social media marketing, followed by a discussion of the four main themes found within current research studies: Virtual Brand Communities, Consumers Attitudes and Motives, User Generated Content, and Viral Advertising.

II. OBJECTIVES OF DIGITAL MARKETING

Digital marketing plan, objectives and strategy- The objectives you decide on for your digital marketing require to be SMART (Specific, Measurable, Attainable, Relevant and Timely). An example of a SMART digital marketing objective could be to generate new sales leads per month.

"Marketing objectives are goals set by a business when promoting its products or services to potential consumers that should be achieved within a given time frame." In other words, marketing objectives are the marketing strategy set in order to achieve the overall organizational objectives. Digital marketing, the promotion of products or brands via one or more forms of electronic media, differs from traditional marketing in that it uses channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time.



<https://study.com/academy/lesson/what-are-marketing-objectives-examples-lesson-quiz.html>

III. REVIEW OF LITERATURE

Sterne & Priore (2000) “in their book said that Email can be used to reach out new customers and to send periodical messages to the prospective customers. The newsletters send by the organization to the customers keeps them informed and help in acquiring top-of-the-mind position.” Through e-mail marketing personalized and focused message can be generated which helps in the growth of the business. Email marketing shows new trends and growth in the coming future.

R. (2002) “ in his paper reviews the literature on email marketing to highlight the importance of the permission of the recipients. In his study he identified the factors to increase the response” rates as subject line, email length, incentive, and number of images”. The exploratory research involved analyzing 30 emails marketing campaigns and based on the findings, email marketing process model was developed.”

Kyle (2015) related the success of email marketing to following six attributes: ‘(1) start with value; (2) understand the audience; (3) move beyond cadence; (4) measure early, measure often; (5) think campaigns’ not concepts; (6) choose the right partner/ platforms

Parikh & Deshmukh(2013) “in their paper described search engine optimization as “a cluster of strategies and techniques used to increase the amount of visitors to a website by obtaining a high ranking placement in the search results page of a search engine (SERP)”. The study highlighted the different factors that are to be considered during the search engine optimization of a website and to convert these factors into potential customers,.

Nath & Ahuja (2014) “ discussed the importance of Search Engine Optimization in improving the ranking of a

website as the users are generally interested in only the top few pages of the search results. To increase the ranking of a website is an important task in the area of website development.

Search Engine Optimization involves the activity of optimizing the web pages to acquire higher rank in the search results. Content analysis of email revealed that there are certain elements which help to initially attract the customers towards email. These are the format of the mail, subject lines used, address, interactivity and the hyperlinks. The marketer should keep in mind these elements while designing content for email marketing (Ellis-Chadwick & Doherty, 2012).

“Mobile marketing is marketing through a mobile device like smart phones. According to the ‘2015 State of Marketing Report’ by Forbes, 71 percent of the marketers believes mobile marketing is core to their business and they have integrated mobile marketing in their overall marketing strategies.

Huang & Sarigollu (2012) Investigated brand awareness and studied the effect of marketing mix elements on brand awareness of the consumers and concluded that the experience of the consumers through the use of a brand plays an important role in generating brand awareness. Based on the results of his study, he further added that there is also a positive relationship between brand awareness and brand equity.

Balmer (2012) focused on identity based perspective of corporate brands. According to him the corporate brand has a distinct identity which is separate from the corporate identity from which it is derived. Corporate brands have different identities that can be characterized as a group of brand identities of corporate brand management.

Pillai (2012) highlighted the importance of corporate branding and found that most of the organizations consider it as an important tool for various corporate benefits such as brand image building in the minds of customers, talent pool generation, overcoming competition, increasing the value of its stakeholders etc. He further identified the research gaps in his review and suggested the recommendations for future studies.

IV. STATEMENT OF THE PROBLEM:

The problem statement of the study is defined as ‘influence of digital marketing for brand and building of backward city in ariyalur district’. The primary objective of the study was to analyze digital marketing strategies adopted

by consumers leader and to social media marketing study their linkage with the brand building of backward city. Further, the attitude of the Consumers towards digital marketing is also studied. It is proposed that this study will be beneficial for designing brand building strategies for the products and the conclusions drawn may be used by the digital marketing to design and develop efficient strategies for marketing brand

BUSINESS NEED TO BE ON SOCIAL MEDIA MARKETING;

- The simple answer here is yes, you should have a social presence for any business.
- There are just too many benefits for putting your small business on social media to ignore it.
- A social media presence for your business:
- gives you a direct line of communication to talk to potential and current customers
- allows you to promptly review and address customer feedback
- helps you bring traffic back to your website
- introduces your brand to new audiences
- enables you to learn more about your audience
- helps your business show up in search
- positions your business as modern, current, and relevant
- But that doesn't mean you need to go out and create a profile on every trendy social media platform. You can create a customized social media plan that works for your unique business.

THE SOCIAL PLATFORMS EVERY BUSINESS SHOULD BE ON

There are three social platforms every business should be on.

1. Facebook

In the first quarter of 2015, Facebook reported having over 1.44 billion monthly active users. That is simply too large of an audience to ignore.

But it's not just the large user-base that makes Facebook a social media powerhouse.

With Facebook Audience Insights, you can aggregate information about your followers to learn more about their demographics, interests, and behaviors. And their targeted ad options enable you to create ads that are showed a very specific, targeted audience which increases the odds of creating a conversion.

2. Google+ or Google My Business

Everyone wants their business to show up on Google when a user searches for them.

Creating a Google+ page for your business will help Google generate rich media search results for your business that includes: the name of your business, where it is located on a map, reviews, contact and location information, and even photos. Make sure that the information on your profile is always correct. Update anytime you change your hours, address, etc.

3. LinkedIn

LinkedIn is a little different than the previous two items in this list because your business actually doesn't need to be on LinkedIn. You do. As the owner or CEO of a company, you are the face of your business and need to put yourself out there as such. You need to have a LinkedIn profile so you can show off your credentials, build authority and trust, and connect with potential clients or even partners.

THAT IS THE SOCIAL STRATEGY WORTH ADDING TO ANY LENGTHY SMALL BUSINESS TO-DO LIST.

Does your organization have a digital transformation strategy yet? Digital mavens like Airbnb are transforming traditional industries such as transport and hospitality, and incumbents across industries are being challenged by creative, digitally-enabled upstarts. In 2017, digital business transformation has become a necessity. It is driven by sweeping changes all around us – from both customer and employee expectations to a high-competitive landscape with disruption as a constant.

According to a *Harvard Business Review study*, sponsored by Red Hat, digital leaders are more like to enjoy revenue growth of over 10%, and a profit margin higher than the industry average. Led by digitally proficient leaders across multiple levels in their organizations, they are characteristically guided by a clearly defined digital vision and strategy.

GOING TO DIGITAL

Consumers of media have seen the digital light, and they are shifting in ever-growing numbers to all kinds of digital media channels the internet, electronic messaging, online search, the social web, blogs, podcasts, mobile communications and gaming platforms. Given the shift, it's no surprise that marketers are hot on their heels, abandoning

traditional media at a shocking rate. Online and mobile are the only advertising segments expected to grow in the near future, despite or perhaps because of the current economic crisis. This is because digital marketing promises intelligent, individualized consumer targeting at a far lower cost than traditional media. In a web 2.0 world, however, taking part in this market isn't simply a matter of throwing some banner ads against a few likely web sites and seeing what sticks. The many virtues of digital marketing its speed, flexibility, interactivity and accountability require a whole new set of marketing strategies and skills to make it work. And it demands a close collaboration between CMOs and CIOs to build the communication and technology industries, and focuses on mobile markets and convergence services across Europe. His areas of expertise comprise strategy development, specifically related to Marketing and Sales, as well as all customer-facing processes. Volkmar Koch is a principal with Booz & Company in Frankfurt. He works with clients in the aviation and travel industries with a special focus on travel distribution, eCommerce / social media, strategy-based / IT-enabled transformation and sustainability. Florian Gröne is a senior associate with Booz & Company in Berlin. He supports telecommunications, media and technology players in developing market positioning strategy, defining CRM strategy, operating models and IT architecture, and improving performance in customer-facing functions. Hong Tuan Kiet Vo is an associate with Booz & Company in Stuttgart. He supports airline, travel and transportation players in delivering large scale IT transformation programmes, and developing and implementing IT strategy, distribution strategy, and operating models. technology to automate new marketing processes and provide real-time decision support

V. EMERGING SOCIAL MEDIA TRENDS GOING INTO 2018

It is important for marketers to stay informed of emerging marketing trends. Doing so will not only enable you to diversify your content but will keep your business competitive in the over-saturated social media environment. Here is a list of emerging trends that you should consider as you plan your 2018 social marketing strategy.

Live Video

Live video has taken the social world by storm. Businesses are leveraging live video to build a stronger brand personality and engage with their customers in real time. A study from Live stream found some very compelling reasons why brands should find ways to engage with their audiences through live video. Here's what they found.

- 80% of people would rather watch a live stream video from a brand they follow than read that brand's blog.
- 82% of people would rather watch a live stream video from a brand they follow than read a social media post
- People spend an average of 2.8 minutes watching standard videos, yet they spend 5 minutes on live streams. Here are some examples of brands who are doing a stellar job at using live video to boost their brand presence on social media

1. Importance of Digital Marketing- Equal Opportunity for all kinds of businesses

DM levels the online playing field and offers equal opportunities for all kinds of businesses. It is no more like the old days scenario when multinationals and big business houses mostly embraced Digital Marketing. Now, DM really evens the odds, giving little and medium businesses the opportunity to compete against the established businesses and draw in their share of traffic.

Small and medium scale businesses or start ups now have the assets to perform sales and marketing processes that were beforehand accessible to big companies.

While thinking of the importance of Digital Media Marketing, the most noticeable benefit is its ability to engage with multiple customers without using call centre services.

Even the conversions associated with DM rank higher than other modes of marketing and communications.

WHY DIGITAL MARKETING IS IMPORTANT- DELIVERS CONVERSION

Businesses measure accomplishment by the rate of approaching traffic gets converted into leads, supporters, subscribers, deals or sales. If there occurs no conversion, all your activity would amount to nothing and all your marketing endeavors will essentially go to squander. That is the reason entrepreneurs are streamlining their digital advertising efforts towards Conversion Rate Optimization, making it their top most priority.

There are a few CRO tools and procedures that you can use for your digital advertising effort to optimize conversion.

WHY DIGITAL MARKETING IS IMPORTANT FOR BUSINESS- FACILITATES INTERACTION WITH TARGETED AUDIENCES

One reason why internet marketing is assuming control over conventional marketing channels is the capacity of Digital advertising methods to cooperate with target audiences and ensure result driven interactions. DM ensures the engagements that your clients hope to get while interacting with your business.

How you manage such engagements will spell the distinction between business achievement and disappointment.

Facilitating your clients with legitimate engagement can give you knowledge of what your prospects need.

This indispensable data will control you towards making the correct arrangement of next moves, give your clients far superior experiences and grow great associations with them.

This will let you develop the needed trust building with your audiences when your business starts to grow.

Importance of digital marketing today- Caters to the Mobile Consumer

Without a doubt, with the fast expansion of smart phones, mobile marketing is the most contemporary way of data dispersal that is also today's basic correspondence channel. These smart phones have turned into the main part of our life that 85+ percentages of grown-ups in India dependably have their mobile devices within their reaching distance.

BUILDING AN ANALYTICAL UNDERSTANDING OF INDIVIDUAL CONSUMERS

behaviour, needs and communication / media usage patterns. Leveraging decision-support tools that let marketers target customers 24 / 7 via the right channel, at the right time and with the right message. Building embedded processes that can orchestrate marketing messages and offers across channels, setting relevant targets and measuring results. Creating an aligned organization that develops leadership, structures, skill sets and incentive systems geared towards the digital world.

NEW AREAS OF RESEARCH

Like everything else in its path, the advent of interactive digital technologies has transformed research, both for marketing academics and practitioners. Not only have tools such as online surveys, email interviews and online focus groups provided wider access to participants and quicker results, but entirely new areas of research have sprung up. Topics such as online consumer behaviour, engagement with social media and responses to smart phone advertising have become areas of profound interest to the marketing academic and practitioner alike.

ETHICAL RESEARCH IS GOOD RESEARCH

This sharing of education and expertise is not a one-way street, as practitioners can use their experience to assist the academic in solving ethical issues. For example, academics often have an extensive background in research ethics and should therefore be in an ideal position to educate the practitioner on why 'ethical research is good research', and how to identify potential ethical problems and develop appropriate solutions. This type of training would be an invaluable contribution to any certification in digital marketing, including the IDM's own diploma programmes.

USEFUL SOCIAL MEDIA POLICY NOTES

More numbered lists and questions follow for Tactics (including a surprise nod to direct mail), while Action considers the challenges of deploying constrained budgets into unlimited media channels, the need for consistency and understanding customers' 'digital body language', and the crucial role played by marketing automation technology in holding all of this together. Smith also offers guidelines on social media policy, an often overlooked dimension for any brand venturing into this space—aligning what gets said in these forums with the brand guidelines is vital, but has to be expressed in ways everyone in the business can understand. Smith offers a ten-point policy to support this. Finally, Controls are looked at, ranging from usability testing to sales KPIs. A suite of appendices provide some additional references and lists for further consideration. Taking on digital marketing within the framework of even.

ONLINE ACTIVITIES

Recent surveys conducted on young adults, in the age group of 15–24 years, have shown that they spend about six to ten hours online everyday. They access the virtual domain for a multitude of activities, ranging from searching for information, downloading music and videos to chatting with

their friends. A broad classification as to why individuals venture online can be narrowed down to the following:

1. Exploring the internet
2. Quest for information
3. Entertainment
4. Online shopping

As consumers spend large number of hours online, it clearly makes sense for marketing to use the online medium as a consumer touch point for product promotion and proliferation. This medium can be used to drive consumer engagement, for brand building, strengthening consumer evangelism and subsequent co-creation activities.

Statistical and tools

Null Hypothesis: There is no significant difference between mean ranks towards the social media in respect of consumer’ opinion on social media contact point of social media..

Alternative Hypothesis: There is a significant difference between mean ranks towards the social media in respect of consumer’ opinion on social media contact point of social media.

Table – 1

ANOVA test for occupational of the customer and Attributes Related to social media in respect of consumer’ opinion on social media contact point of social media

social media in respect of consumer’ opinion on social media contact point of social media.	F Value	Significant Value
Create, implement and enforce social media policy and social media best practices documents Create	3.308	.005**
A review process for any new social media accounts or channels Conduct	2.120	.038
A review process of existing accounts to determine whether to merge and/or eliminate accounts	.312	.817
Share messages from UW accounts Share insights, best practices And success stories via a once---per---term meeting	5.315	0.000**
Provide resources, guidance And strategies to support social media efforts Of departments via a once---per---term meeting (also available upon request)	1.467	.222

Integrate social media plan into overall communications strategy	1.866	.134
Reinforce the new branding (i.e. new logo, Waterloos short---form)	.406	.349
Build relationships with external organizations (i.e. news outlets)	1.148	.217
Increase exposure of social media accounts via other communication channels	1.196	.310
Use keyword searches on social networks or third---party tools to monitor conversations and respond accordingly	4.730	.000**

Source: Output generated from SPSS 23

Based on the result generated by SPSS 23, the significant values of all the variables related to the expect of the social media in respect of consumer’ opinion on social media contact point of social media . are greater than 0.05. So the null hypothesis is accepted in these cases. (Use keyword searches on social networks or third---party tools to monitor conversations and respond accordingly, Share messages from UW accounts Share insights, best practices And success stories via a once---per---term meeting, Create, implement and enforce social media policy and social media best practices documents Create, A review process for any new social media accounts or channels Conduct) Therefore, there is no significant relationship between the mean score of occupational of the social media in respect of consumer’ opinion on social media contact point of social media ((Use keyword searches on social networks or third---party tools to monitor conversations and respond accordingly, Share messages from UW accounts Share insights, best practices And success stories via a once---per---term meeting, Create, implement and enforce social media policy and social media best practices documents Create, A review process for any new social media accounts or channels Conduct))

FRIEDMAN TEST FOR SIGNIFICANT DIFFERENCE BETWEEN MEAN RANKS social media in respect of consumer’ opinion on social media contact point of social media.

Null Hypothesis: There is no significant difference between mean ranks towards the social media in respect of consumer’ opinion on social media contact point of social media..

Alternative Hypothesis: There is a significant difference between mean ranks towards the social media in respect of consumer’ opinion on social media contact point of social media.

Table – 1.1
Friedman test for significant difference between mean ranks towards the social media in respect of consumer’ opinion on social media contact point of social media.

expectations of rural customers while purchasing non-durable goods	Mean Rank	Chi-Square value	Degrees of freedom	Asymp. Significant
Create, implement and enforce social media policy and social media best practices documents Create	8.35	649.1769	9	.000
A review process for any new social media accounts or channels Conduct	6.06			
A review process of existing accounts to determine whether to merge and/or eliminate accounts	7.36			
Share messages from UW accounts Share insights, best practices And success stories via a once---per---term meeting	5.37			
Provide resources, guidance And strategies to support social media efforts Of departments via a once---per---term meeting (also available upon request)	6.45			
Integrate social media plan into overall communications strategy	5.52			
Reinforce the new branding (i.e. new logo, Waterloos short---form)	8.90			
Build relationships with external organizations (i.e. news outlets)	4.69			
Increase exposure of social media accounts via other communication channels	6.55			

Use keyword searches on social networks or third--party tools to monitor conversations and respond accordingly	5.76			
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Source: Output generated from SPSS 23

From the above table, it is found out that all the variables related to the social media in respect of consumer’ opinion on social media contact point of social media had significance value less than 0.05 at 1 Per cent significance, thus the null hypothesis is rejected. Thus, it is concluded that there is significant difference between mean ranks towards the social media in respect of consumer’ opinion on social media contact point of social media. Out of the ten social media in respect of consumer’ opinion on social media contact point of social media Create, implement and enforce social media policy and social media best practices documents Create has the highest rank (8.35).So, that customers’ social media in respect of consumer’ opinion on social media contact point of social media

FACTOR ANALYSIS FOR social media in respect of consumer’ opinion on social media contact point of social media

KMO and Bartlett's Test

The dimensionality of social media in respect of consumer’ opinion on social media contact point of social media the was examined using factor analysis based on ten individual statements and the social media in respect of consumer’ opinion on social media contact point of social media of the subsequent factor structures was then tested for internal consistency of the grouping of the items. The ten factors of social media in respect of consumer’ opinion on social media contacts point of social media statements are related to the following:

- 1) Create, implement and enforce social media policy and social media best practices documents Create
- 2) A review process for any new social media accounts or channels Conduct
- 3) A review process of existing accounts to determine whether to merge and/or eliminate accounts
- 4) Share messages from UW accounts Share insights, best practices And success stories via a once---per---term meeting

- 5) Provide resources, guidance And strategies to support social media efforts Of departments via a once---per--term meeting (also available upon request)
- 6) Integrate social media plan into overall communications strategy
- 7) Reinforce the new branding (i.e. new logo, Waterloos short---form)
- 8) Build relationships with external organizations (i.e. news outlets)
- 9) Increase exposure of social media accounts via other communication channels
- 10) Use keyword searches on social networks or third--party tools to monitor conversations and respond accordingly

1	2.983	29.828	29.828	2.983	29.828	29.828	2.791	27.905	27.905
2	2.499	24.992	54.820	2.499	24.992	54.820	2.247	22.468	50.373
3	1.322	13.222	71.043	1.322	13.222	71.043	1.767	20.670	71.043
4	.817	4.175	76.218						
5	.585	5.852	82.069						
6	.555	5.550	87.620						
7	.427	4.267	91.887						
8	.308	3.084	94.971						
9	.302	3.019	97.990						
10	.201	2.010	100.000						

Extraction Method: Principal Component Analysis.

Source: Output generated from SPSS 23

Table – 1.3

KMO and Bartlett’s Test of social media in respect of consumer’ opinion on social media contact point of social media

Kaiser-Meyer-Olkin Adequacy.	Measure of Sampling	.674
Bartlett’s Test of Sphericity	Approx. Chi-Square	3647.901
	Degree of freedom	45
	Significant.	.000

Source: Output generated from SPSS 23

High value of KMO (.674> .05) of indicates that factor analysis is useful for the present data. The significant value for Bartlett’s test of Sphericity is 0.000 and is less than 0.05 which indicates that there exists significant relationships among the variables. The resultant value of KMO test and Bartlett’s test indicates that the present data is useful for factor analysis.

Table – 1.4

Total variance explained for social media in respect of consumer’ opinion on social media contact point of social media

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.983	29.828	29.828	2.983	29.828	29.828	2.791	27.905	27.905
2	2.499	24.992	54.820	2.499	24.992	54.820	2.247	22.468	50.373
3	1.322	13.222	71.043	1.322	13.222	71.043	1.767	20.670	71.043
4	.817	4.175	76.218						
5	.585	5.852	82.069						
6	.555	5.550	87.620						
7	.427	4.267	91.887						
8	.308	3.084	94.971						
9	.302	3.019	97.990						
10	.201	2.010	100.000						

All the statements of the **social media in respect of consumer’ opinion on social media contact point of social media** are loaded on the three factors. The total variance accounted for, by all the three factors with Eigen value greater than 1 is 71.043 percent and the remaining variance is explained by other variables. Among the six factors, the first factor accounts for around 27.905 percent of variance which is the prime criteria considered in social media in respect of consumer’ opinion on social media contact point of social media

Table – 1.5

Rotated Component Matrix of social media in respect of consumer’ opinion on social media contact point of social media

Rotated Component Matrix ^a	Component		
	1	2	3
Create, implement and enforce social media policy and social media best practices documents	.922	.142	-.081
Create A review process for any new social media accounts or channels	.869	.193	-.148
Conduct A review process of existing accounts to determine whether to merge and/or eliminate accounts	.711	.195	-.182

Share messages from UW accounts Share insights, best practices And success stories via a once--per--term meeting	.698	-.094	.091
Provide resources, guidance And strategies to support social media efforts Of departments via a once--per--term meeting (also available upon request)	.654	-.200	.270
Integrate social media plan into overall communications strategy	.046	.896	.116
Reinforce the new branding (i.e. new logo, Waterloos short--form)	.074	.744	.134
Build relationships with external organizations (i.e. news outlets)	.045	.724	.150
Increase exposure of social media accounts via other communication channels	-.081	.136	.808
Use keyword searches on social networks or third--party tools to monitor conversations and respond accordingly	.006	.303	.764
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 5 iterations.			

Source: Output generated from SPSS 23

The statements are converted into 3 factors using factor analysis.

The following five aspects related to social media in respect of consumer’ opinion on social media contact point of social media is converted into a single factor.

- 1) Create, implement and enforce social media policy and social media best practices documents Create
- 2) A review process for any new social media accounts or channels Conduct
- 3) A review process of existing accounts to determine whether to merge and/or eliminate accounts
- 4) Share messages from UW accounts Share insights, best practices And success stories via a once--per--term meeting
- 5) Provide resources, guidance And strategies to support social media efforts Of departments via a once--per--term meeting (also available upon request)

The following three aspects related to social media in respect of consumer’ opinion on social media contact point of social media is converted into a single factor.

- 1) Integrate social media plan into overall communications strategy
- 2) Reinforce the new branding (i.e. new logo, Waterloos short--form)
- 3) Build relationships with external organizations (i.e. news outlets)

The following two aspects related to social media in respect of consumer’ opinion on social media contact point of social media is converted into a single factor.

- 1) Increase exposure of social media accounts via other communication channels
- 2) Use keyword searches on social networks or third--party tools to monitor conversations and respond accordingly

Apart from that, the dimension social media in respect of consumer’ opinion on social media contact point of social media of comprises 10 statements. Out of ten statements, 3 statements contribute more towards customer retention of customers in respect of insurance industry. The statements are (1) Create, implement and enforce social media policy and social media best practices documents Create (2) Integrate social media plan into overall communications strategy (3) Increase exposure of social media accounts via other communication channels

VI. CONCLUSION

The future of m-marketing is already developing in tandem with the rapid advances in mobile technology. Direct marketers need to confront the implications for strategy and practice presented by m-marketing if they are to succeed in this rapidly changing technological environment. This paper has attempted to alert direct marketers to the significant developments in mobile technologies and provide them with an analytical framework to identify potential opportunities to enhance their interactive strategies.

Both B2B and B2C businesses can effectively use diverse digital marketing mediums- The only thing that they need to pay heed upon is knowledge of latest digital marketing trends that suit their kind of business.

- Digital Marketing practices like importance of SEO in digital marketing, Paid Advertising, Search Engine Marketing (SEM), Content Marketing, e-Commerce SEO, Automation Marketing, Social Media Marketing, and so forth have turned out to be regular practices of B2B and B2C organizations.
- In any case, one of the primary advantages of conducting your advertising digitally is the straightforwardness with which results can be tracked and monitored in DM.
- As opposed to conducting costly customer research, DM aids you easily see the client reaction rates, measure the completion of your marketing goals, and hence empowers you design your next DM Campaign more accurately.

Digital Marketing is a continuously developing system that asks businesses to keep pace with the quickly changing processes- In 2017; a few digital marketing trends mentioned above will have a capable impact on lead generation, conversions and ROI.

Apt understanding and adept inclusion of best digital marketing practices and related trends will ensure the growth that your business deserves .

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