

IS SOCIAL MEDIA THE NEW AGE MARKETING TOOL?

Saksham Arora

Satyawati College, University of Delhi

DOI: 10.46609/IJSSER.2022.v07i03.018 URL: <https://doi.org/10.46609/IJSSER.2022.v07i03.018>

Received: 12 March 2022 / Accepted: 22 March 2022 / Published: 30 March 2022

ABSTRACT

Businesses are growing at a great rate. They are using different strategies to connect with customers. In this process, marketing is the most important task. Most people use social media, and it has become one of the best platforms for marketing company's products and services. This Research Paper includes points relating to how social media marketing is more cost effective than traditional marketing techniques and why traditional marketing techniques have less conversion rates in comparison to social media marketing. Additionally, it covers why building a social media marketing budget is important for your business to succeed. Social media marketing involves two way communication whereas traditional marketing is only one way communication to a person who may or may not be interested in products or services you offer. Another important point which this research paper includes is how you can rank high on search engines like Google, Bing, Yahoo, etc organically.

Keywords: Social Media effectiveness, Traditional Marketing, New age Marketing, Digital Marketing, Customer Empowerment.

Introduction

Today's generation is more active on Social Media than in the "Real World". People usually spend most of their days interacting with others online, be it regarding their work, or during their leisure time, the world has completely shifted to the online society. As a result, traditional marketing techniques which were used earlier are slowly taking a back seat. Businesses need to cope up with this situation, brainstorm new ideas and are required to come up with new innovative techniques to market their services online. This has given birth to one of the most popular forms of new age marketing i.e. Social Media Marketing.

Companies which adopt the understanding of traditional marketing cared more about customers

rather than their own structure and tried to satisfy consumer's needs. The value of a marketing program from the point of view of consumers can be seen in the positive difference between the benefits provided by customers when they consume products and the difficulties they face during the meantime. This gave a way to the emergence of customer's satisfaction.

The aim of traditional marketing is to provide time, place and possession utility. Therefore, the essence of marketing consists of creating value for consumers and motivating them to buy it. In other words, the purpose is to change the insight of customers.

Today, there are still locations where digital marketing doesn't work. For example, rural areas or places where the internet is rare. In such cases, people are well aware of the traditional marketing techniques that they have seen in their lives.

Traditional marketing strategies come under the following categories:

- Print
- Broadcast
- Direct Mail
- Telephone

Print marketing is the oldest form of traditional marketing. Loosely defined as advertising in paper form, this strategy has been in use since ancient times, when Egyptians created sales messages and wall posters on papyrus. These days, print marketing usually refers to advertising space in newspapers, magazines, newsletters, and other printed materials intended for distribution.

Broadcast marketing includes television and radio advertisements. Radio broadcasts have been around since the 1900s, and the first commercial broadcast—a radio program supported by on-air advertisements—aired on November 2, 1920. Television, the next step in entertainment technology, was quicker to adapt to advertising, with less than ten years between its inception and the first television commercial in 1941.

Direct mail marketing uses printed material like postcards, brochures, letters, catalogs, and fliers sent through postal mail to attract customers.. One of the earliest and most well-known examples of direct mail is the Sears Catalog, which was first mailed to consumers in 1888.

Finally, **telephone marketing, or telemarketing**, is the practice of delivering sales messages

over the phone to convince customers to buy a product or service. This form of marketing has become somewhat controversial in the modern age, with many telemarketers using vigorous sales tactics. The U.S. federal government has passed strict laws governing the use of telemarketing to combat some of these techniques.

The term social media marketing (SMM) refers to the use of social media and social networks to market a company's products and services. Social media marketing provides companies with a way to engage with existing customers and reach new ones while allowing them to promote their desired culture, mission, or tone. Social media marketing has purpose-built data analytics tools that allow marketers to track the success of their efforts.

Background

Before there was social media, netizens in the 1970s and 1980s spent most of their time on social networks like dating sites and online forums. Six Degrees, Livejournal, and Friendster were the earliest forms of social media.

The dot-com bubble of 1995 – 2002 was a critical event that allowed the internet to become a viable marketing tool. It began with search marketing, prompting brands to create websites to establish an online presence. As Google, Yahoo and MSN search engines evolved, companies turned to SEO strategies to remain at the top of the search results.

When web 2.0 sites – blogs in particular – increased in popularity, marketers began to recognize the potential of content marketing. Inbound marketing, where more value is added for the customer and business is earned, starts replacing age-old “buy, beg or bug” outbound marketing strategies.

In 2003 – 2004, the arrival of social media sites like Facebook, LinkedIn and Myspace initiated the shift of internet users from multiplayer online games into social networking sites. Eventually, businesses picked up on the positive effects of a social media business site presence on e-commerce and started creating their own social media business profiles on many popular networking sites.

In the years that followed, customer’s favorable attitude towards social media marketing slowly changed business marketing preference from the more aggressively-proactive outbound marketing to the more reactive inbound marketing.

Earlier, television ads, newspapers, leaflets, and radio was all the business could rely upon to attract their customers. Social media took over the world like a storm and nearly everyone has

access to the internet. With the highest majority of the population spending time online, businesses found the golden opportunity for marketing their products and services. At present, it's impossible to imagine marketing without social media.

Having a budget is the number one resource marketers say they need to achieve their goals for social. Backed by a budget, social marketers can explore more content formats, expand advertising to new platforms and invest in social tactics that hook consumers. "Not giving your social media team the budget for the tools they need is like hiring a pilot and refusing to buy fuel for the plane" -Jon Stephen Stansel ,Director of Social Media at ChaoticGood.

A social media advertising budget should consider the costs of Ad spend, Technology, Talent and services. While every company's social media ad strategy varies, most businesses spend \$200 to \$350 per day on social media advertisements. That translates to \$6000 to \$10,500 per month and \$72,000 to \$126,000 per year. A more accurate number for your company's social advertising budget comes from your annual revenue.

On average, businesses spend around 10 to 13 percent of their annual revenue on marketing. About 25 percent of this budget gets invested in paid media, which can include several advertising channels, like search and social media. When your company begins budgeting for social media advertising, use these percentages as a benchmark. Depending on your past return on investment from social media, as well as your digital marketing goals, you may invest more or less into social media, versus other advertising channels.

Discussion

Social media has changed the way we function as a society, including the way we connect with each other. As platforms like Facebook, Twitter, and Instagram took off, businesses also took notice. They began to use these sites to further their interests through social media advertising. That is because these sites are able to change consumer's behavior.

Social media websites allow marketers to employ a broad range of tactics and strategies to promote content and have people engage with it. Many social networks allow users to provide detailed geographical, demographic, and personal information, which enables marketers to tailor their messages to what is most likely to resonate with users.

Here is how Social Media can be effective for any business and the reason why it's considered the new age marketing tool-

1. Increasing brand recognition

Every opportunity you have to increase your brand's visibility is invaluable. Social media is simply another way to get your voice heard by a wider audience. It is an effective platform to reach and engage new or possible customers, whereas continuing a dialogue with and becoming more familiar to your existing customer base and other stakeholders. "Brand awareness, which leads to brand recognition, is the extent to which people know that a brand exists" - Investopedia.com .

2. Improving your converting potential

Every time you engage customers with valuable and relevant content on social media, it is an opportunity to move them through the customer journey. Building an effective social media presence helps you to reach out and create positive interactions, with each interaction building on the last one. Even if your click-through rates are low, social media simply increases the number of opportunities your business has to reach out and target future customers.

3. Creating richer experiences

Social media enables you to add value to your stakeholders in a targeted way, allowing you to communicate faster, more often and with greater relevance. Satisfied customers are more likely to share their experiences with others online which will in turn help to promote your brand and bring in more customers. The online space allows you to share dynamic content easily and can also enable interactivity that you simply wouldn't have through any other traditional marketing channels.

4. A cost-effective campaign solution

Social media allows brands to be incredibly targeted in their campaign communications. In-depth targeting options allow you to advertise to only the demographics you want to reach. It's also very easy to track success rates and adjust campaign targeting accordingly and in real time. You also get immediate qualitative feedback on your campaign as your followers may comment. This insight is incredibly valuable to improve your business. Effective social media campaigns can give you more bang for your buck, save you time and provide you with the measures needed to prove return on marketing investment. "Social media is not only cost-effective, but it also offers great opportunities for innovative engagement with your customers." – Richard Branson

5. Improving your customer insight

Social listening allows you to observe your customers on social media. In turn, this information can be used to align your content and target users to a far greater degree than offline

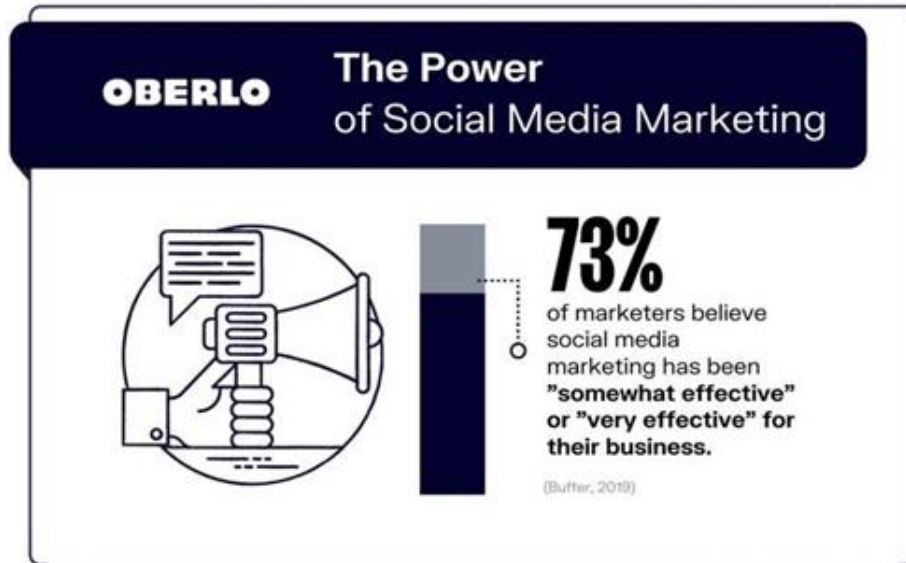
communications. To help keep track of your customers, cookies can help track online activity by storing information about an individual's browsing habits, including which pages have been viewed. You can use this information to re-serve specific products or brand messages to users when they visit social media sites. In short, your online presence gathers valuable information about your current and future customers' habits on a daily basis. You can also be clever with how you move customers through your conversion journey, asking them to supply information to you at different touch points so that you are slowly gathering primary insight as customers engage with your brand.

6. Increasing organic ranking on Google

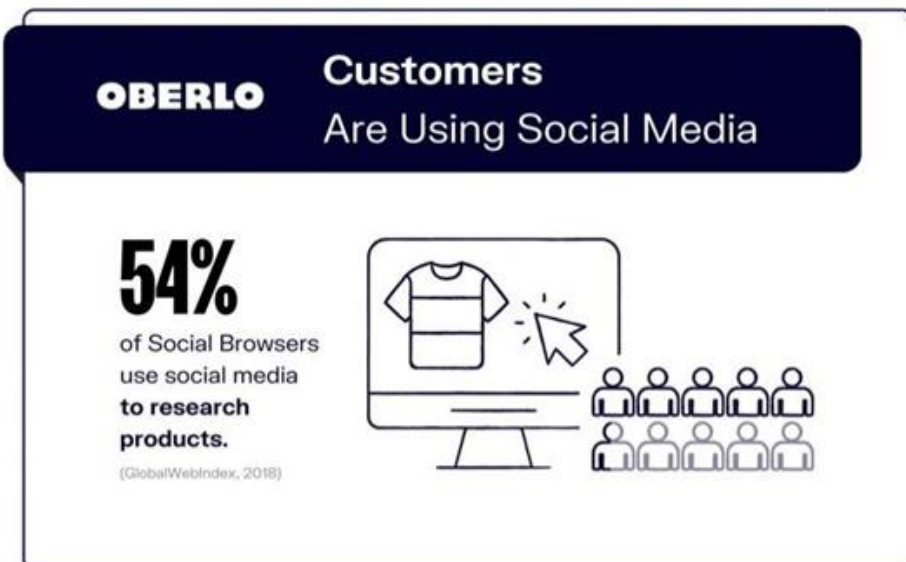
Effective social media helps improve your business' search engine ranking. Google loves high-quality content, created with a defined keyword strategy in mind. With your website hosting this content, and links to this content across your social platforms, you create valuable links back to your website. For Google, these backlinks are a vote of confidence and it ranks pages with multiple, authentic backlinks highly. Google also loves moving and evolving content, so regular, targeted and compelling content will rank highly on Google and attract more interest and virality. Optimise pages for personas first, search engines second, "Traditional marketing talks at people. Content marketing talks with them." by Doug Kessler.

Now let's have a look at some of the charts representing how important can Social Media be in marketing your products or services by "Oberlo". (Oberlo is a dropshipping app made by Shopify that lets you source products from AliExpress suppliers. With Oberlo, you can import products to your Shopify store, edit the product listings, and place orders individually or in bulk).

Brands are riding the wave of social media marketing. 73% of marketers believe that their efforts through social media marketing have been "somewhat effective" or "very effective" for their business. Brands are continuing to include social media in their marketing strategy – and for all the right reasons. Whether it's influencer marketing or story ads, they're trying it all. Social media allows brands to access cost-effective advertising, interact with their audience, and build their brand's loyalty. But it's difficult to measure the exact social media impact, as every social media platform measures activity differently.



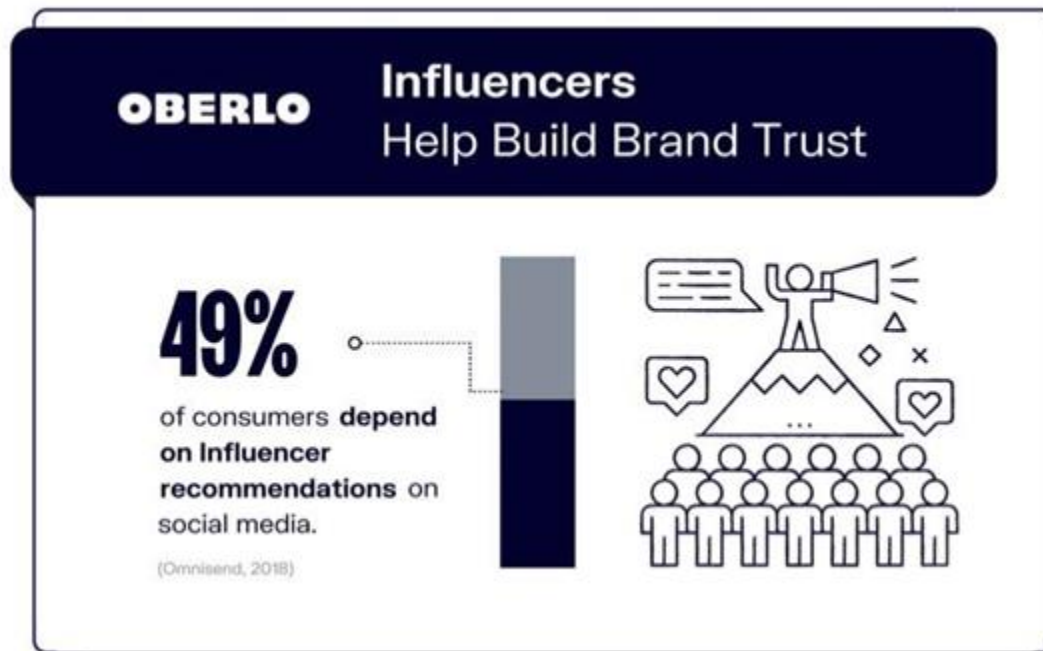
Social media is growing in terms of its reach and impact, and this statistic is here to show just that. 54% of social browsers use social media to research products (GlobalWebIndex, 2018). More buyers are joining social media networks and looking for reviews and recommendations. That's why it's essential to have an influential online presence on various social media platforms. The key is to find out which social media platform your target market is using most often and how to make the most out of it.



At this point, it's no surprise that social media marketing is essential for your business. One of the ways that your business could benefit from social media marketing is by providing the best possible customer service. The idea here is to manage your online presence and make sure that you keep in touch with your audience through social media platforms. This includes responding to comments, mentions, and messages. 71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family (Lyfemarketing, 2018). By interacting with customers through social media platforms you show them that you respect and care. This step could go a long way in terms of building positive relationships with customers. So, don't ignore your followers (Facebook followers, Instagram, etc.) and try to get back to them in a timely manner.



Influencer marketing is having a big moment now. Brands are increasingly turning to social media platforms for their marketing, and there are good reasons why. 49% of consumers claim that they depend on influencer recommendations on social media to take their purchasing decision (Fourcommunications, 2018). This means that if consumers feel confident in the recommendation from an influencer, they'll be more likely to purchase the product. This social media statistic makes it evident how brands could depend on the power of influencers to reach out to their customers.



Conclusion

By now, we can be sure enough about why and how Social Media Marketing is the biggest tool businesses are using to market their services or products from the last few years. Social Media Marketing(SMM) is definitely cost effective as physical ads for example on bus stops, metro stations, etc cost much more than an ad being shown on social media websites or on search engines. Not only cost effective, but SMM has high conversion rates too in comparison to traditional marketing techniques as in SMM people can read reviews about your products or services from your satisfied and dissatisfied customers, they can also clear their queries directly, if any by commenting on your social media posts as SMM is a two way communication which is a big advantage over traditional marketing involving only one way communication with potential customers or completely irrelevant audience. Therefore, you need to be active on social media to reply to your customer's queries and feedback and try to maintain relationships with your customers by providing them with timely offers which may interest them.

Building a Social Media profile for your business, given that you are receiving good feedback from your customers and customers being sharing your business's profile with their friends or relatives, can boost up your ranks on search engines like Google, Yahoo, Bing, etc too. For your business to succeed, you also need to build a Social Media Marketing budget so that you can increase your business access to other social websites and to know better which social media

website is cost effective and works best for your business.

References

1. M Saravanakumar, T SuganthaLakshmi, Life science journal, 2012. ([Life Science Journal](#))
2. DL Hoffman, M Fodor, MIT Sloan management review, 2010. ([Academia.edu - Share research](#))
3. S Kaur - Asian Journal of Multidimensional Research (AJMR), 2016. ([IndianJournals](#))
4. M Barker, DI Barker, NF Bormann, KE Neher - 2012. ([books.google](#))
5. V Kumar, R Mirchandani - MIT sloan management review, 2012. ([MIT Sloan Management Review](#))