

CHAPTER 17

Analysis of Social Media Network Marketing in India

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ABSTRACT

When companies consider their marketing strategies they must always take into account social media. In fact around 80% of company use at least one of the most famous social media platform of provide full scale branding and online marketing services for online business. They specialize social media marketing like e-mail marketing, web and graphic designs, content marketing and inbound marketing. They leverage the power of modern technology and data science that keep motivated in defying that status quo thus providing excellence in everything they do. Medias has served 100 businesses across 20 countries to promote their business. Everything they do, to help companies to achieve the goal. Apart from this media like Face book create a loyal connection between product and individual which leads to large advertising opportunities and it can also be utilized as a promotional technique for customers to buy the products. Traditional advertising techniques include print and television advertising. The internet has over taken television and has become the largest advertising market. Websites many times include banner. The aim of advertisement is not only to promote the product but it also helps the public to know about the product. Advertising is an attraction to move viewers from the traditional channel to the electronic ones. Television commercials many times end with a spokes person asking viewers to check out the product website for more information. Print advertisement is also starting to include barcodes on them. These barcodes can be scanned by cell phones and computers, sending viewers to the product website. This research paper emphasizes on the strategies which can help in developing the social network marketing. The social advertising trend from 2014, which saw Snap chat's first ad, video ads on integral, auto-play video ads on Face book and a greater variety of Twitter cards, will continue in 2015.

Keywords: *Social media, Twitter, Face book, Viewers, Television, Marketing, commercial.*

INTRODUCTION

It is important for us to more details of our definition of what constitutes social media. The social networking will not be far in support of social networking like Face book, Google+, E-Mail, E-learning,

Analysis of Social Media Network Marketing in India

Twitter, You Tube, LinkedIn, These are used the both youth. Peoples and companies, style, like etc...with millions of potential candidates connected to friend's colleagues and competitors' through. Networking sites companies or something of this talent pool is now looking to have an edge over their competitors in the online jungle. They specialize social media marketing like e-mail marketing, web and graphic designs, content marketing and inbound marketing. They leverage the power of modern technology and data science that keep motivated in defying that status quo thus providing excellence in everything they do. Medias has served 100 businesses across 20 countries to promote their business. Everything they do is to help companies to achieve the goal. Social media helps in connecting themselves with social networking sites through which now people can stay far and remain connected. Apart from this media like Face book create a loyal connection between product and individual which leads to large advertising opportunities and it can also be utilized as a promotional technique for customers to buy the products. Print advertisement is also starting to include barcodes on them. These barcodes can be scanned by cell phones and computers, sending viewers to the product website. This research paper emphasizes on the strategies which can help in developing the social network marketing. It specialize in Social Media Marketing, On-page and Off-page Search Engine Optimization, PPC Management and Email Marketing. It's Specialize in near zero expense marketing strategies which include the use of viral and stealth tactics through social media. What this means is that a marketing strategy developed and carried out will entail rapid creation of brand awareness through word of mouth posts on everything from social media platforms to the comments sections of major news sites and forums. It provides clear and comprehensive report of my work each week regardless of the duration of contract. Marketing has a critical role to play in stimulate interest and generating demand. Companies using social media in marketing campaigns should also be aware of legal and self-regulatory restrictions on privacy and data security practices as regards minors.

DEFINITION

A Social network service focuses on the building and verification of online social networks for communities of people who share interests and activities or who are interested in exploring the interests and activities of others, it provides various ware for users to interact-chat, messaging, e-mail, video, file sharing, blogging and discussion groups. It's another definition of social networking, What is far more useful is a checklist of the building blocks that constitute social networking functionality the contents of this list are based on an article by DANAH BOYD that is in preparation for the journal of computer – mediated communication.

TYPES OF SOCIAL MEDIA NETWORK

CELL PHONES

Cell phones usage has also become a benefit of 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, real line. This is constant connection to Social. Networking sites means product and companies can constantly remained update followers about their capabilities, uses, importance, etc...

TWITTER

Twitter allows companies to promote 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 view on follower's home page.

FACE BOOK

Face book profile are more detailed than twitter they allow a product to provide videos photos and longer spoken. Videos can shoe when a product can be used as well as show to use it. Face book can link back to the products. Twitter page as well as send out event reminders Face book promoter a product in real- time and brings customers in.

BENEFITS OF SOCIAL MEDIA NETWORK**TECHNOLOGICAL LITERACY**

All Social media relies on advanced information and communication technology that smooth work to built and support in social media network.

OPPORTUNITY TOWIDEN BUSINESS

It could always be a fun and creative method of doing yours, business because it not just allows employees to discuss and share ideas, ask questions post news and share links but it minimize the use of advertising to business and also improve business reputation

RING PEOPLE TOGETHER

Everyone can find new people meet their friends and communicate to share the love once all over the world.

ATTRACTS ATTENTION

Improves business reputation and surface base with minimal use of advertising social media can attract attention to your site product or service.

SOCIAL MEDIA NETWORK STRATEGIES

The definition of an advanced social strategy is a technique that goes beyond the normal social Media presence. It introduces or strengthens a marketing message while pushing a user to another Profile or business site. Before moving forward with an advanced strategy, it's important that your business understands social marketing, has experience engaging consumers, and that you Possess a basic understanding of online marketing.

MULTIMEDIA USAGE

The term "A picture is worth a thousand words" has never been truer. Consumers are now using the web to look for product pictures and videos; they want more information and want to see what they're considering buying. The good news is that it's easy for a company to create and publish videos and pictures. In addition to taking photos of products, you can also take pictures at office events as a way to highlight company culture. Use videos and images to show that your business is fun, you care about your employees, and most importantly, that you care about your customers.

INTEGRATE OFFLINE AND ONLINE ADVERTISING

Many small businesses do some sort of offline advertising, whether it be radio, print, or cable. Social marketing allows a business to extend their offline sales pitch. Including your Face book Page or blog URL in offline ads act as social proof, inviting potential consumers to see your Community and increase trust in your business. Not only can integrating online and offline Advertising help the conversion process, but it can also help build your community.

MESSAGE ADAPTATION

As businesses start to become more sophisticated with social media they are starting to leverage more online platforms. However, most deliver the same message over multiple platforms instead Of tailoring communications for each individual site. Social platforms each have an ecosystem of their own. What might be acceptable on Tumbler might be considered spam on Face book. A Specific style of writing might spread on Twitter but fail on Friend Feed. Understanding that each Site is different and then customizing your message ensures they do well on each respective site. Not only does customizing messages across sites help the message spread but it keeps users from receiving multiple identical communications.

LOCAL SOCIAL NETWORKS, BEYOND YELP

For a small business, local search can be a big win. Being visible to consumers looking for a Business in their area is extremely important. Make sure your site is included in local business Directories in order to help ensure that consumers find you when they need you. Sometime finding that many sites can be difficult. First, make sure you check your competitors. Also, make sure your business has been added to Google Maps, using the Local Business Center.

CONTESTS AND DISCOUNTS

Building a community is only the first part of social marketing. Using that community to drive sales propagates marketing, or crowd source operations are the true power of social media. One way to excite the community is to collectively do something to create a contest or offer an exclusive discount (i.e., the contest can create competition between users). Not only does a Contest build buzz organically but if contestants need to, for example, publish an article that gets the most comments in order to win, the contest itself become viral. A good social media contest should include some sort of sharing or virility as a requirement for winning. Discounts are also a Great way to connect with your community.

ROLE OF SOCIAL MEDIA

We can use social media to provide an identity to who we are and the products or services that we offer. We can create relationships using social media with people who might not otherwise know about our products or service or what our companies represent. Social media makes us "real" to consumers. If you want people to follow you don't just talk about the latest product news, but share your personality with them. We can use social media to associate ourselves with our peers that may be s you cannot just depend on social media marketing.

VALUE OF SOCIAL MEDIA NETWORK

While social media will create awareness, I'm not convinced that in the beginning it will sell a million dollars worth of product. That's not to say that one day once you've built up your social media "stardom" that it won't, but it probably won't happen tomorrow. Be yourself, reflect personality. There are no written "right" or "wrong" rules when it comes to social media, only you can determine what will work for you. Be consistent, if you do not plan on being consistent don't do it at all - it's a waste of everyone's time.

CHALLENGES

To help you figure out where you're greatest potential for improvement lines, flub spot has created a quick

WHAT CHALLENGES MARKETERS FACE

Grating awareness and driving traffic why it's a challenge before you can start grating leads for yours sales team to actually into customer, you have to actually get the Attention of yours audience and get people interest in your business, product or service. many markets face the challenges of not having a large enough volume of interested prospects, while some other just don't know which channels they should focus their efforts on for the highest return.

THE TARKET EFFECTIVE

Why it's a challenge targeting is a key component of all aspects of marketing. One of the first things any marketer needs do is identify their buyer personas to determine who it is they should be marketing to. Let's face it... in order for someone to even consider listening to your message or reading your content it has to offer some sort of value them.

USING SOCIAL MEDIA TO GENERATE CUSTOMERS AND REVENUE

Analysis of Social Media Network Marketing in India

Why it's a challenge: Social media was once a shiny new toy. But at first, many businesses hardly knew what to do in social Media. They just knew they needed to be using it. That has all changed. Now most companies know there is real business value in social media marketing, but they don't know how to convert social engagement into dollars.

KEEPING WITH MARKETING TRENDS AND STRATEGIES

Why it's a challenge: Marketing has gone through many transformations, especially in the last decade our marketing focus has shifted from print media to online media, and we have witness the decline at directed mail and cold calling.

INCREASING AND PROVING ROLL

Why it's a challenge: With more and more advanced analysis tools available, marketers it's no longer enough to simply do marketing you must be able to measure and understand the value of each of your efforts In terms of leads, customers, and revenue.

REAL LIFE EXAMPLE IN SOCIAL MEADIA NETWORK

TWITTER

How business are using twitter

Tools is that it is 100% opt-in and your message are The greatest thing about twitter as marketing clearly targeted to word interested parties .for example when we choose follow barns tweets it's because we are interested in promotion, new items etc..., the stores are offering.

HOW BUSINEES ARE USING FACEBOOK

Businesses have a variety of options when it comes to face book .There is much more breathing room for content than with the 140 character limit of a tweet. If u set up a business page you can include photos, videos event listings etc..., a local holiday inn express shows product photos as well as photos of the actual location.

HOW BUSINESSES ARE USING YOUTUBE

When it comes to using video in social , media, the most obvious choice is you tube once no aspect of this that is not mentioned enough is the inclusion of the "Add to Google" between of YouTube channels how many people do you think have I Google set as their homepage? I don't have a number of you but I can pretty much guarantee that it is a lot. If you set up a you tube channel of your business, that feature alone can open up the opportunity for you to get your videos right on customer, home pages-the first pages they see when they open their Brower.

CONCLUTION

Social media as indicated in the above points does have its intense aspects. It can also be highly rewarding to the business that wants to make a difference and values the constructive feedback that would lead him on to bigger and better products through this new back door style collaboration. The common media do not have a patter as to how much information has to be conveyed and where to draw the line. Too much of information may confuse users security might be another area of concern where people can get illegal access to a user's information. In related items Face book, twitter, social media marketing, you tube, etc. The opportunities provided from these medium are immense and many organizations are making use of this medium to better their practices.

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Analysis of Social Media Network Marketing in India

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