

# Perspective Benefits and Future of Social Media Marketing

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## Abstract

Understanding the possibilities and applications of the social media revolution and its application in marketing has attracted the attention of marketing scholars and practitioners. The usage of the internet as well as social media has transformed both how businesses operate and the consumer behaviour. Organisations now have a lot of prospective opportunities thanks to social and digital marketing, which lowers expenses, raises brand recognition, and boosts sales. However, there are serious issues with poor internet, word-of-mouth and unwanted, obtrusive brand presence. The collective insight on the topics pertaining to social media and marketing is reviewed in this paper. In light of the significance of social media marketing, this paper makes an effort to analyse the most recent researches on the subject, including its uses for businesses as well as its advantages and best - practices.

**Keywords:** SMM, Paradigm shift, Consumer behaviour, Digital marketing, Brand recognition, Social presence.

## I Introduction

R Within a few years since its inception, social media quickly rose to popularity. It is typically used as a socialising tool, and many people are astounded by the way communications have changed, particularly among Generation-X and as a result of the media platforms. Now that social media has entered corporate boardrooms, it has changed the buying and selling procedures exactly like the internet. Despite being a relatively new phenomena, social media has shown to be as powerful as or perhaps more so than conventional marketing [1]. Many businesses are currently struggling to establish a web presence in order to communicate with clients worldwide. Additionally, some businesses begin their usage of social media with straightforward marketing and raising awareness of their goods and services [2].

However, they have developed to include interactions with consumers and other stakeholders as well as public communications. Despite these significant benefits, there are several difficulties. The advantages and drawbacks of social media as a tactical instrument for organisational marketing management are covered in this essay. It also examined the advantages and difficulties of this enormous dilemma, which has captured the attention of company management, and it concluded with crucial suggestions for organisational managers [3].

This paper aims to observe how well social media platforms used by different businesses may be used as a tactical tool for managing organisational marketing. Following is the remainder of the essay: After reviewing the pertinent literature, the next part moves on to the discussion, suggestion, and conclusion. This study is expected to help organisational marketing professionals and management

choose the best medium for showcasing their services and goods.

## 2 Marketing Paradigm Shift

According to [4], social media is profoundly altering the ways in which we interact, communicate, consume, and produce. Social media are having an impact on a variety of business processes, from marketing and operations to finance and human resource management. They are defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of User Generated Content.” Social media is perceived in the marketing environment as fundamentally distinct from other digital media and as probably signalling a paradigm change in marketing trends [5].

Historically, marketing communications have been produced by a limited group of publishers for a big audience of potential consumers to absorb. This started to alter around the turn of the twenty-first century, when social media platforms replaced traditional media sources [6][7]. Word of mouth (WOM) among consumers increased as a result of consumers creating their own marketing messages — both positive and bad — in the form of customer reviews, blog posts, and comments about brands, goods and services.

Customers who had become weary of both mass media and corporate-generated information and thought WOM content was a more reliable source on which to build their opinions and emotional bonds welcomed this change. The rising fragmentation among communication channels was another problem that led to the shift away from conventional company-generated messaging. Social media, in the opinion of [7], has evolved into the “means of statement” in the twenty-first century and is thus the preferred platform for user-generated e-WOM (electronic WOM) communications.

## 3 Social Media Marketing

The two key terms, “social” and “media,” were combined to form the term “social media.” In this sense, the word “social” simply refers to

interactions between people who share a common bond, a group, or even a larger society. The channel, medium, or platform that enables the production and sharing of user-generated content is known as media, as the name suggests. Despite being less than 20 years old, social media has been widely used.

Social media marketing (SMM) makes use of social media to a company's advantage. SMM is a new marketing strategy that uses social media to get consumers to pay close attention and participate actively [8]. SMM has been viewed as an alluring platform for companies to engage in a wide range of activities with prospective customers [1]. The ability to easily and affordably contact multiple clients with just one click represents a significant paradigm change from the conventional techniques of consumer engagement. Consumers are more likely to feel loyal when they connect personally with sales representatives, and questions are easier to address [9].

SMM is a type of digital marketing that makes use of the strength of well-known social media platforms to meet your branding and marketing objectives. However, it goes beyond simply setting up company accounts and posting whenever you feel like it. A dynamic plan with quantifiable objectives is needed for social media marketing, which includes:

- a) Optimising and Maintaining profiles.
- b) Responding to comments, shares, and likes and monitoring reputation.
- c) Posts, images, stories, videos, and live feeds that represent the brand and attracts relevant audiences.
- d) Following and interacting with clients, fans, and influencers to create a brand-centred community.

SMM also involves paid online advertising, in which one may pay to place your company in front of a sizable number of well chosen consumers.

### 3.1 Business uses and potentials of SMM

It is clear that traditional social media has a wealth of opportunity for businesses across a variety of industries. It holds true for social media in general, microblogs, as well as virtual social worlds [10]. According to [11], social

media is the most effective platform for viral marketing campaigns and the introduction of new products [10]. We'll discuss more about how to apply these features of social media to marketing research, loyalty programmes, and other areas including brand awareness and marketing strategy.

### 3.2 Social Media Marketing Strategies

Despite the fact that marketers generally recognise the importance of engaging customers on social media platforms, only a small number of businesses have effectively planned their social media presence and activity [5]. Instead, the continuous issue for the majority of businesses is to integrate social media into their marketing plan in order to engage customers and create lasting connections with them.

According to [8], sustaining an effective online and social media presence requires adherence to four principles. As follows:

**Contents:** The foundation of social media is content. The internet and social media platforms won't draw attention unless you consistently produce new, pertinent content for your audience to read. Social media profiles that don't often provide new content are seen as defunct.

**Engagement:** Engagement is the second essential element for a successful internet - based or social media advertising. Businesses and people who interact with their online users are typically seen as approachable and responsive, in addition to many other desirable outcomes.

**Skills:** To maintain a strong social media presence, a variety of skills/talents are needed, including graphics, experiments, designing, backend operations, monitoring, optimisations, and maintenance. A certain path to virtual unconsciousness or disaster is not understanding which one to implement, when and where to implement it, or how to use it correctly.

**Consistency:** Unless such information is supported by meticulous efforts and a dedication to doing something, recognising what to do for a successful social media following and how to accomplish it does not ensure success. Multinational corporations,

organisations, and public personalities who have the resources and the money to be active and visible online but whose actions are hardly audible online are mostly to blame for their failure [12].

All of these factors translate into purchases, brand commitment, positive reputation, customer satisfaction, loyalty, and a community of brand spokesmodels [13] who will do whatever it takes to promote or safeguard ones signature brand, product, service, or better cause.

### 3.3 Benefits of social media marketing

Dwivedi and Kapoor [14] emphasised that raising visibility and boosting traffic are the top two advantages of social media marketing in their study. The research also showed that a sizable 92 percent of all marketers said their use of social media has increased the awareness of their companies. The second most important advantage, with 80% of respondents indicating success, was an increase in traffic. Nearly everyone (approximately 3.04 billion users) and every business these days has a social media presence, especially on the more well-known platforms like LinkedIn, Google+, Tumblr, Facebook, Twitter, Pinterest, and Instagram. Figure 1 represents the benefits of social media marketing.

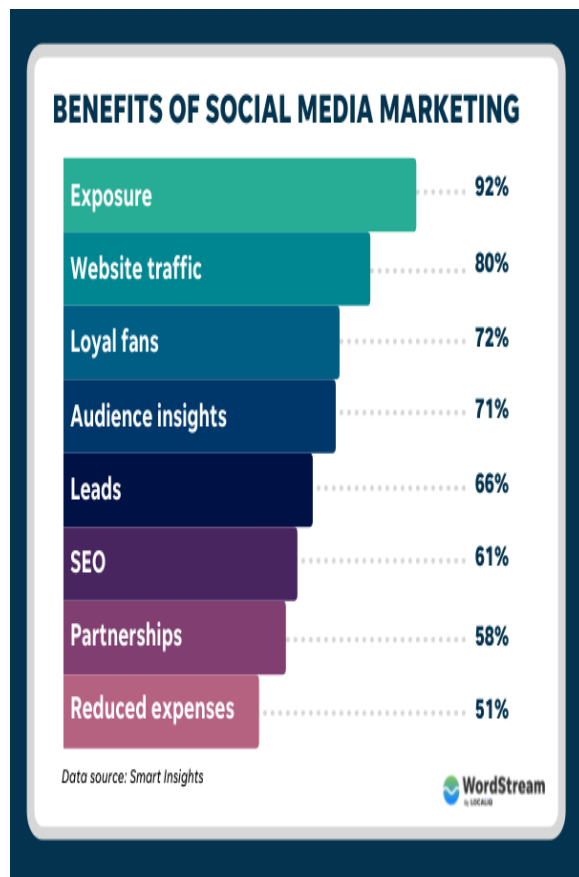


Figure 1: Benefits of SMM (Source: WordStream)[15]

The efficacy of social media as a marketing medium has brought several issues for marketers due to its variable and evolving character. With a focus on a two-way discussion or interaction, it is thought to be distinct from traditional or even other digital marketing channels [6]. From this viewpoint many businesses are investing in their social media user base and they understand the importance of participating in current social media discussions to guard their brand or corporate reputation, boost online sales, or increase customer engagements [14],[16].

It is crucial to be able to assess the impact of this investment as businesses expand their social media presence, including how it helped them achieve their marketing goals and how it affected their overall return on investment.

#### 4 Discussion

The viewpoints of various scholars provides a thorough narrative on the most important aspects of social media marketing as well as

viewpoints on more specialised marketing issues like using augmented reality, artificial intelligence, digital content management, B2B marketing, mobile marketing and advertising, e-WOM, and related ethical concerns [1]. The limits of the present research, the research gaps, and the issues and propositions that might assist progress knowledge in the field of digital and social marketing were highlighted in [13][17], which offers a major and relevant contribution to both scholars and practitioners. Retailers are fast integrating further use of social media platforms into their marketing plan based on usage rates and statistics. In order to increase seasonal sales, retailers are now enticing customers to visit their profiles and reap the benefits of the promotions [8].

#### 5 Conclusion

Numerous social media programmes have been created as a result of the sophisticated smartphones and other mobile devices, and others that are under existence. Since social media is a topic that is quickly expanding, many of the details of SMM as well as its utilisation are inclined to evolve as technology and user behaviours changes. Utilising electronic WOM to its fullest, businesses must reply to and connect with customers in order to learn how a specific brand is seen or whether customers are enjoying using a product. However, in the present world of information saturation and social media interaction, organisations as well as advertisers face considerable hurdles as they establish their digital strategy and brand recognition. Direct connection to a large and diversified client base has never been simpler because to the inherent complexity and enormous benefits of the multi-platform social media age. However, the perils from bad eWOM may intensify in real time with serious repercussions for the organisations. Marketers that build brand recognition through social and digital platforms must constantly be aware of how crucial it is to directly and quickly reach to customer/responses.

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