A review to study Influence of Social Media Marketing

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In today's world social media sites have taken over. From what was started merely for entertainment. Today these websites provides a host of opportunities to its Users ranging from marketing their products increasing awareness on social issue , sharing photos , video calls ,joining groups and forms of interests promoting an idea , finding family roots finding a lost friend , gaming , entertainment application and so on . In fact the usage of social media marketing sites has been so diverse that many people use it for more than just entertainment. Face book is used as a platform for training professional habits particularity in the case of influenza vaccination. This clearly shows social networking sites serve as a creative solution to many business problems.

Now that you have an idea of the acceptance of social media and its rapidly growing effects, let's take a look at some of the key ways in which social media can help you connect with your target audience:

Small business marketers often find the prospect of online marketing a challenging one, not least because it can be difficult to know which areas to focus on. SMM is a large subject with a complex hierarchy which you will need to familiarize yourself with in order to plan your strategy. As is the case with many forms of online marketing, SMM typically starts with your website:

 The foundation of your social marketing campaign is your website, particularly a blog, which provides a regular stream of content to keep your audience interested, increase subscribers and social media followers and raise awareness to your business and its online presence.

 RSS (Really Simple Syndication) feeds allow you to aggregate and sort your content in such a way that you can provide more personalized content to different segments of your audience. People can subscribe to your blog to receive regular updates by way of RSS feeds.

Asia Pacific Journal of Research in Business Management
Vol. 8, Iss ue 12, December 2017 Impact Factor: 5.16, ISSN: (2229-4104)
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Social search tools, such as Google Places, Bing Places, Foursquare, Yelp and other online directories may be used to get listed in local search results and draw more attention to your business and its online presence. Social search is heavily intertwined with SMM for small businesses.

Social sharing and bookmarking refers to tagging and sharing content on social networking websites like Face book, Twitter and Google+ or social bookmarking websites like Delicious, Digg or Stumble Upon. For sharing to happen, you need to have enough high quality and useful content.

Micro blogging, typically using the Twitter platform, can help to raise awareness and promote your content, thus drawing in more visitors to your website or blog. However, for micro blogging to become successful, you need plenty of content worth promoting and sharing.

SMM starts with large scale planning, followed by research into your target audience. You will then need to move your focus to engaging your audience while publishing content (content marketing) and promoting it on your various social networks while also encouraging your audience to do the same.

Gordhamer (2009) conducts the study that social media marketing to the relationship marketing where firms need to shift from "trying to sell" to "making connections" with the consumers. The study aim is to takes us to the other side of marketing, where building relations with the potential consumers is the key to repeated purchases and enhanced brand loyalty and for creating a very strong public relation with the customers on the virtual networks. The study also helps in maintaining public relations through social media has become easy because a large number of potential consumers are available in every social media communication channel such as Face book, Twitter, Blogs, Forums at any time. Exploiting the opportunities provided by the social media communication channels is important for every organization.

Weinberg (2009) conducts the study to define the social media marketing as the process that empowers individuals to promote their websites, products, or services through online social channels and tap into a much larger community that may not have been available via traditional channels. The study aim is to inform the potential customers of

happenings in the organization, launch of the new model or product and latest news about the organization through social media applications. The study also indicates that social media marketing is the process where organizations use social media websites to build rush on their company official websites.

Mangold and Faulds (2009) conducts the study to describe the social media as the set of online word of mouth forums which includes blogs, discussion boards, forums or social networks to name a few. Using all mobile and web-based technologies, social media creates highly interactive platforms by bringing together individuals and creating communities. The study also indicates that internet has a lot of Media sharing sites (i.e. YouTube, Picassa and Flickr) or blogging platforms (i.e. blogspot, wordpress) are also members of this ecosystem called social media for the different sections of society. In order to attain the objectives many websites like facebook are for general masses but LinkedIn is focused on professional networking.

Kaplan and Heinlein (2010) conduts the study of social media as "a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content." The study also indicates that social media is a platform where content is continuously altered by all operators in a sharing and collaborative way. The study aim is to create highly interactive platforms through which individuals and communities share, co-create, discuss and modify user – generated content. The study also provides that various technologies allow a user to create and publish the content on the social media networks and information can be shared with other members of the social media website, who are connected with the user. This process is interactive where other members can also respond in different ways.

Wigmo and Wikstrom (2010), conducts the study to analyze and explore how companies could use social media to promote themselves and improve their business to consumer relationship. In order to attain the objective we have used a qualitative research method with an eld study approach. The study also provides that social media and marketing theories and combining these with interviews of social media consultants, we have managed to compile a set of recommendations for corporate social media usage. The study also indicates that some companies that use social media in order to document and analyze how they use it, primarily to expand our own understanding.

Heckadon (2010) conducts the study to examine the impact of Social Media in marketing, and the emergent specialization of Social Media Marketing. The study aim is to enumerate and describe the Critical Success Factors for Creating and Implementing Effective Social Media Marketing Campaigns. The study also shows that Social Media's emergence in global communications, it is essential to examine the importance of Social Media Marketing (SMM) in the success of organizations and businesses.

Perkins *et al.*(2010), conducts the study to evaluate the efficacy of a high-intensity social norms media marketing campaign. The study main aimed at correcting normative misperceptions and reducing the prevalence of drinking and driving among 21-to-34-year-olds in Montana. The study also founds that the social norms media campaign was successful at exposing the targeted population to social norms messages in the counties within the intervention region. Moreover, results demonstrate the campaign reduced normative misperceptions, increased use of designated drivers, and decreased drinking and driving among those young adults in counties within the intervention region. Social norms media marketing can be effective at changing drinking-related behaviors at the population level.

Kietzmann et al., (2011) conducts the study that Social media has equipped the organization to establish an direct relationship with the consumers in which the organizations and consumers are free to generate content on the web pages, which further leads to conversations and discussion. The study aim is to share their information with a large base of customers and on the other end consumers are also free to publish any content whether positive or negative regarding the information. Entertainment companies were the first to adopt the social media as a promotional tool.

Aucker (2011), conducts that social business is a core business philosophy which shows that social business may seem new because of the emergence of social media. The study also indicates that social media has been around for quite some time and its recent contribution to everyday life is what makes it so popular over the past few years used to assist with being a social business.. The evolution of social media proves how technology is ever-changing in order to fit the needs of its users. The study aims to help companies market to other businesses or consumers through various social platforms include: Facebook, YouTube, Twitter, LinkedIn and Google. There are pro's and con's to adapting

Asia Pacific Journal of Research in Business Management
Vol. 8, Iss ue 12, December 2017 Impact Factor: 5.16, ISSN: (2229-4104)
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social media marketing, and an attempt is made to draw conclusions as to how this will impact social media for businesses in the future.

Das &Sahoo (2011), conducts the study to evaluate the growing popularity of social media compelled the marketers to think about this media along with traditional functional areas of marketing. Social media is based primarily on internet or cellular phone based applications and tools to share information among people. The number of social media users is more than the population of some of the countries today. The study also indicates that social media on marketing can be judged by comparing marketing before the social media and marketing after the introduction of social media and type of technologies used in social media

Fetaji and Demiri (2012), conducts the study to focus on the research to analyzing the possibility of applying social networking software for social media marketing and its analyses compared the traditional marketing and analyzed is a case study of marketing approaches for small businesses in Macedonia. The study also indicates that the contribution of the research study is the approach with the use of social network software for social media marketing. The study also impact on the research strategy, sampling methods, questionnaire and data collection method. In this study the validity and reliability measurements are used.

Erdoğmuş and Cicek (2012), conducts the study that Building and maintaining brand loyalty are one of the central themes of research for marketers for a very long time which means to maintain the brand loyalty of their customers. The aim of this study is to identify the effect of social media marketing on brand loyalty of the consumers. In order to attain the objective a sample of 338 people and tested via stepwise multiple regression analysis. The results of the study showed that brand loyalty of the customers is positively affected and Customers prefer to share music, technological-related, and funny contents on social media platforms. The study can be considered as a pioneer in this new area of marketing, and propose several tactics for the practitioners

Järvinen*et al.* (2012), The study contributes to the emerging B2B digital marketing literature by providing a realistic overview of the usage, measurement practices, and barriers surrounding digital marketing in the era of social media. Many B2B firms from

various industries reveal that despite the interest in social media, companies continue to focus on one-directional communications with established digital tools. The study indicates that the advances in digital measurement tools remain largely unexploited, and the firms lack the human resources and know-how to make the most of opportunities provided by the developing digital environment. The study suggest that B2B companies should update their capabilities with respect to digital marketing usage and measurement in order to adapt current practices to fit the characteristics of today's digital media landscape.

Coursaris*et al.*(2013), conducts the study that Social Media marketing has resulted in a increase rapidly in the field of research and practice; yet, hitherto few studies have provided empirically grounded and comprehensive typologies for assessing, classifying, and in turn, informing the future development of Social Media marketing communications. The study indicates the valuable classification which are related to (i) the limited applicability of traditional marketing theories in the context of novel Social Media; (ii) the focus of existing studies on a limited brand category or messaging category; (iii) the plethora of Social Media platforms that complicate the development of contextually relevant messaging strategies. The study also shows that seven overarching message categories—namely Brand Awareness, Corporate Social Responsibility, Costumer Service, Engagement, Product Awareness, Promotional, and Seasonal. This classification provides a valuable theoretical and empirical starting point for framing Social Media marketing strategies that informing the design and development of successful Social Media marketing messages.

Lobstein (2013), conducts the study for exposure to the marketing of food and beverages was held between researchers and government officials based in Europe and the Americas during 2010–2011. The study also includes that observation from policy-makers on the types of evidence they needed to strengthen policy-making. The main aim of the study is the specification of foods using nutrient profiling schemes, the types of media carrying marketing messages, and the related policy implementation problems, are summarized in this Short Communication. The study also highlights the need for research which can directly support policy-making and which can evaluate its effectiveness.

Hays *et al.* (2013), conducts the study that Social media are gaining prominence as an element of destination marketing organization (DMO) marketing strategy at a time when public sector cuts in their funding are requiring them to seek greater value in the way marketing budgets are spent. The study indicates that there is a social media tool to reach a global audience with limited resources. The aim of this study is to explore the usage of social media among the DMOs of the top 10 most visited countries by international tourists. The study includes that social media usage among top DMOs is still largely experimental and that strategies vary significantly.

Habibi*et al.*(2014) conducts the study to understand that how brands should operate on social media is very important for contemporary marketing researchers and managers. The study also indicates that the nature of social media it is an ideal environment for brand communities for the analysis of a vast array of data, the article articulates the existence of brand communities on social media. The study also defines delineates five unique and relevant dimensions of brand communities based in social media. The study founds that researchers advise to consider these dimensions while conducting research on brand communities and social media.

Trainor*et al.* (2014), conducts the study to examine how social media technology usage and customer-centric management systems contribute to a firm-level capability of social customer relationship management (CRM). The main aim of this study is the conceptualization and measurement of social CRM capability and to examine how social CRM capability is influenced by both customer-centric management systems and social media technologies. In order to attain the objectives a sample of 308 organisations was taken. The study also found that an interactive effect on the formation of a firm-level capability that is shown to positively relate to customer relationship performance.

Kapoor*et al.* (2014), conducts the studywhich is based on primary research where one can understand the extent to which the medium has helped to increase the brand awareness amongst consumers and enhance publicity, thereby creating a competitive advantage. This study helps to analyze the brand equity of the company's product and will also help to provide an insight on the current trends in social media marketing, how companies are trying to adapt to it, the extent of its popularity, the adoption pattern and the way of implementation. The study includes various factors like the need to stay connected, access

and transfer of information, seizing various opportunities etc. which has made these social sites increasingly popular.

Curley and Noormohamed (2014) conducts the study that today's customers are marketing representatives, product designers, intimate and privileged friends of the company, and de facto managers sitting in at a corporate retreat; they are major stakeholders who bring the concept of corporate social responsibility to the forefront. The study main aim is connection with community and serving society are expectations consumers require from companies from which they buy, work, and invest; companies must continually look for innovative methods to communicate their alignment of socially responsible policies into their strategic plan. The study also indicates that in a collaborative mission, social media marketing is a natural platform for cultivating and instilling such corporate messages.

Atwong (2015), Conducts the study to prepare students for the rapidly evolving field of digital marketing, which requires more and more technical skills every year, a social media practicum creates a learning environment in which students can apply marketing principles and become ready for collaborative work in social media marketing and analytics. The study also indicates an action-learning approach to enhance student knowledge and skills in social media. The study also describes the structure, process, and tools that support this practical experience in a marketing course which are extent to the practicum helps in preparing students is assessed and reported.

Dwivedi*et al*. (2015), Conducts the study to evaluate that Social media has recently gained tremendous fame as a highly impactful channel of communication in these modern times of digitised living. It mainly impacts across varied streams for facilitating participatory interaction amongst businesses, groups, societies, organisations, consumers, communities, forums to elaborated, analyzed, and recorded by many studies. This study is aimed at collating the existing research on SMM to present a review of seventy-one articles that will bring together the many facets of this rapidly blooming media marketing form.

Zhu & Chen (2015), conducts the study related to social media advertising in 2013, but a 0000000recent Gallup survey revealed that these advertisements had no influence on the

majority of U.S. consumers' buying decisions. In this study, social media marketing to be effective, we argue that social media marketing efforts need to be congruent and aligned with the different needs of social media users. The study depicts a typology of current social media services using the following categories: relationship, self-media, collaboration, and creative outlet. The study elaborate on how each type of social media caters to basic human needs and provides implications for social media marketing.

Karamian*et al.* (2015) conducts the study to examine that Social media marketing activities are influential in brand equity and also that Social media marketing activities bears on perceived quality, brand awareness and brand loyalty. The aim of this study is to investigate the effects of Social media marketing in brand equity. The aim of this study is to investigate the effects of Social media marketing in brand equity. In order to attain the objective a sample of 350 was taken in which only 315 respondents were respond to the questionnaire.

Icha&Agwu (2015), Conducts the study that social media marketing may be inclined more towards functional branding than intentional branding. The main aim of the study examined the relationship between social media marketing strategies, intentional branding and functional branding with a view to determining where social media marketing strategies are more strongly inclined towards intentional than functional branding. In order to attain the objective a sample of 133 participants from Jordan marketing departments were collected .The results of the study confirmed the relationship between social media marketing strategies. However, results showed that social media marketing strategies are more strongly inclined towards intentional branding than functional branding suggesting that social media marketing strategies are oriented towards intentional branding. The study recommends examining the idea of intentional branding and its role in controlling the image of the brand among customers.

Khan and Jan (2015), Conducts the study to Understand how brands should operate on social media is very important for contemporary marketing researchers and managers. The study also indicates the social and networked nature of social media it is an ideal environment for brand communities with analysis of a vast array of data, the article articulates the existence of brand communities on social media. The study also indicates the five unique and relevant dimensions of brand communities based in social media to

consider these dimensions while conducting research on brand communities and social media.

Wang *et al* (2016), Conducts the study to evaluate that Social Media Apps (SMA) are widely used to facilitate individual communications channel to communicate with their customers. The study examining how SMA have been utilized in the Business-to-Business (Social Media Benchmarking Report, 2014) context are lacking based on face-to-face interviews with the senior managers/owners of SME (Small and Medium Enterprises) were conducted. The study analyzed and the findings confirmed the SMA media capabilities as explained by MST. The study also revealed a missing SMA capability, that of information security and control, which has been added to the proposed model and which may be an important addition to MST (Media Synchronicity Theory).

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