

THE IMPACT OF SOCIAL MEDIA MARKETING TRENDS ON DIGITAL MARKETING

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Abstract

Social media has a positive impact and a positive influence on the company as well as the customers. Social media is becoming an essential tool for marketers, which is at a very minimum investment. Its function to be Identity functional block represents the extent to which users reveal their identities in a social media setting, conversations, sharing, presence, relationships, Reputation and groups. Social media platforms like Facebook, Twitter, LinkedIn and whatsapp etc., you can lower your marketing costs. Social Media Marketing is having a tremendous impact on business and market as business growth and performance are taking place at an astronomical rate. Social media helps in developing business tactics. It entails the development and execution of online ad campaigns and involves channels such as social, search, display and mobile. The purpose of this research is to explore the impact of social media marketing Trends on digital marketing and to analyze to what extent social media have impact on Digital marketing.

“Don’t fix the marketing first, fix your product. Once you’ve got a good product to talk about, the marketing’s going to flow from that.” Scott Monty, Ford social-media chief

Keywords : *Social media, digital marketing and marketing.*

1. INTRODUCTION:

The growth of social media marketing platforms has become a major part of building social signals that are very important in any SEO digital marketing campaign Social media was a completely new thing ten years ago, many people did not know what social media was and the effect it would have on all in our lives. It was an exciting interactive medium which suddenly took the world by storm to such an extent that it became something that no business, small or large, local or global, could afford to ignore.

- Early ‘internet-enabled’ social media included **bulletin board systems (BBS)**
- The web’s first ‘social network’ –sixdegrees.com – launched in 1997

Today, there are more than 1.28 billion active users on Facebook alone, currently the world's most popular social network. Twitter, LinkedIn, Google+ and various other social media sites have hundreds of millions of active users as well. Social Media has relevance not only for regular internet users, but business as well. Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. Traditionally, a small business would develop their relationships by going from door to-door to raise awareness and grow their brand. How fast they achieve this depends on their budget and time available to their business. Traditionally, large businesses had the power of reaching their markets through huge advertising budget, which small companies found it difficult to fight the stiff competition from these large companies. In today’s business environment, social media has become a new marketing tool that is available to all businesses, that instantly develops relationships with potential customers. Social media does not require huge investments in terms of money or time.

For most consumers, social media is about engaging with friends and family and accessing news and entertainment not interacting with brands. Businesses are betting that social media interactions will engender increased customer loyalty.

2. OBJECTIVE OF THE STUDY

- To identify the various types of business using Social Media for online marketing
- To study the impact of Social Media on Business Performance
- To study the impact of various online promotional activities on the brand visibility

3. OPERATIONAL DEFINITION:-

✓ **Social media:**

If we're talking about the technologies that can be classified as '**social media**', the honor of the Godfathers of **Social Media** goes to Tom Truscott and Jim Ellis who in 1979 **invented** the world's first user net systems. User nets enabled users to read and post messages to various categories, known as newsgroups.

Forms of electronic communication (such as websites for **social networking** and micro blogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)

Social media is typically **used** for **social** interaction and access to news and information, and decision making. It is a valuable communication tool with others locally and worldwide, as well as to share, create, and spread information.

- ### ✓ **Social media zones:** Social Community, Social Commerce, Social Publishing and Social Entertainment.

4. RESEARCH METHODOLOGY

The paper is based on both primary and secondary data and data is procured from published sources like the websites of **digital India**, research papers, books and periodicals and newspaper reports.

5. Trends on Digital Marketing

Digital marketing

Digital marketing is advertising delivered through digital channels. Channels such as social media, mobile applications, email, web applications, search engines, websites, or any new digital channel. It is the marketing of products or services over the Internet & it ties together creative and technical aspects of the Internet, including design, development, advertising and sale online marketing is used by companies selling goods and services directly to consumers as well as those who operate on a business to business model. Email marketing is promoting products through the use of email. There are 2 main ingredients to an effective email marketing campaign.

Types of online marketing:

- | | |
|----------------------------------|---------------------------|
| 1. E mail marketing | 2. Blogging |
| 3. Pay per click marketing (PPC) | 4. Social media marketing |
| 5. Digital marketing | 6. Viral Marketing |

1. **Email marketing** is promoting products through the use of email. There are 2 main ingredients to an effective email marketing campaign. They are to build a large list of people you can email and to write great emails. The emails should be packed with free value and they should move people to buy what you're trying to sell.

2. **Blogging** Search engines love new content, and as a result, blogging is a great search engine optimization (SEO) tool. Blogging provides an easy way to keep your customers and clients up-to-date on what's going on, let them know about new deals, and provide tips. The more a customer comes to your blog, the more likely they are to spend money.

3. Pay per click marketing

You have to pay for PPC ads. You target certain words and then when those words are searched for on a search engine such as Google your ad will appear. But you do have to pay every time your ad is clicked on.

4. Social media marketing

Social media is very popular right now and it's only getting more popular. You can tap into that popularity by using social media to sell your products. Just make sure you don't SPAM people.

5. Digital marketing

With regards to the Internet, this is the promoting of brands using all forms of online digital advertising channels to reach consumers. This includes video channels, Internet Radio, mobile phones, display or banner ads, digital outdoors, and any other form of digital media.

6. Viral marketing

Marketing techniques that use social networks to produce an increase in brand awareness or achieve other marketing objectives (such as product sales) through self-replicating viral processes.

❖ Virtue of social media marketing for business

1. Increased Brand Awareness

Social media is one of the most cost-efficient digital marketing methods used to syndicate content and increase your business' visibility. Implementing a social media strategy will greatly increase your brand recognition since you will be engaging with a broad audience of consumers

2. Improved Search Engine Rankings

Although posting on social media might get your business some site traffic, more effort than that is required to see significant success. Search engine optimization is very important for achieving higher page rankings and obtaining traffic to your business website.

3. Higher Conversion Rates

With increased visibility, your business gains more opportunities for conversion. Every blog post, image, video, or comment may lead viewers to your company's website and increase traffic.

4. Better Customer Satisfaction

Social media is a networking and communication platform. Creating a voice for your company through these platforms is important in humanizing your company..

5. Improved Brand Loyalty

One of the main goals of almost all businesses is developing a loyal customer base. Considering that customer satisfaction and brand loyalty typically go hand in hand, it is important to regularly engage with consumers and begin developing a bond with them.

6. More Brand Authority

Customer satisfaction and brand loyalty both play a part in making your business more authoritative, but it all comes down to communication. When consumers see your company posting on social media, especially replying to customers and posting original content, it makes you appear more credible.

7. Cost-Effective

Social media marketing is possibly the most cost-efficient part of an advertising strategy. Signing up and creating a profile is free for almost all social networking platforms, and any paid promotions you decide to invest in are a relatively low cost compared to other marketing tactics.

8. Gain Marketplace Insights

One of the most valuable advantages of social media is marketplace insight. What better way to know the thoughts and needs of your consumers than by directly talking to them.

9. Thought Leadership

Posting insightful and well-written content on your social media is a great way to become an expert and leader in your field. There is no one way to become a thought leader - it requires work that can be supported by online networking tools.

❖ Advantages of Social media in marketing

- Low cost representation of Ads- Globally
- Rectify relationships with customers
- Brand awareness
- Information about products, prices and their uses
- Direct interaction with customers
- Quick feedback
- Increase in Sales
- Differentiation generation

1) It is affordable – There is no need to shell out to start the profile/fan page of business on Face book or Twitter or any social media sites that convinces you as it is for free.

2) Global - There is no limit to the reach that social platforms have. It is global.

3) Real Time Marketing – This is the ideal place to talk to your consumers and became a part of their personal circle whenever one wants.

4) Building Human Networks – Like humans, small businesses thrive on social connect. With the internet, interaction is no longer limited to the physical presence. It is now possible to set up a huge human database with the click of a button.

5) Effective – One can actually measure the impact by seeing the physical number of fans on the social media page, interacting, conversing and engaging with the business.

❖ **Shortcoming of Social media marketing**

- Wrong feedback Privacy Issues
- capturing wrong customer’s False complaints
- May be relationship destroyed.

1. Social Media Can Reduce the Overall Marketing Costs First and foremost, the ability to tweet a message or post something to Face book is dramatically more cost effective than running a paid advertisement or mailing thousands of marketing pieces.

2. Social Media Can Impact Organic Search Results Social media does allow to broadcast the business content out to a wide range of interested readers. Interested prospects then visit your content, enquire, tell their friends, and ultimately link to it.

3. With Social Media, Businesses Can Offer Better Customer Service If the customer comments, concerns, and questions matter the most, then social media would be extremely beneficial.

4. With Social Media Self Online Personality can be designed The idea is that social media is more like a cocktail party than a business meeting. One will always do a lot better in a social situation if one is more like itself and less like a corporate robot.

5. Social Media allows the business to associate with other businesses. The fact that one is able to connect directly to the consumer means one can use this platform to also connect to other entrepreneurs and business owners.

6. Customers Can Validate the Business on Social Media The idea behind allowing customers to correspond directly with us is so that they can get the best customer service possible. When this occurs, it happens in a very public forum that can be seen by other prospects.

7. With Social Media One Can Provide Value

The idea that we can provide a truly valuable service to our target market means we are positioning ourselves as an expert in the industry. Whether that’s educational and entertaining blogs, posts, or tweets, if we are solving a problem or providing information, we’re adding value that customers will appreciate.

8. Social Media Lets One Gain the Competitive Advantage If used correctly, social media can boost our search rankings, allow to provide better customer service, build an effective online personality, connect with new business partners, build connections, and validate professional standing all while providing consumers with the value they want.

Analysis and interpretations:

H₀: There is no significant difference between Gender and Types of social media sites.

Table No. 1
Gender and Social media sites

Types of social media sites	Gender		Comparison of p-value	Result
	Kendall’s tau_b correlation coefficient	Sig. (2-tailed)		
Face book	0.056	0.129	0.129 > 0.05	Accepted
LinkedIn	0.013	0.724	0.724 > 0.05	Accepted
Twitter	- 0.200	0.000	0.000 < 0.05	Rejected
Corporate blog	0.054	0.168	0.168 > 0.05	Accepted

Source: Computed Data

In this output Kendall’s correlation co-efficient b is given at the point of intersect between Gender and Types of social networking sites.

Correlation coefficient of Face book is 0.056, and the significance for two tailed is **0.129**. Since, the significance value is greater than 0.05 (p>0.05), the correlation coefficient is insignificant

and is inferred that there is no significant difference between Gender and Facebook. This result, the null hypothesis is accepted.

Correlation coefficient of LinkedIn is 0.013, and the significance for two tailed is **0.724**. Since, the significance value is greater than 0.05 ($p > 0.05$), the correlation coefficient is insignificant and is inferred that there is no significant difference between Gender and LinkedIn. This result, the null hypothesis is accepted.

Correlation coefficient of Twitter is - 0.200, and the significance for two tailed is **0.000**. Since, the significance value is less than 0.05 ($p < 0.05$), the correlation coefficient is significant and is inferred that there is significant difference between Gender and Twitter. This result, the null hypothesis is rejected.

Correlation coefficient of Corporate blog is 0.054, and the significance for two tailed is **0.168**. Since, the significance value is greater than 0.05 ($p > 0.05$), the correlation coefficient is insignificant and is inferred that there is no significant difference between Gender and Corporate blog. This result, the null hypothesis is accepted.

Educational qualification and Problem while using social media marketing:

H₀: There is no significant difference between Educational qualification and Problem while using social media marketing

Table No. 2
Educational qualification and Problem while using social media marketing
One-Sample Test

	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Giving false information	73.022	4	.000	3.42222	3.3301	3.5143
Leaking private information	43.708	4	.000	2.26889	2.1669	2.3709
Poor quality of product	54.672	4	.000	2.90000	2.7958	3.0042
Delivery time is not clear	40.511	4	.000	1.27111	1.2094	1.3328
Too much content not enough substances	40.903	4	.000	2.60222	2.4772	2.7273
Induce impulse buying	42.754	4	.000	1.26667	1.5771	4.2366

Source: Computed Data

The above table exposed t-value, degrees of freedom, significance level and 95% confidence interval for the mean. Here the significance value for problems while using social media marketing is 0.000 which is less than the 0.001 ($p < 0.001$) hence the null hypothesis is rejected. Therefore there is significant difference between Educational qualification and Problem while using social media marketing.

Marital status and Reason for using Social media marketing:

H₀: There is no significant difference between marital status and Reason for using social media marketing.

Table No. 3
Marital status and Reason for using Social media marketing
Test Statistics^a

	Attractive discount & offer	Wider selection	Saving time	Convenient	Frequent Ad	Blog about the particular product	Reviews & rating information from other shopper	Ease of comparing to find lower prices
Mann-Whitney U	176.500	143.500	024.500	169.500	265.500	136.500	798.500	335.500
Wilcoxon W	476.500	322.500	124.500	789.500	364.500	459.500	789.500	687.500
Z	-1.810	2.354	-1.116	2.396	1.258	-6.257	1.987	3.698
Asymp. Sig. (2-tailed)	.070	.235	.101	.090	.448	.322	.067	.219

a. Grouping

Variable: Gender

Source: Computed Data

The above table presented the Mann-Whitney U test. All the factors of reason for using social media marketing are greater than 0.05. here the null hypothesis is accepted at 0.05 level of significance. There is enough evidence to conclude that there is no significant difference between marital status and Reason for using social media marketing.

CONCLUSION:

Digital marketing, you can reach an enormous audience in a way that is both cost-effective and measurable. It can save money and reach more customers for less money than traditional **marketing** methods. The social media trends in digital marketing are the 24/7 customer support, real-time social selling, chat bots, and constant monitoring for a potential social media crisis. This is because social media never sleeps - customers continue to use your products, talk about them online, and buy new items at any given moment. **Social media** offers many benefits to **business** owners, as it allows them to reach out to their customers and to gain the attention of more people/potential customers. A recent **Social Media** Marketing Industry report has shown that **social media** enables **businesses** to get exposure, traffic and gain market insights. This study helps understand Social media as a medium to connect business with world and its positive outcomes on performance and growth.

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