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AN ENHANCEMENT IN FINDING THE IMPACT OF CREATING A STRONG SOCIAL MEDIA TO REACH A WIDER AUDIENCE- A REVIEW

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Abstract: Innovation in social networking media has revolutionized the world in 21st century. Social networking media presents potentially opportunities for new forms of communication and commerce between marketers and consumers. A survey was conducted randomly among Facebook user community, by sending questionnaire through online to collect individual opinion from the respondent's Social media has now crept into the boardrooms of business organizations and just like the internet; it has transformed the selling and buying processes. Though social media is a recent phenomenon, it has proven to be just as effective as or even more effective than traditional marketing. Several organizations now struggle to have a presence in the web in order to interface with customers far and near. Furthermore, the use of social media by some organizations starts with simple marketing and the creation of awareness about their products and services. However, these have advanced to public communications and interactions with customers and other stakeholders. Despite these huge advantages, it is fraught with challenges. This paper discusses the benefits and limitations of social media as a strategic tool for organizational marketing management. It also reviewed the benefits and challenges of this massive conundrum which has taken business management by storm and concludes with vital recommendations for organizational managers.

1.0 Introduction:

Social media was coined from the two operating words social and media. Social, in this context, simply means the interaction between individuals of common interest, a group, or even a community. And media as the name implies, is the medium, channel, or platform on which allows for creation and exchange of user-generated contents. Social media is less than two decades in existence but have gained widespread acceptance was launched and this was followed by Myspace and Facebook in the Due to the characteristics if Facebook, it received a wider acceptance in social circles more than othersAs the name implies, social media networks meant as sites

where individuals could socialize, meet old and new friends and interact with each other. Just as the internet was applied into business organizations from the military, so also the commercial value of social media networks became apparent and gained the attention of business managers and became the best friends of marketers in virtually all organizations with presence on the internet Relationship building and interactions are the major reasons for the adoption of social media networks by individuals, however, organizations leverage the ubiquitous usage of these sites and views them as platforms on which to interact directly with existing and new customers for their goods and services. This is a clear paradigm

shift from the traditional methods of interacting with customers as more than one customer can be reached easily and cheaply as well with just a click of the button. Personal interaction with customers instills smooth feeling of loyalty and questions are answered with ease This paper sets out to unravel the effectiveness of social media networks adopted by various business organizations can serve as a strategic tool for organizational marketing management. The remainder of the paper is as follow: the next section reviews the related literature and this is followed by discussion, conclusion and recommendation.

2.0 literature review:

[1]Borges B (2009). Social media networks are platforms or sites that facilitate the building of social relationships among people of different races and provide opportunities for them to share interests, activities, backgrounds, or real-life connections, Social network services consist of a representation of each user's social connections, and a variety of additional services. Social media is the medium to socialize as well as market and today, the plethora of social media networks are among the finest opportunities available to organizational marketers in their bids to connect with existing and prospective customers. The social media network community services are groups centered and considered as a social network service. Social networks are contents created online by people using highly scalable and accessible communication technologies. It represents how people discover, read and share news, information and contents. Social network applications provide users with new forms of

empowerment and means of information sharing.

[2] Shih C (2009) Once this has been established, the next step is to get customers to try the brand. If the offering is developed properly, it should provide a satisfactory experience and lead to a willingness to buy again. To entice trial and repeat purchase requires triggering mechanisms, which are created through advertising, promotion, selling, public relations, and direct marketing. The company needs to communicate the values of the brand and then reinforce brand associations to start the wheel of usage and experience, and keep it turning. Through the combination of the stimulus of consistent communications and satisfactory usage and experience, brand awareness, confidence and brand equity are built.

[3]Vukasovič T (2012) People only tend to transact with sites they know and trust - sites that provide a wealth of information and make comparison shopping easy, where the user feels a part of, and sites that understand the user's needs and preferences. This highlights the surfacing of information and relationships as key sources of added value in the Internet economy. Customers derive added value through the provision of information on the products or services they buy, as well as on topics of interest related to the brand and product characteristics. Traditionally, brands have been developed in an environment whereby a company creates a brand, and projects it onto a third party intermediary (the media). In response, many unnamed customers develop a "relationship" with the brand

[4]Sinclair, Jollean K. and Clinton E. Vogus 2011 To bridge the gap between the consumers, organization, marketing and media planning people there is the need of uniformity and trust in the social media. Social media, community networking, blogging, twitting, etc. were beyond anticipation for large mass of people. E-Shopping and E- bookings, E-learning and online dating have achieved good heights and become popular among Slovenian consumers. Another area of opportunity for building brand is viral marketing. Viral marketing, also known as word-of-mouth (WOM) or “buzz marketing”, is the tactic of creating a process where interested people can market to each other implementing an effective viral marketing strategy is a good way to get people talking about your business. A successful viral marketing campaign can be developed through social networking media like Twitter, Facebook etc.

3.0 Theories Underpinning Social Media

Media and modernity theory: The first theory is Media and modernity theory by Thompson in 1995. This theory states that the development of communication media from its early days of print to recent days of electronic communication was due to the rise of modern societies. It takes into consideration technological advancements, changes in income and culture of people from the primitive to the modernity stage as well as education and social economic variables. The theory further argues that in order to fully understand the nature of modern societies we must first look into communication media and their impact. Thompson gave an instance of print media and how it started to spread during

the early days of its development due to factors such as urbanization, industrial development, technological advancement, and increased number of elites by 1500s The focal contention is that the way of social media is an impression of modernizing advancement methodologies or stages that a general public would have arrived at. In perspective of this hypothesis, social networking is an aftereffect of modernizing ICT that impacts association and individual correspondence, it is a consequence of the relationship between innovative headway and changing worldwide society of correspondence and relating past national state limits. The theory is subject to criticism based on the fact that in reality there are circumstances under which the advancement of media cannot be controlled by level of innovation alone but instead exchange of numerous variables, for example, innovative exchange starting with one nation then onto the next, steady government arrangements on media and worldwide financial exchanges.

Benefits of social media marketing

The top two benefits of social media marketing are increasing exposure and increasing traffic. The report further revealed that a significant 92% of all marketers indicated that their social media efforts have generated more exposure for their businesses. Increasing traffic was the second major benefit, with 80% reporting positive results. These days, almost everyone and every organization have a presence billion active users on Facebook, and 288 million monthly active users on Twitter. With the explosive youth population in Nigeria, you can imagine what chunk of those statistics we boast as a nation. However, most corporate presence and iconic presence (prominent individuals) on

the social media are mere presence with no marked focus, strategy, or intent to engage the teeming online public/market pointed out that there are 4 basics to maintaining a successful online and social media presence.

Negative effect of social media marketing

Although the negative effects of social media marketing could affect the brand of the organization and affect the overall performance of the organization. It is a new era in marketing where there is a shift in power from the producer to the consumer, consumers can now literally voice out their concerns either negatively or positively while at the same time making it known to millions of potential customers, making consumers the driving force of organizations, Marketers are now faced with the challenge to rethink the way they communicate with potential consumers Individuals feel free on the internet, it allows them the chance to express themselves and mostly without consequences making it one of the factors that render social media marketing unpredictable and uncontrollable because you can't stop people from expressing their thoughts. Social networking websites allow individuals to interact with one another and build relationships. When companies join the social channels, consumers can interact with them and they can communicate with consumers directly, that interaction feels more personal to users than traditional methods of strictly outbound marketing and advertising, this personal interaction can instill a feeling of loyalty into followers and potential customers Also, by choosing whom to follow on these sites, products can reach a very narrow target audience. According to Richard organizational performance comprises the actual output or

results of an organization as measured against its intended outputs or goals and objectives A performance measure is a defined method for observing an attribute of organizational performance This method specifies what, when, and how data will be collected about a specific attribute of performance selected for the purpose of evaluating performance. In order to interpret performance data comparison would have to be made between observed performance at an earlier time (before social media marketing) with a performance criterion such as a goal, target, standard or a prior performance period (after social media marketing).

Social media networks impact on organizations:

In this modern day the internet is singlehandedly the fastest way to gain consumer attention and at a wide reach, one of the ways in which organizations have found to connect with their consumers is through the social media. Social media websites such as Facebook, Twitter, represent a huge opportunity for businesses to grab the attention of customers while simultaneously building a brand image. Businesses have been well educated of ways in which they can use social media sites as a stepping stone to create brand awareness or campaign to the consumers Social media platforms provide the perfect opportunity to take advantage of word of mouth and to see it spread. Social media is growing at its fastest rate in developing countries. People are connected on a global scale and casually participate in each other's lives through online observation. "Liking" a brand on Facebook can spread virally very quickly throughout the various social media channels. Videos can also

act as reference for review of products and services through YouTube, which in many cases is then shared and disseminated via various other social media websites these reviews can act as bases for consumer buying decisions. As a result, companies can and do provide products to popular YouTube users to review for their subscribers as well as create their own branded YouTube channels with branded videos about their products

Communicating with customers: Social media is not without its demerits but organizations can use it as an advantage by communicating with the dis-satisfied consumers directly thereby taking full advantage of the social media and can promise to change or improve the product they are offering Organizations have even taken this opportunity to ask its consumers opinions about upcoming events concerning their brands especially consumer based organizations

4.0 Results discussions:

Social media marketing versus online marketing:

Online marketing which is also referred to as internet marketing is the process of promoting a brand, service or product on the internet combining the technical and creative aspects of the World Wide Web; it includes website development, blog marketing, email marketing and article marketing. Social media marketing and online marketing are often used interchangeably, however they are not the same, social media marketing is a component of online marketing Online marketing has become a useful tool to entrepreneurs or small business owners as well as corporations. Whereas social media marketing is conducted

through social networks i.e., Facebook, Twitter; Social media marketing helps in creating business and consumer relationships through interaction with other members of these social networks. which is also considered as part of social media marketing since it is becoming a social networking site. YouTube is an excellent tool to market your products and services to your target audience.

Resource mobilization theory of social media

Another social media theory is the “Resource Mobilization Theory of Social Media” by Wiest et al. The theory borrows from the work of scholars on resource mobilization theory such as which states that resources (time, money, organizational skills, and certain social or political opportunities) are very central toward success in any social movements. It is argued that these scarce resources can be mobilized through social media, something which would not have otherwise happened. An example is the Arab spring social movement in Egypt and Tunisia where social media was used to mobilize people for demonstrations or to seek political support from individuals or organizations, social media proved resourceful in mobilizing people and getting them to participate in anti-government movements in Egypt Other examples of social media use among “resource poor” actors include HIV/AIDS activism and the activities of some Muslim feminists. The HIV/AIDS media activism grew significantly between the late 1980s and early 1990s and was initiated mostly by collectives of HIV/AIDS victims with the aim of publicizing AIDS health and treatment options HIV/AIDS and also the cultural and political activities of people with HIV/AIDS These groups lacked the power and



resources to efficiently spread their messages to a mass audience through traditional means but the Internet has now enabled mobilization of people with HIV/AIDS in developing countries as well as AIDS dissidents. At its inception, resource mobilization theory was unlike earlier theories of collective action in its treatment of social movements as normal, rational, institutionally rooted activities that are structured and patterned, thus allowing for analysis in terms of organizational dynamics

Materials and methods:

The Objectives of this paper is to analyze the effective communication strategy through social networking media. It is important to study the effective way of communication in branding the product in social networking media and analyzing its reach among the consumers. The paper explores the consumer engagement practices adopted by social networking media for building the brand. Dialogue between consumers and the brand is presented in the paper in the case of a leading brand in the category of fast moving consumer goods on Slovenian market. So, this study would help to know the effectiveness of communication and strategy done through social networking media which make the target audience to participate in this kind of advertising. This study would help the advertisers to understand the effective communication strategy to communicate their brand among the users.

Table1. Usage of internet

Usage of internet	%
Once a week	3
2 to 3 days a week	15
1 or 2 h a day	35

Discussions:

Research of social media is still at its infant stage due to the fact that it is a recent phenomenon but there is an amount of interest amongst practitioners and researchers in studying the issues related to social media and social media marketing suggested that in order to positively increase advertising and improve marketing that all possible avenues must be considered, also stating that there are benefits, drawback and challenges that are associated with any social media strategy and they must all be dealt with before a specific strategy is chosen. These strategies should be used to track the organization's presence on social media in order to monitor the activities associated with their brand and. They also stated that social media has made it possible for one individual to communicate with hundreds or even thousands of other individuals and therefore amplifying word of mouth compared the effects of brand publicity in social media advertising (blog) and traditional media (magazines, newspapers). There was a demonstration regarding the greater publicity effectiveness of social media and underlying factors behind it and also the effects of perceived writer brand relationship, effects of writer credibility and publicity effectiveness, purchase intentions and social interactions are the variables taken into consideration when comparing social media advertising to traditional media. It was established that social media (blogs) generated higher brand attitudes and purchase intentions due to the social interaction between the readers and the blogger, the readers socialize with the blogger and also with each other, sharing experiences they have had with a particular product or service.

Conclusion:

With the advent of Internet technology and social media revolution it is a must for the Slovenian company to take hold of social networking websites for sales generation as well as brand promotion to achieve global competitiveness. Social networking sites users of Facebook and Twitter have become a personal product and corporate branding hub in Slovenia nowadays in digital era. Every brand that exists on social networking sites has the same core features and benefits, such as the ability to create a page, share resources, add multimedia and much more. Social networking sites are filled with potential users who are mainly young adults. These hypotheses were tested and three out of four tested positive. It shows social media marketing is effective even if it is relatively new to the marketing world, it is just as useful and effective if not more than other traditional forms of marketing. Managers have to understand that there has been a shift of power from the producers to the consumers; social media provides a platform for consumers to speak their thoughts regarding a new ad, product or even service. Organizations have to take advantage of the two way communication to respond and communicate with consumers to find out how a particular brand is perceived or if they are enjoying the use of a product taking full advantage to electronic word of mouth.

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