



Marketing Management

Elixir Marketing Mgmt. 71 (2014) 24469-24472

Elixir
ISSN: 2229-712X

The Importance of Social Media Marketing: Evidence from Goble

Nayab Komal* and Usman Khalil
The University of Lahore, Pakistan.

ARTICLE INFO

Article history:

Received: 7 January 2014;

Received in revised form:

20 May 2014;

Accepted: 30 May 2014;

Keywords

Social Media,
Marketing.

ABSTRACT

Present Conceptual study endeavors to reveal the importance of social media marketing. Social Media Marketing is the method of gaining attention of customers, establishing direct contact with customers, encouraged them to share the information about products with their friends and family. It expresses the applicability of social media marketing in modern era as a frequent marketing technique. It is the way of earning media in place of paying media. When companies join social media they can easily built relation with customers, promote their products, communicate with customers and can get their prompt feed back. With the growing trend of mobile phone usage, boosts up the use of social media. People used social networking sites through mobile phones and stay connected with companies around the clock. Marketing Managers can remind them about their capacity, capabilities, trends, new arrivals, collections and about their discount offers in a real time. It is most recently researched and dynamic topic. Many researchers conducted research to find out the effectiveness, applications, strategies and consequences of social media marketing. In present paper, it is concluded that social media marketing is very crucial for marketing managers. It is found that factors i.e. security, influence, medium, language, price, after sale services, liking, knowledge, usage have positive influence over social media marketing.

© 2014 Elixir All Rights Reserved

Introduction

Since the mid of 1990s Internet facility has got enormous popularity and tremendously effect commerce and culture. It rise up the instant communication by World Wide Web, Internet Protocol, E-mail, instant messaging, phone calls, Voice over Web, Video calls, discussion forums, social media networking and online shopping. It creates awareness among masses. New generation heavily rely on Internet to get knowledge, information and to keep in touch with friends and family. With the growing trend of social media, youngsters and teens spend most of their spare time by using Internet. They like to stay in touch with their friends, to visit profile of their favorite celebrities and to get latest information about latest fashions, brands and products. Social media is the expedient of communication among different people across political and geographical boundaries in which people used to interact, share and exchange ideas, opinions and information. Social media is what we say or does together at worldwide to communicate in all directions. (Michelle Chmielewski). It provides the platform to individuals, corporations, institutions and organizations to create, modify and discuss ideas and built relationship with customers and users of social media. Social media is beneficial for building personal relationships as well as for building customer based relationship. It has technological and ideological base and can be accessed by everyone by using Internet. In social media people share user generated contents. Social media has several advantages over traditional media i.e. it is faster, cost effective, easily accessed, and prominent among internet users. It has better quality and frequency as compare to traditional media. Social media include internet forums, social blogs and social networking like face book and twitter, music sharing and content communities like you tube and Daily motion, collaborative and informative projective like wiki pedia and

investopedia, Virtual learning sites like virtual universities and online lectures, virtual world of games for example World of War craft. (Geho & Dangelo, 2012)

It has positive as well as negative impact on the society, commerce and Industry. It not only provides information but also reshape thinking process. Today's most useable, transparent and interactive shape of relationship building is social media. It consists of real time content with authentic communication that takes place between peers. (Lisa Buyer). Marketing is the process of selling of goods and services by advertising their prices, building relations with customers and combining the requirements of consumers with patterns of economy. (Clark & Melancon, 2013). Customers are the driving force of a business. The important task of marketing manager is to attract new customers, retain existing customers and make them loyal to company and product. Marketing through social media is globally recognized practice and known as "social media marketing."

Social media marketing is the process that defines how businesses join conversation in the transparent and authentic way to build relationship with their customers (Doreen Moran). It allows the business to know about their customers and prospects that were impossible earlier. By providing information and knowledge about company and product they get popularity, respect and become trustworthy among their masses. It is the revolution in marketing, not the end. (Marjorie Clayman).

Social media marketing is globally recognized and internationally used by the companies to promote and sale their products across the geographical boundaries. Social media marketing has become most popular method from last decade and gained immense popularity among youngsters. (Andzulis, Panagopoulos & Rapp, 2012). Companies create their profile on social media like on face book, post detail description of their

Tele:

E-mail addresses: nayab_uol@live.com

© 2014 Elixir All rights reserved

business, products they are offering, prices, advantages, facilities and latest offers made by them. People find them on social media, read, like and discuss about them. In this way people are well informed about the prices and features of popular brands and stay in touch with sellers. People like to watch their favorite brands engaged in social media. Now advertisement on social media is a symbol of activeness and having interest in customer's perception and thinking. People believe in what their friends say and recommend. Friend's recommendation has positive impact on people's purchasing decisions. It is an easy way to drive and promote your new business in market. It is helpful to know what your customers say about you. Marketing Managers deals with large number of customers and through social media they can interact, manage and maintain relationship with customers. They can positively influence people to watch their company's profile. In social media marketing permission is the key to get desired response and permission based marketing is most powerful tool to attract customers. Permission can be obtained in many ways "like" at face book, follow at twitter, opt-in in email address and attendance at an event. The brand which is followed by people on twitter and liked on face book is the brand purchased and recommend by the people. Through social media marketing companies listen and give response their customers that are more important than board casting a message. So it is the significant, fruitful, dynamic and importance Marketing technique for analysis and working. It entails two important component of real and business world one is social media and other one is marketing and as a combine it is the most crucial method to analyze

Objective of Study:

It is the most recently researched and dynamic topic because people spend most of their time on social media networks. (Bauer, 2012) So this study is conducted to analysis the following things.

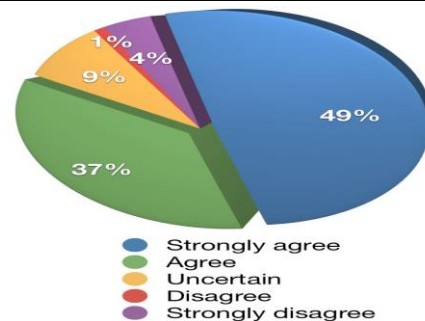
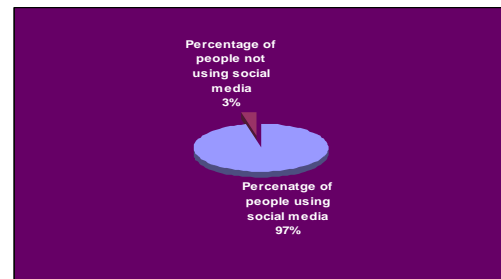
1. What is the impact of social media on marketing?
2. How can social media promote products?
3. What are the factors that positively affect the social media marketing?
4. marketing?

Scope of study:

Scope of present study is wide, vast and multidimensional. It includes all social networking websites, blogs and macro blogs and internet forums. On twitter companies can promote their product on individual bases. The features of product are explained in short message. These messages appeared on the home page of followers. At face book photos, features and profile of product and company is advertised with long detail and description. By using foursquare people can check the location by using their smart phones. Google Plus provides more features than face book and integrated the customer with google search engine. Through instagram program free photos and videos of product can be shared. Blogs platforms create an environment for companies and customers to connect online. Yelp includes online indexes of business and companies profiles and companies are searchable at yelp. You tube is also very popular in this regard to share video with a target customers. social media marketing includes many marketing techniques like targeting of customers for example you can target the customer by dividing them into elite, medium and poor class or can target them by considering their social status, age, profession and habits. EWOM and COBRAs are the networks which allow the companies to successfully advertise online.

Assumption of study:

In present study it is assumed that the users of social media are rational, educated and well aware of marketing strategies. People spend their most of time on social media and like to study about products and companies on social media. People are in habit of making online purchases and they like to shop online. They consider it more convenient as compare to conventional method of shopping. Second assumption is that the information provided on social media is always reliable, accurate, timely and help the users in decision making. Third assumption of study is that the marketing professionals are well aware of professional and marketing ethics and nothing is advertised by them which is unethical, harmful and injuries to health for example ad of alcohol. Is Social Media Marketing is necessary for your Business?



Source: (Social media marketing industry report 2013, by Michael Stelzner)

Review of Literature:

Social media have billion of active users Face book has 1 billion active users, you tube has 800 million, twitter has 200 million and google + has 135 million users. It is very easy to target final and young consumers through social media marketing. The risk associated with social media marketing is reliability of data. The data on social media is usually biased and often people refuse to mention their origin. (Aicher and Perkmann, 2013) Another study investigates the social media influence on relationship in the market perspective. They stated that most of businesses use social media for marketing purposes so this study reported that what is the actual role and contribution of social media marketing in building the relations with consumers. Three variables were used to test the influence of social media marketing on relationship that is loyalty, satisfaction and words of mouth. The results showed that people who like and follow the business page on social media perceived it as a positive thing and remain loyal, highly satisfied from the company and brand. Word of mouth has direct effect on customers and appealing words on social media attracts the customers. (Clark & Melancon, 2013) The impact of social media in South African companies in Gauteng Province and business on their marketing strategies is that social media is valuable in connecting the business managers with their consumers and make them to follow the business or brand. The findings reported that in South Africa social media is newly introduced but the businesses that already flourish and develop

their social media strategies are enjoying its fruits. (Dateling & Bick, 2013) An exploratory study examined the relationship between the retention of customers and trust in social media. Respondent were selected randomly and remaining theoretical information for descriptive analysis was gathered from magazines, publications, journals and newspapers. Results indicate there is positive correlation between trust in social media and retention of customers. (Hamid, Akhir & Cheng, 2012)

The role of social media marketing is growing rapidly and customers like those companies which interact with their consumers. (Andzulis, Panagopoulos & Rapp, 2012)

It is a well known proverb that "hit the fan". Face book is the media through which company and brand can gain its fan. If a brand has more attractive and informative page as compare to others it has more fans. The consumers who like your page on face book have a strong perception of interaction and they remain with the brand. (Lapointe, 2012)

Face book is the fastest growing site with increase of 75 percent users per year. Individual users prefer social media to maintain contacts with others, mostly people do not like to share about themselves but they like to read the status and posts by others. Social media is the best way to involve the people everywhere through smart phones and electronic devices. Social media fastly change the communication practices. It is not just for kids but used by all people belong to different age group. Social media is the cool thing to do and inexpensive way of advertisement for companies and best way to stay up to date. If a company has face book page it shows their personal interest while if they have website it does not show their involvement.

From face book page customers come

Social Media Marketing to know about their social responsibilities and involvement in community. (Campbell, (Anitsel and Meral Antisel, 2012)

Social media is the best way to keep in touch with customers and to get feedback. But it has also negative utilities like the financial information, customer sharing and storage can be used by others and can be hacked. Corporate secrets can be revealed and misused by others. Offline participation of employees of a company can also damaged company's abilities and also company has to face huge potential losses. (Racy, Tuten & Angermeier, 2013) It is necessary for advertisers to establish proper strategies for marketing and segmentation is required to target a specific audience and group of people. Many theories and models are represented to set social media practices and limitations of social media. For advertisers it is essential to have proper agenda because new and young generation is target oriented. It is an admitted fact that feed back, interaction, support, customization, clarity and encouragement are the fundamental factors of success of social media marketing. Marketing segmentation according to need and reliable long term online programs are necessary to sustain efforts for facilities of customers. Advertisers must review tactical elements and promotion strategies carefully. (P. Hill Moran, 2013)

The statement "find us on face book" influenced the customers and how customers respond to this statement and slogan. Findings show that social media changes the old practices of communication and interaction with customers. The involvement of brand and company in social media has positive influence on people. People like and follow their favorite brands to be involved at social media. Evidences show that mostly women and teens are ready to pay more for that product and brand that are advertised at social media. (Furlow, 2011) The

influence of social media on B2B promotion of sales is commendable. It is now very common to adopt social media marketing for the growth of sales. Implementation of technology of social media is now an essential part of marketing strategy of most of companies. The principal behind social media is to built world wide contacts and sharing of contents with customers over the world. Utilization of LinkedIn and twitter for researching business-to-business clients are the new addition in the marketing strategy and social media marketing is positively related with sales performance and sales volume. (Rodriguez, Peterson & Krishnan, 2012)

Many researches are conducted on social media marketing and it effects on market. Now day's business students interested to know how to use social media marketing and how to formulate marketing strategy for social media. So research was conducted as the part of assignment of marketing course of students in which they were allowed to engage in social media campaign in real time with marketers of fashion. Field experience is necessary part of marketing course and all students of marketing are required to have proper knowledge of marketing theories, foundation. It was essential for students to develop a proper marketing plan. For these purpose 10 female and 3 male students of fashion marketing and marketing were selected and sent to New York to spend 5 business days in New York. During their stay they were required to visit as many companies as possible over the variety of industries. They meet the executives of different companies and ask them to explain their marketing promotion strategies and their benefits. Consequences show that active learning program was helpful for students to understand the role and social media in marketing. The female students carried tote bag of well Social Media Marketing known brands and ask them to carry with themselves in whole trip, took the photos of bag and post them in their social media accounts like face book and twitter. In this way they were able to understand the quick response by their friends and their interest in social media marketing. (Hughes, 2012) Social media marketing is an important tool in B2B marketing and people of United States are mostly using social media for B2B marketing. (Brennan & Croft, 2011)

Interaction, communication, security and reputations are the factors that influence the social media marketing in a positive sense. (Mohammadian & Mohammadreza, 2012) Face book have 160 million users and it is most dominating and commonly used social website. Contents related to brands have many forms and branding contents are re-shared many times. Most prominent objectives of social media are customer's loyalty, engagement and to increase the volume of sales. (Lipsman, Mudd, Rich & Bruich, 2012) One way communication is now considered as old fashioned and people give importance to two way communications that is through social media. The importance of social media marketing over the globe and its implementation in Serbia can be analyzed by considering the facts that 85 percent consumer want that companies and brand should have direct interaction with customers. 93 percent consumer expects the brand and companies to be engaged in social media marketing. 56 percent consumer has perception that if a company creates interaction with consumers it should be rewarded. In the context of Serbia he stated that marketers of Serbia think that social media technologies should stay here and will play an important role in future marketing process. (Bauer, 2012) Many entrepreneurs link social media with Return on investment. And the companies which are not listed and linked with social media have low ROI as compare to companies that

have large networking source and if social media is linked with super sports and super programs like American Idol entrepreneurs can get maximum benefits. (Geho & Da

Conclusion:

In the light of data gathered from related literature, Editorial, Journals, newspapers, articles in magazines, books, blogs, publications and other sources it is stated that Social media marketing can give breathe to new companies and can boost up the sales of existing companies by building brand awareness among masses of social media. In this modern era everyone is well aware about the use and application of social media. It is popular in students, individuals, companies and marketing managers.

Social media marketing is the most reliable, fast growing network which keeps you contact with the industry and you can easily get information about new trends and development in industry. It helps the users to build their reputation and identity. It educated the community about the features of product and customer can easily contact with the company. At social media companies can also find out professionals, clients and co-workers, it can be done by posting an ad on face book page. To curve out company's reputation in market, sales professional rely on social media. It is an effective way for tracking and monitoring their customers. Goals of social media marketing comprising the following generation of Revenue, better customer engagement, experience of better customers, increased leadership, and company can know its customers. Interaction, communication, security, reputations, language, price, after sale services, liking, knowledge and usage are the factors that influence the social media marketing in a positive sense.

It is also concluded that marketing on social media is an essential mechanism for the sale and promotion of new and existing products and companies. Customers are the most valuable asset of every business so to attract them, retain them

and make them loyal to a company and a product is the primary and core objective of every company that can be achieved through engaging in social media in a while. There are two ways of contacting and attracting customers one is conventional ways like advertisement in printing media etc and the other one, modern way is advertisement on social media that benefits more than conventional media.

Limitations of study:

➤ Hindrance of Language and Culture Norms:

Conventional media convey information mostly in printed form and in a native language of a region. But the social media connects the people in an international language. People belonging to different regions can express their opinion in different terms so the basic limitation of present study is that it does not consider the effect of different languages, culture, norms and traditions.

➤ Pre-Existing data:

In this conceptual review the sources of data gathering are pre-existing. This research is grounded on the material, data and information which are already published in different Journals, Publications and media. It does not entail the fresh data sources.

➤ Access to data resources:

It was difficult to get access to maximum data resources like some electronic libraries have tiresome procedure of getting identity and power of access.

➤ Validity and Reliability:

Conceptual research based on the perceptions, of different people belonging to different situations, conditions and mentality approach. Everyone have different perception and personal opinion based on his mental state, mood and surroundings, so validity and reliability of this research can vary in different circumstances.