



AGILE MARKETING PRACTICES

INNOVATIONS AND EMERGING APPLICATIONS

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SOCIAL MEDIA AS A MARKETING TOOL

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Abstract

In the past century, the world of marketing has witnessed inconceivable transformations. One cannot even begin to imagine the degree of change that marketing strategies, tools, and tactics have experienced. Entrepreneurs and marketers recognise the necessity to stay up with the rapid rate of change in an era when technology is prevalent or risk being obsolete. Evidently, social media, which first served as a forum for interpersonal communication, has evolved into a tool that can be utilised successfully for brand positioning, advertising, and many other facets of marketing management. Keeping up with developments in the field of marketing and marketing technologies is crucial for any firm.

Key words: Marketing, Social Media, Marketing tool

Introduction

We have seen a significant change in how people connect and how business is performed over the last 40 years. The development of personal computers, the Internet, and e-commerce has significantly altered how companies run and advertise. We can anticipate that social media technology will continue to have an influence on businesses both now and in the future since its introduction is accelerating. Businesses that learn to use new technologies can benefit greatly when new technologies become available. Today, social media is playing a significant role in our lives. Our day starts with checking and updating our social media profiles, and it concludes the same way. Social media has quickly grown to become one of today's

most popular platforms among young people in India. The hottest new marketing idea is social media marketing, and every business owner wants to discover how social media may benefit their organization. Understanding how technology is making it simpler for people to interact socially with their social networks and how your business can benefit from that understanding are key components of social media marketing. Social media is being used by an increasing number of your customers for personal, business-to-business, and business-to-consumer purposes in every aspect of their daily life. People like to look at recommendations, reviews of Google search results, or websites before making a purchase. In order to follow the flow, it is crucial to understand what people think of us. Businessmen must actively engage in relevant groups in order to connect with and sway the public. They also need to use social media to interact with customers and maintain their online reputations. Social media marketing is crucial for expanding your customer base and expanding your business. Social media marketing is the process of increasing website traffic through social media platforms.

Social Media Marketing

Social media marketing is a tool that enables individuals to communicate with the market to a far larger audience than would have been feasible through traditional advertising methods by using online social networks to promote their websites, products, or services. Most significantly, social media places more focus on the group than the individual. On the Internet, there are communities of all sizes and kinds, and individuals communicate with one another. Social media marketers must appropriately utilize these communities in order to interact with group members about certain product and service offers. Social media marketing also comprises speaking with and connecting with the groups as a company representative. Social media and social networks like Facebook, Twitter, and Instagram are used in social media marketing (SMM) to promote goods and services, interact with current clients, and attract new ones. The unrivalled ability of social media in the three key marketing areas of connection, engagement, and consumer data is the driving force behind social media marketing. Using personal data to create message that resonates with users and pushing content that encourages interaction, social media marketing has completely changed how businesses may influence customer behaviour. Social media is so pervasive today, thus utilising these platforms for marketing strategies is crucial for businesses.

History of Social Media Marketing

Although social networking has been increasingly popular recently, its roots go back

dia. The hottest new marketing tool for business owner wants to discover how technology is making their social networks and how you can use the key components of social media to reach a growing number of your customers for various consumer purposes in every aspect of your business. Foundations, reviews of Google+, and how to follow the flow, it is essential for businesses must actively engage in social media with the public. They also need to use social media to manage their online reputations. Social media is a powerful base and expanding your business through increasing website traffic through social media.

Individuals to communicate without the need for face-to-face interaction have been feasible through traditional media networks to promote their websites. Social media places more focus on the growth of communities of all sizes and kinds. Social media marketers use social media to interact with group members. Social media marketing also comprises a company representative. Social media marketing, and Instagram are used in social media to promote products and services, interact with customers, and build the visibility of social media in the marketplace. The availability of social media in the marketplace is the driving force behind the growth of consumer data is the driving force behind the growth of social media to create message that resonates with the target audience. Interaction, social media marketing, and social media marketing influence customer behaviour. Social media marketing platforms for marketing strategies.

By popular recently, its roots go back

to the dawn of the computer era. What we see now is the result of social media's long history of development. Usenet, which debuted in 1979, was the first social media platform, and it was a long road from Usenet to Facebook. Users might publish to newsgroups using user networks as well. Then came bulletin board systems (BBS), which let users log in and interact. Online services like Prodigy served as BBS's predecessors. Web utilities gave birth to instant messaging, and then internet relay chat emerged. The 1990s saw the pinnacle of networking applications and forums, which sparked the development of social networks. Blogging emerged during this time, sparking the social media boom. It is still well-known today. Other websites, including the Latino-focused Mi Gente and the African-American social network Black Planet, provide features for friend addition and profile creation. After 2000, modern social networks started to emerge. In 2002, Apple released Friendster. Millions of people utilise it. Hi5 and LinkedIn were introduced in 2003. On LinkedIn, professionals may connect with one another. Also established in 2003, My Space rose to prominence in 2006. Similar to MySpace, Orkut, Multiply, etc., Facebook was created in 2004 and has already exceeded them all while continuing to expand. Along with news and bookmarking websites like Digg and Delicious, this decade also saw the emergence of media sharing websites like Photo Bucket, Flickr, YouTube, Instagram, etc. Social media has exploded since 2000 and is still expanding unabatedly now. Alongside media sharing, several other websites have emerged that provide real-time notifications, like Twitter, Posterous, Tumblr, etc. In 2007, Facebook unveiled its social management system.

The different types of social media platforms

- 1. Social networking (Facebook, LinkedIn, Google+).
- 2. Micro blogging (Twitter, Tumblr).
- 3. Photo sharing (Instagram, Snapchat, Pinterest).
- 4. Video sharing (YouTube, Facebook Live etc.)

Social Networking

Facebook

Facebook is a social networking website. You may share them, like them, leave comments on them, invite friends, and contact with them. Since its debut, Facebook has experienced phenomenal growth and is well-positioned to continue dominating the social networking space. The technique of promoting a brand and sustaining its presence on Facebook is known as Facebook marketing. Facebook marketing includes both sponsored, or "boosted," posts and organic (free) postings and interactions. Facebook

is unquestionably the most widely used social networking platform because of the many advantages it offers. Although it is primarily a social networking site, it can be an effective tool for promoting and advertising a company. Marketers may use Facebook to promote a brand, advertise a business, or raise awareness of a service or product. For this type of marketing to be successful, more than just a fan page and a few friends are required. When implemented properly, Facebook marketing may provide an organization great benefits and results. Businessmen may substantially improve their brand image and attract a larger audience by using Facebook marketing.

❖ LinkedIn

It is a social networking site created specifically for business people. It enables you to communicate business-related information with other users and maintain an online directory of business connections. The process of utilising LinkedIn for marketing involves sharing material, exchanging messages, generating leads, raising brand recognition, fostering business ties and collaborations, and encouraging networking. LinkedIn is a powerful tool that may help developers, salespeople, marketers, and even advertising greatly. You may establish relationships on LinkedIn and successfully grow your business. LinkedIn may now be used for company promotion, when before it was exclusively utilised to build professional contacts.

❖ Google+

It is a Google-powered forum for social networking. Unlike other social networking sites like Facebook and Twitter, the Google+ design team wanted to more closely resemble how people connect offline. "Real-Life Sharing Rethought for the Internet" is the project's tagline. With Google+, users may easily and regularly connect with one another based on shared interests and friendships. It is not a standalone service, but rather a component of the "ecosystem" that connects all Google services. It is a social network run by Google that aids businesses in forging connections with clients, customers, and other businesses. Similar to other networks, Google+ allows you to share information and photographs, advertise yourself as a person, and, when utilized properly, it can be a potent instrument for social media marketing. Since Google+ is built on your own appeal, its relevance should be assessed individually. If you think it would benefit your brand, you should incorporate it into your overall social media strategy.

2. Microblogging

❖ Twitter

Twitter is a different social media platform that lets registered users read and

publish 140-character messages called "tweets." It may be accessed on any device, including tablets, laptops, desktops, and cell phones. Twitter marketing is a potent tool for businesses of all shapes and sizes to attract new clients, boost their brand, and interact with other businesses. Users will learn whether customers are mentioning them, and the business may take appropriate action. Tweets provide another example for the business that is shown in the search engine results. Twitter provides a strong foundation for the business to expand into other social media platforms. Twitter is a great forum for projecting what your business is doing and reaching a wide audience, where goods and activities can be advertised through your tweets.

❖ **Tumblr**

It's a blogging and social networking platform that lets users write "tumblelogs" or quick blog entries. The platform's free-form design and users' willingness to heavily customize their own sites serve as Tumblr's key differentiators.

3. Photo sharing

❖ **Instagram**

Instagram is a website that allows users to share photos. With just one click, you can apply a variety of photo effects to your photographs and share them with others. Even though Instagram is a fairly basic service, its accessibility has contributed to its enormous popularity. It is a type of social media marketing in which advertisers use the Instagram platform to advertise their brands. To accomplish a wide range of corporate goals, Instagram marketing may make use of a wide range of diverse strategies and tactics. Traditional business goals may include selling your products or services, gaining more followers and interactions, forging alliances with potential clients and other companies, and overall enhancing a company's credibility.

❖ **Snapchat**

It is a one-to-one and group messaging tool for transmitting instantaneous texts, videos, and images. A few of its features are Memories (saved images for later viewing and sharing), Stories (pictures or movies that may be replayed for 24 hours), filters, and stickers (to embellish messages).

❖ **Pinterest marketing**

Pinterest is a social networking platform similar to Instagram in that it enables users to post visual images, but it differs in that each Pin may be linked to your website or other information. As of right now, Instagram only permits links in adverts or the biography area, thus it is useless if you want to drive visitors to your website, online

store, or blog. Pinterest marketing is the use of Pinterest as a strategy to increase brand recognition. In addition to bloggers, every business that employs a visual medium to grow their audience can use Pinterest marketing. Pinterest increases a website's overall visibility and drives organic traffic back to it.

4. Video sharing

❖ YouTube marketing

Internet marketers and owners of online businesses who want to benefit from the network's significant move toward video should use YouTube marketing as a primary tactic. The massive traffic this site receives daily only serves to demonstrate why YouTube marketing is both a growing phenomenon and a very effective way to reach your target audience.

❖ Facebook live marketing

You may broadcast a live video from your personal profile or corporate page to your audience using Facebook Live, a technology that enables for live video streaming on Facebook. Facebook Live was introduced in April 2016, and although many marketers are still learning how to utilize it, those who do appear to be benefiting from it.

Conclusion

As of 2019, there were 574 million active Internet users in India. After China, India has the second-largest internet market. In India, there will be around 639 million active internet users by the end of 2020. Mobile phone internet users make up the bulk of internet users in India. India's overall data traffic surged by 47% in 2019 as a result of continuous 4G usage. 96% of the nation's total data traffic was consumed via 4G, while 3G data traffic had its worst dip ever a 30% drop in use. Social media has taken on a key role in communication and marketing activities. In order to manage the presence of fan pages and brands on Facebook, it is crucial for businesses to create high-quality content and properly understand the behavioural dynamics of users on the social network. This will help them achieve greater success. The new generations of customers have a very high level of brand awareness, use the internet to operate on foreign markets, and their views can have a significant impact on people in various parts of the world. To assure success and create efficient promotional efforts that cater to the demands of their followers, they must be aware of the necessary drivers.

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