

A Study on Use of Social Media Marketing Strategies

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Abstract:

Social media marketing is powerful online platform for small, medium and large businessmen or companies to reach the targeted customer. It is a convenient medium to get customer information, opinion, experiences, awareness of brand, customer satisfaction quickly. Marketing through social media is one of the most versatile and cost-effective strategies that small businesses can use to reach their target audience and boost sales over time. That's why 97% of marketers are using social media to reach their audiences.¹ This research paper focuses on social media marketing strategies applied by businessmen and the popular social media networks used by the various businesses. Primary data is collected through survey method. Questionnaire is captured from distributors and sellers through their social media sites. It is found from the analysis, posting to support the personality of the customer has come as a less desirable strategy that is effective in enhancing customer relationships.

Keyword: Strategy, Social media, marketing

1.1 Introduction:

Social media is still a wonderful place for brand to have a little fun, but it also has a real measurable impact on a business bottom line. Thus social media can no longer live in silo; it must be worked in tandem with the rest of your business strategy.² Today purpose of social media marketing is tool to build relationships and increase brand visibility by interacting with targeted customers. Facebook, Twitter, You Tube, Instagram, Whatsapp, Google+. Pinrest such popular social media sites help to grow small businessman and distributors. With 2.45 billion monthly active users as of the third quarter of 2019, Face book is the biggest social network. Instagram is started to offer video sharing and Instagram Stories, a feature competing with Snapchat's Stories. The service was initially released as an iOS app but is now also available for other mobile systems as well as online. As of June 2018, the social network reported more than 1 billion monthly active users worldwide and the social media network's daily active users stood at 500 million worldwide.³

1.2 Review of Literature:

Chheda(2014): Entitled research "Impact of Social Media Marketing on Performance of Micro and Small Businesses", found the level of trust for shopping online is building

gradually as majority respondents agreed to have shopped sometime or the other after clicking on the advertisement.⁴

Bajpai, Pandey, Shriwas(2012): Entitled research “Social Media Marketing: Strategies & Its Impact” concluded that creating a basic social media presence is easy enough, getting your community to actually do something is more difficult. They suggested making sure their site is included in local business directories in order to help ensure that consumers find when they needed.⁵

Chanthinok, Ussahawanitchakit, Jhundra-indra(2015): Entitled research, “Social Media Marketing Strategy and Marketing Performance: Evidence From E-Commerce Firms In Thailand” found sheds light on guidelines applying electronic marketing strategy to support consumer behaviour, or even building superior business performance.⁶

1.3 Objectives of the Study:

1. To study social media marketing strategies applied by the businessmen.
2. To study the social media networks preferred for marketing.
3. To make suggestions.

1.4 Hypothesis:

H₀: All marketers are applying equally social media marketing strategies.

1.5 Methods of Data Collection:

Primary data is collected from questionnaire, filled by micro and small businessmen to gain the information about social media marketing strategies adopted by them. Research questionnaires are prepared for the survey for the small businesses.

1.6 Research Methodology:

Data analysed by SPSS software. Simple statistical tools has been applied such frequency distribution, percentage, and mean. Graphical representation is used for such analysis.

1.7 Sample Design:

It is also difficult to collect data from large samples. By considering the time, resources available and the possibility the snowball sampling method is used. Total 75 questionnaires were distributed, but 61 samples have responded. The total businesses are categorised in seven types.

1.8 Analysis of Data:

Table No.1.1: Profile of Businesses

Type of Businesses	Frequency	Percent	Start up Business	Frequency	Percent
Artificial Jewellery	12	19.7	2 to 4	37	60.7
Books and Sports	9	14.8	4 to 6	12	19.7
Clothes	9	14.8	6 to 8	7	11.5
Electronic Material	9	14.8	8 to 10	4	6.6
Finance	4	6.6	Total	61	100.0
Home Appliances	8	13.1			
Teaching and online Tutions	9	14.8			
Total	61	100.0			

Table no. 1.1 shows profile of sampled businesses which are categorised with two variables Type of business and start of business. The highest 19.7 percent sampled businessmen are selling artificial jewellery, whereas about 6.6 percent businessmen has finance related business. About 14.8 percent businessmen are observed selling books, cloths, electronic equipments, teaching and online tutions. It is observed the highest 60.7 business started marketing through social media from last 2 to 4 years, whereas lowest 6.6 percent businessmen have started using social media for marketing from last 8 to 10 years. It indicates that increasing use of social media from customers are mostly recent stated with social media marketing.

Table No.1.2: Social Media Marketing Goals

Social Media Marketing Goals	Frequency	Percent
Increase Your brand awareness	60	98.4
Drive website Traffic	33	54.1
Improve customer service and relation	51	83.6
Grow Sale	59	96.7
Built Community	53	86.9
Total	61	100.0

Source: Survey Data

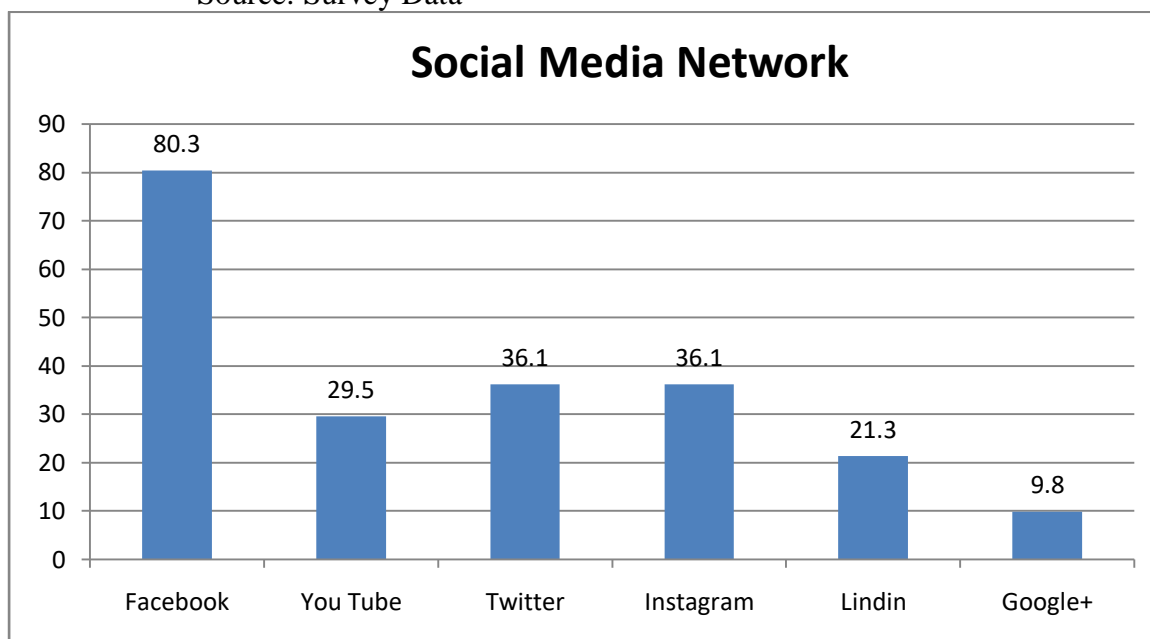
More than 90 percent businessman agreed direct impact of social media marketing on their sell and revenue. It is observed from table no.1.2 about 98 percent and 96.7 percent businessman preferred the goal of social media marketing to increase the awareness and grow the sale of product preferred goals. Website traffic is important for business growth it is a

indication of how well your marketing strategies are working. So, goal of website traffic is to be driving more qualified visitors towards site but it is observed very low 54 percent business man has set the goal to drive web traffic.

Table No. 1.3: Social Media Network Assigned For Business Strategy

Network	Frequency	Percent	Valid Percent
Facebook	49	80.3	80.3
You Tube	18	29.5	29.5
Twitter	22	36.1	36.1
Instagram	22	36.1	36.1
Linkdin	13	21.3	21.3
Google+	6	9.8	9.8

Source: Survey Data



Each network has its own strength and weaknesses. Each social media marketer chooses social media site it according to type of product. It is observed in the survey about 80.3 percent highest businessmen preferred facebook, because Facebook focus on interaction with friends and family. Whereas, lowest 9.8 percent businessmen are connected with google+ . More than thirty percent businessmen like books seller, teaching and online tuitions are preferred you tube, twitter and Instagram network. The artificial jeweller, clothes and home appliance seller are observed preferring facebook. Generally focused customers are using websites such as you tube, twitter, Instagram, Linkdin to purchase and interact with product

or services. Because of their special features like, twitter functioned conversation through short messages, Linkdin builds professional connections to help career development, Instagram and you tube provide sharing visual content.

Table No. 1.4: Strategy applied by marketers

Strategy applied by marketers	Frequency	Percent	Valid Percent
Creating employee group who represent product/service	36	59.0	60.0
Answering all of your customer questions	27	44.3	45.0
Create post offering discount or trial	27	44.3	45.0
Provide more information about product or service	48	78.7	80.0
Post about something the customer personality support	17	27.9	28.3
Increase Transparency into their operation	36	59.0	60.0

Source: Survey Data

Social service and social relationship through social media marketing is quick accessible and convenient to boost business. Many businessmen follow their own strategy to reach the targeted customer. It is observed from the table, about 59 percent businessmen creates employee group who represents their products /services and increase transparency into their business. About 78.7 percent businessmen provides detail information about the products to grow brand awareness. About 44.3 percent businessmen are responding all questions of the customers. About 44.3 percent businessmen posts their offers, discount or trials to provide customer service and to understand the psychographic of customers. Very low 27.9 percent of respondents post to achieve customer relationship management about the customer personality support.

Strategy applied by Respondents	N	Missing	Mean	Variance	Std. Deviation	Sum
Strategy applied by creating employee group	60	1	0.60	0.244	.494	36
Answering all of your customer questions	60	1	0.45	0.252	.502	27
Create post offering discount or trial	60	1	0.45	0.252	.502	27
Provide more information about product or service	60	1	0.80	0.163	.403	48
Post about something the customer personality support	60	1	0.28	0.206	.454	17
Increase Transparency into their	60	1	0.60	0.244	.494	36

operation						
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Mean value indicates each strategy is not similarly followed by all businessmen.

S.D show variation in data varies from the mean. The standard deviation indicates, the data points are very close to the mean; so the responses are different. Variance measures how far a set of data is spread out. A variance zero indicates that all of the data values are identical. Variance values are positive. In short all businessmen are following different social media marketing strategies and all above strategies not implemented similarly.

1.10 Findings:

1. It is found that more than 60 percent businessmen are mostly recent 2 to 4 years stated with social media marketing.
2. To set the marketing goals more than 95 percent businessmen are focused on increasing brand awareness and grow sale, but customer service and built community is secondly preferred whereas, drive website traffic has very low preference.
3. About 30 to 36 percent businessmen are using the google+ Linkdin, Twitter, Instagram and you tube social media network.
4. There is no similarity in strategies are observed followed by the all businessmen.
5. Personality supporting posts are very low desirable strategy, which is effective in enhancing customer relationships.

1.11 Suggestions:

Businessmen turn to social media to engaging customer. Even if the customers are using the social media, they can still contact the seller and the businessmen should be ready to help them. Ideally businessmen should ready to respond all questions of customer a timely and accurate manner, regardless how customers approach them. Chatbot is platform through which businessmen interact with the customers most comfortably. Instagram is primarily used by young adults. Pinterest is mostly used by more female than male. College graduates are highly using Twitter. The demography of customer should be the essential factor in choosing which social media platform. Businessmen should not only focus on sales growth but expand their presence on social media platforms as well.

1.11 Conclusion:

Social media is effective customer service channel. Consumers are comfortable in online transaction, Customer preferred only such products of seller, who respond the queries. For any organisation which runs by social community, customer service is often one of its primary functions. Any social media strategy should account the risks and challenges of interacting in this environment and should incorporate a protocol for dealing with these risks.

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