
Promotional Strategies Adopted by Social Media-A Study

B. Shirisha¹

¹Assistant Professor, Pingli Govt. Degree & PG College for Women, Hanamkonda.

Abstract

The social media originated as a way to interact with friends and family but was later adopted by businesses that wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is the ability to connect and share information with anyone on Earth or with many people simultaneously. According to a survey by Pew Research Center, the use of social media is correlated with having more friends and more diverse personal networks, especially within emerging economies. For many teenagers, friendships can start virtually, with 57% of teens meeting a friend online. Businesses are also using social media marketing to target their consumers right on their phones and computers, building a following in order to build a loyal fan base, and create a culture behind their own brand. Some companies, such as Denny's, have created entire personas on Twitter in order to market to younger consumers using their own language and personas. In this connection, there is need to study the promotional strategies adopted by Social Media.

Keywords: Social Media, promotional strategies and Networks.

Introduction

The term social media refers to a computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities. Social media is internet-based and gives users quick electronic communication of content, such as personal information, documents, videos, and photos. Users engage with social media via a computer, tablet, or Smartphone via web-based software or applications. The social media originated as a way to interact with friends and family but was later adopted by businesses that wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is the ability to connect and share information with anyone on Earth or with many people simultaneously.

There are more than 3.8 billion social media users around the world. Social media is an ever-changing and ever-evolving field, with new apps such as TikTok and Clubhouse coming out seemingly every year, joining the ranks of established social networks like Facebook, YouTube, Twitter, and Instagram. By 2023, the number of social media users in the United States is forecast to increase to approximately 257 million. According to the Pew Research Center, social

media users tend to be younger. Nearly 90% of people between the ages of 18 and 29 used at least one form of social media. Further, these users tend to be better educated and relatively wealthy, or earning over \$75,000 per year.

Need for the Study

Social media allows individuals to keep in touch with friends and extended family. Some people will use various social media applications to network and find career opportunities, connect with people across the globe with like-minded interests, and share their own thoughts, feelings, and insights online. There is need of all businesses require creating a social media marketing strategy and operate the business social accounts in a thoughtful and should be measured as promotional strategy. This paper presents the promotional strategies of social media for building and implementation in the present market.

Objectives of the Study

The following are the main objectives of paper are;

1. To present the significance, types and benefits of social media and
2. To analyse the promotional strategies required by social media

Research Methodology

The qualitative research method is adopted for describing, interpreting and gaining in –depth insight into specific concepts of social media promotion. Exploratory research design is employed to collect the secondary source of information.

Significance of Social Media

The social media has changed the way we all interact with each other online. It gives us the ability to discover what's happening in the world in real-time, to connect with each other and stay in touch with long-distance friends, and in order to have access to endless amounts of information at our fingertips. In many senses, social media has helped many individuals find common ground with others online, making the world seem more approachable.

According to a survey by Pew Research Center, the use of social media is correlated with having more friends and more diverse personal networks, especially within emerging economies. For many teenagers, friendships can start virtually, with 57% of teens meeting a friend online. Businesses are also using social media marketing to target their consumers right on their phones and computers, building a following in order to build a loyal fan base, and create a culture behind their own brand. Some companies, such as Denny's, have created entire personas on Twitter in order to market to younger consumers using their own language and personas.

Types of Social Media

The Social media may take the form of a variety of tech-enabled activities. These activities include photo sharing, blogging, social gaming, social networks, video sharing, business networks, virtual worlds, reviews, and much more. Even governments and politicians utilize social media to engage with constituents and voters.

For individuals, social media is used to keep in touch with friends and extended family. Some people will use various social media applications to network career opportunities, find people across the globe with like-minded interests, and share their thoughts, feelings, insights, and emotions. Those who engage in these activities are part of a virtual social network.

For businesses, social media is an indispensable tool. Companies use the platform to find and engage with customers, drive sales through advertising and promotion, gauge consumer trends, and offer customer service or support.

Social media's role in helping businesses is significant. It facilitates communication with customers, enabling the melding of social interactions on e-commerce sites. Its ability to collect information helps focus on marketing efforts and market research. It helps in promoting products and services, as it enables the distribution of targeted, timely, and exclusive sales and coupons to would-be customers. Further, social media can help in building customer relationships through loyalty programs linked to social media.

Promotional Strategies required by Social Media

There are various promotional strategies required to advertise and marking the content at social media.

- **Select Relevant and Realistic Social Media Marketing Goals:** The most significant problems faced by many businesses engaged in promotion at social media are that they have never spent the time to set relevant and realistic social media marketing goals. They know they need to be on social media, but have no idea why they are there. The social media marketing goals need to fit into your business planning as a whole. Ideally, you will have set strategic goals for how you want your business to progress. Your social media marketing goals should complement your overarching business goals. The relevant and realistic goal should be specific, measurable, attainable, and relevant and Time bound and is also called as SMART model.
- **Determine Your Most Relevant Metrics:** The businesses create a social presence and spend time and other resources on using their social accounts, without ever establishing whether they see any success or not. The social metrics will relate to the goals which business have to set them self. The Influencer Marketing Hub has written a free e-book to help business people. The existence of fake followers on any social network means that follower numbers have little value as a metric. Ideally, business man should look at the marketing goals to set

above, and determine which metrics will provide business man with the answer as to whether meeting that goal.

- **Decide Social Media Audience:** One of the most common mistakes made by firms on social media is to think that all followers will be good for them. There is a good reason why pundits deemphasize the metric Follower Numbers and call them vanity metrics. There is little point having somebody as a follower unless he is likely to take an interest in the content social media share. These people, whether they are real or fake accounts, will not spend any money on social media products. They will not refer people to social media. They are of no value to social media at all.
- **Understand Social Media Audience:** The different types of people use social media in varying ways. If social media going to meet the goals of business people and they need to be using the same social media networks as social media target audience. Similarly, if social media intend to engage in influencer marketing, they need to ensure that they engage and understand their requirements to influencers whose audience matches social media target market.
- **Select the Right Social Media Networks:** The various people worry about how they are going to find the time and energy to operate accounts on every social network. In most cases, you don't need to. You simply need to find the right social networks for your business. You want to discover the social networks where your intended audience spends their time
- **Investigate Competitors Approach at Social Media:** Most firms don't operate in isolation. The social media will usually have competitors who will also run a social strategy. The social media will definitely need to know what they are doing. What is their focus? Whom are they targeting? What key phrases are they trying to dominate?
- **Establish a Realistic Social Media Budget:** The social media budget to be realistic. There is no business should merely pay lip service to its social media accounts. Social media marketing is as viable a form of marketing as any other marketing type for most companies, and social media should be prepared to allocate a budget accordingly. The Social media can't expect social media success if social media simply tag it onto the pre-existing list of duties social media existing office staff performs.
- **Plan the Types of Content Intend to Share:** To be successful on social media will need high-quality content to share. One of the biggest mistakes that businesses do is to share excessive promotional material. Remember, social networks are designed to be social – they were never intended to be a marketplace for social media to sell your products.
- **Establish the Best Times to Post and Set up a Content Calendar:** While social media could manually make all of your social posts, that is inefficient, and may not lead to the best results. Most of the social networks now use some form of algorithm to filter the results they give people. This means that if you post at a different time to when social media target audience is online, they may never see social media content.
- **Engage Audiences:** The People don't just go onto social networks to read, look at, or watch content. They go online to interact with other people and to be social. Successful businesses do not just broadcast to their social audiences. They engage with them too.

This is why social media should not attempt to cover every social network unless to have a very diverse target market and an army of personnel dedicated to this task. By focusing to attention on the social networks your target market frequents, social media can use be resources efficiently.

- **Run Cross-Channel Campaigns:** Many businesses now have more than one social account and tie them together with cross-channel campaigns. The Social media can even include social media influencers and brand advocates in these campaigns too. Of course, if social media sell multiple products targeting different groups of people, social media might have quite a few business social accounts. That doesn't mean that social media need to include every social account in every campaign. Focus on those accounts that match the target audience for a specific campaign.
- **Track Social Media Results and Adapt:** The social media plan for social efforts, there is no guarantee that things will work as social media expected. The social media don't track results and never know the success of social media campaigns. The process by setting goals and then determined your most relevant metrics. Therefore, social media will want to keep a constant eye on how these metrics are progressing.

Summary

The social media originated as a way to interact with friends and family but was later adopted by businesses that wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is the ability to connect and share information with anyone on Earth or with many people simultaneously. There are more than 3.8 billion social media users around the world. Social media is an ever-changing and ever-evolving field, with new apps such as TikTok and Clubhouse coming out seemingly every year, joining the ranks of established social networks like Facebook, YouTube, Twitter, and Instagram. By 2023, the number of social media users in the United States is forecast to increase to approximately 257 million.

The business organizations should do something about social media, but don't really understand what they should do. Some firms just give access to the company's social accounts to some junior staff members—merely because they are young, so should know all about social media. However, all businesses need to create a social media marketing strategy and operate the business social accounts in a thoughtful, measured way.

References

1. Heinrichs, J. H., Lim, J. S., & Lim, K. S. (2011). Influence of social networking site and user access method on social media evaluation. *Journal of Consumer Behaviour*, 10(6), 347-355
2. Ismail, M. (2016). Effects of Advertisement on Consumer's Buying Behaviour with References to FMCGs in Southern Punjab-Pakistan. *Journal of Marketing and Consumer Research*, 19, 22–30
3. Sunderaraj, R. (2018). Impact of Advertisement on Buying Behaviour of Consumers in Sivakasi. *Ictact Journal On Management Studies*, 04(03), 800–808.

4. Sama, R. (2019). Impact of Media Advertisements on Consumer Behaviour. *Journal of Creative Communications*, 14(1), 54–68. <https://doi.org/10.1177/0973258618822624>
5. Donnellan, J., McDonald, M., & Edmondson, M. (2020). Impact of Social Media on Consumer Buying Patterns. *International Journal of Marketing Studies*, 12(3).
6. Thilina, D. K. (2021). Conceptual Review of Social Influencer Marketing on Purchase Intention; Dynamics
7. Balakrishnan, B.K.P.D., Dahnil, M.I. & Yi, W.J. (2014). The Impact of Social Media Marketing Medium toward Purchase Intention and Brand Loyalty among Generation. *Procedia - Social and Behavioural Sciences*, 148(August), pp 177-185.
8. Bughin, J., Doogan, J., & Vetvik, O.J. (2010). A new way to measure word-of-mouth marketing. *McKinsey Quarterly*, 1st April. Retrieved from: <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/a-new-way-to-measure-word-of-mouth-marketing#>
9. Drell, L. (2011). Social Consumers and the Science of Sharing. Retrieved from: <http://mashable.com/2011/10/25/social-consumer-sharing-infographic/>
10. Fotis, J.N. (2015). The Use of Social Media and its Impacts on Consumer Behaviour: The Context of Holiday Travel. PhD thesis, Bournemouth University, England. Retrieved From: <https://core.ac.uk/reader/42142490>.
11. Harshini, C.S. (2015). Influence of Social Media Ads on Consumer's Purchase Intention. *International Journal of Current Engineering and Scientific Research*, 2(10), pp 110-115.
12. Hoyer, W.D., Chandy, R., Dorotic, M., Krafft, M. & Singh, S.S. (2010). Consumer Co creation in New Product Development. *Journal of Service Research*, 13(3), pp 283-96.
13. Martinka, L. (2012). How Social Media Communities Impact Consumer Behavior. Thesis. Gonzaga University, USA. Retrieved From: <https://www.proquest.com/docview/1017683284>
14. Wang, Y. & Yu, C. (2015). Social Interaction-Based Consumer Decision-Making Model in Social Commerce: The Role of Word of Mouth and Observational Learning. *International Journal of Information Management*, 37(3), pp 179-189.