

# A Review on the Social Media Marketing and Its role in Digital Marketing

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## **Abstract:**

*Day-by-day, popularity and usage of social media is increasing and this forcing marketers to think about this. Along with traditional functional areas of marketing, marketers must use social media for building brand of product or organisation. Social media platforms are based mainly on the internet or mobile-based applications and tools to share information among community or society. Impact of social media on brand development and digital marketing can be judged by studying the comparison of marketing before social media and after the use of social media. Technology is also changing rapidly and accordingly new concepts are evolving in social media. This technology shift is also affecting the way of digital marketing and brand development.*

## **Keywords:**

Digital Marketing, Social Media Marketing, Evolution of social media, Social Media Technology, Web Technology, Impact of Social Media, Brand Development, Techniques used for Social Media

## **Introduction**

Social media marketing is the technique of marketing using various social media platforms to promote a product, service or building a brand image for company. Day-by-day, social media is evolving and its scope is increasing and this drastic change in usage of social media forced marketers to use social media in their regular marketing practice. However, the terms e-marketing and digital marketing are still leading in management research, social media marketing is becoming more popular for both marketers and researchers. People from different geographical locations, age groups and different

communities are now involved in social media activities and this is main reason for need for social media marketing. Most of social media platforms are based on data analytics (data science), which enable marketers to monitor the progress and engagement of various communities in advertisement campaigns. Companies speak to a range of stakeholders using social media marketing. Stakeholders includes current and potential customers, previous customers, current and potential employees, Ex-employees, communities, journalists, media bloggers and the common man.

## **The Objective of the Study**

- To study Social Media Marketing
- To review Social Media Marketing and its role in Digital Marketing

A review is conducted for understanding social media marketing and its role in Digital Marketing. Following are some selected research papers published in relation with social media marketing, its applications, technologies and role in Marketing.

## **Research Papers:**

1. **A Study on the Impact of Social Media Marketing Trends on Digital Marketing**

**Dr. S. A. Shamsudeen Ibrahim,  
P.Ganeshbabu**

In this paper, researcher have studied social media marketing concepts and conducted an review for the same. They have studied three papers on social media marketing and conducted a small research activity. Objective of research is to study social media marketing and study its impact on digital marketing. Secondary data Collected through leading Journals, reviews, chapter Books for research purpose. The study has also revealed that to utilize digital marketing effectively, the companies are required to design an effective platform. With the example of Interest, the effectiveness of a social media platform has been discussed. The current trends in digital marketing have also been discussed in the study. It has shown that in the current context, it has become important to integrate all the systems with that of the digital platform. The transition of a newspaper from the printed version to the online version has been exemplified the current trends of the digitalization.

## 2. Social Media Marketing: A Literature Review and Implications

**Helena Alves, Cristina Fernandes, M<sup>o</sup>ario Raposo**

Researchers carried out a study on content analysis and systemizes articles on social media marketing in the Web of Science database. Total Forty-four studies were analyzed in accordance with a variation on the systematic review approach, involving synthesis- and interpretation-based assessment. After the research, the results shows how most of the studies analyzed focus on the consumer perspective in terms of usage, share, and influence of social media on consumer decisions and perceptions. The studies focusing on the organization's perspective centered not only on the usage of social media, but also on their implementation, optimization, and measurement of results. The majority of studies are quantitative and published in recent years. This study not only reached certain conclusions for both theory and practice, but also defined future lines of research according to the gaps detected by the study's results.

The results of this research also point to the need for qualitative studies to better grasp recourse to social media marketing utilization within the framework of marketing strategies. The main limitation of this study would be the fact that the research was limited to the term "social media

marketing," considering only the Web of Science database and only including articles in journals.

## 3. EFFECTIVENESS OF SOCIAL MEDIA AS A MARKETING TOOL: AN EMPIRICAL STUDY

**ABU BASHAR, IRSHAD AHMAD, MOHAMMAD WASIQ**

This research focuses on different tools and their evolution on the field of social media. In an era where technology prevails, entrepreneurs as well as marketers see the need to keep up with the fast pace of change or risk being outdated. Practically, it is impossible to design a marketing strategy without considering social networks. Social media had become really important gradient in today's marketing mix in general and in promotion mix in particular. Adapting some form of marketing online through social media is a key node for all businesses, especially in an industry where trends constantly change such as fashion and handicrafts. The scope of the study has been limited to social media marketing only.

The paper carries out empirical research to understand the effectiveness of social media as a marketing tool and an effort has been made to analyze the extent social media helps consumers in buying decision making. In addition strategies have been suggested for maximizing the effectiveness. Various statistical tests have been applied by researchers to support the research hypothesis. In conclusion, researcher claimed that business today is being transformed from a transactional relationship to a social relationship. At the end of study, researchers have given very important recommendations for businessmen and marketers.

## 4. Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type

**Hilde A. M. Voorveld, Guda van Noort, Daniël G. Muntinga, and Fred Bronner**

In this research article, researchers studied engagement with respect to different social media platforms. This study examines how consumers' engagement with social media platforms drives engagement with advertising embedded in these platforms and subsequently, evaluations of this advertising. Researcher's survey (N D 1,346, aged 13 and older) maps social media users' engagement experiences with Facebook, YouTube, LinkedIn, Twitter, GoogleC, Instagram, Pinterest and Snapchat and their experiences with and evaluations of advertising on these platforms. Findings of researchers show that engagement is highly context specific and it comprises various types of experiences on each social media platform such that each is experienced in a unique way. Additionally, on each platform, a different set of experiences is related to advertising strategies and canmagins. In this paper, it is further shown that engagement with social media advertising itself is key in explaining how social media engagement is related to advertising evaluations. The general conclusion is that there is no such thing as "social media."

## 5. YOUTUBE VIDEOS AS AN EFFECTIVE MEDIUM IN BRANDING - A STUDY AMONG URBAN WOMEN IN MYSURU CITY

**Ramya K.Prasad**

In this paper it stated that "Social media is an emerging field and with its range of tools for communication hence businesses are highly interested in tapping this medium for marketing." Researchcers also claimed that social media influencers especially YouTube content creators are used to communicate with the public through videos and podcasts. "As social media platforms expand and evolve, the advertising industry has had to change and adapt to continue to reach consumers" is the main theme of this entire research with special reference to Youtube as main platform for brand development. With social media growing in influence and advertising agencies allocating more of their media budgets to social, the advertising industry is in search of effective strategies to get the most return on investment. One of these strategies in recent years has been influencer marketing, which is a form of marketing where the focus is placed on specific individuals rather than a target market as a whole. It

identifies the individuals that have influence over potential buyers, and orients marketing activities around these influencers.

The research paper aims to study the role of YouTube as a social media platform and its impact on creating visibility for brands and to determine the effect of the views/opinions of You-Tubers on its viewers. This paper also explains the various promotional tools used by different content creators for effective reach to their viewers.

A survey is conducted among 300 urban women you-tube viewers in Mysuru between the age 20-35 and presented in this paper. The objectives of this paper would be to analyze the authenticity of the content generated by bloggers, to analyze the PR strategies used different brands, to understand the consumer behavior when it comes to buy a product marketed through blogs and to examine the role of bloggers in fashion industry. This study is based on Social Media Impact theory that states that "professionals must position themselves to benefit from fundamental changes that are occurring in the ways people decide on which products and services to consume, and how they actually consume them" (Mir & Zaheer, 2012).

This paper would help to understand the rise in the use of social media fashion bloggers and as the storytellers of a brand and it's products. "Fashion bloggers are fast becoming an influential force within the fashion industry, which has been facilitated by the growth of new media." Limitation of the research can be a study is limited to a few respondents from Mysuru and is subjective to researcher's and respondents understanding.

## 6. EFFECT OF YOUTUBE USAGE AND MARKETING COMMUNICATION ON BRAND PREFERENCE

**Mubarak Kaldeen, MIM. Hilal**

This paper focuses on Youtube platform and its use for marketing and brand development. The universal usage and marketing communication based on the information and communication technology (ICT) avenues have impact of the lives of youth and in their buying behavior. The tenacious practice of ICT platforms such as social media, particularly digital video sharing conduits such as YouTube, amongst the youth associate has befitting an imperative

marketing communication platform for marketers to influence this elusive focus segment.

The extensive practice of YouTube has engendered many people in promotional interaction created income and impact on buying behavior of specially youth. Author claimed that there is inadequate scholastic investigation in relations to the effect of digital video in developing economies, predominantly concerning the impact of online usage and demographic factors among youth. This study is carried out to investigate the effect of YouTube usage and marketing communication on attitudinal retorts and the influence on brand predilection as well as the impact of usage and demographic elements on the attitudinal connection. A survey using a questionnaire was conducted among 300 respondents and the hypothesized associations were estimated via structural equation modelling (SEM).

The results of this study, disclose a favorable association between affective responses of use factors and brand preference because of YouTube usage and marketing communication, making a notable contribution to the limited YouTube review on attitude-to-advertising theory in emerging nations. The research also contributes in the diminution of the theoretical-industry practitioner gap through identified online usage elements and its impact on brand preference. The limitation of study is that researchers considered only one platform to study the impact. Also geographical area is to be considered for further studies. At the end of research, author recommended to carry out extensive research for analogous attitudinal correlation among younger generation and social media platforms.

## **7. Usage of Social Media Marketing for Small Business: A comparative analysis of various actions on Social Media**

**Mr. Jaysing Bhosale, Dr. R.G. Phadtare**

Researcher mentioned fascinating tools on Social Network Marketing in this paper and further carried out extensive study on usage of social media marketing with special reference to small business. Researcher focussed on various actions on social media that affects on marketing strategy of organisation. The objective of research is to study importance of Social Media Marketing because the outcome will help small businesses to formulate their marketing strategies to improve their operations and sales return at present and in the future. Researchers

have mentioned major social media platforms in brief and also mentioned the information that can be shared by these platforms. Researcher also claimed that social media has a wider reach and is increasing every day in an exponential manner. Additionally, mentioned that 52.6% of the world population now is connected to the internet of which 80% are active social media users. This research indicates that social media is a large platform for all companies big or small to cater to a wider consumer base at a much lesser cost. Web 2.0 allows to create and share content on the web. Further, Social Networks are gaining a lot of importance in marketing of the company's products and services. Researcher proved that Social Media is one of the best ways to connect with people, share your content, manage your feedback and reviews and create long term Brand Loyalty.

In study, researcher observed that MNC's have bigger budgets for marketing and advertising on offline and online marketing. But when it comes to small businesses, they have a very small budget for the advertisement. Small and Medium Enterprises (SME's) are said to be the major contributor of the Indian Economy. Therefore, the Indian Government's is coming up with initiative like 'Make in India' and 'Digital India' are aimed at facilitating the growth of small scale industry in the country. Social Media will play a crucial role in overall growth of small and medium enterprises.

This research paper provides insight into social media literature and online consumer behavior with respect to the use of social media in small businesses. Additionally, the paper tries to identify and analyze the reasons or actions that prompt consumers whether to follow or unfollow a particular Brand on social media.

## **8. Effect of YouTube Marketing Communication on Converting Brand Liking into Preference among Millennials Regarding Brands in General and Sustainable Offers in Particular. Evidence from South Africa and Romania**

**Rodney Duffett, Dana-Mihaela Petros, anu, Iliuta-Costel Negricea and Tudor Edu**

The ubiquitous role of online information and communication technology (ICT)

channels in the lives of Millennial consumers is universally recognised in industry and academia. The persistent usage of platforms such as social media, especially digital video sharing conduits (e.g., YouTube), among the Millennial cohort has become an important marketing communication platform for organisations to reach this evasive target market. In this paper, researcher found that the extensive use of YouTube has generated billions of dollars in marketing communication income, but there is limited academic inquiry in terms of in developing economies, particularly regarding the effect of online usage and demographic factors among Millennials.

This paper examines the effect of YouTube marketing communication on affective (attitudinal) responses, meaning brand liking and the impact on brand preference, among Millennials in two developing economies, Romania and South Africa, as well as the influence of usage and demographic factors on the affective (attitudinal) association. Researcher conducted a survey among 400 Romanian and 400 South African respondents, and the hypothesised associations were evaluated via structural equation modelling (SEM) and multigroup SEM.

The results of this paper revealed a favourable connection between brand liking and brand preference as a result of YouTube marketing communication, making a notable contribution to the limited YouTube inquiry on attitude-to-advertising theory in developing economies regarding brands in general and sustainable offers in particular. A number of the online usage and demographic factors were also found to have an effect on the brand liking and preference association, supporting in the reduction of the academic–practitioner gap and assisting organisations in better understanding

Millennials in the development of effective marketing communication campaigns on video sharing platforms.

### Conclusion:

After this review, it is clear that huge research is going on social media marketing, its technology and its applications in various sectors. For new researchers, Social media management, social media marketing, content generation and management, role of social media in brand development and digital marketing, etc. are the fields for developing models and concepts to cater the need of society and marketing industry.

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