

Need for Social Media and Digital Marketing – A Pragmatic Study

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ABSTRACT

Digital marketing is the use of digital platforms for the use of marketing products or services of an organization. With the development in technology there are various platforms that can be used for digital marketing. Media is one of such platforms. And with the evolution of internet there are new forms of media that have emerged. And social media has become a very important part of every individual's life.

Keywords: digital marketing, social media, strategy, purchase decision

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INTRODUCTION

Irrespective of the ethnicity, country or religion the usage of Social media has been increased. There are 2.46 billion social media users around the world in 2017. With more number of users connected through Social media in real time, every brand in the world has been in these conversations. So, venturing into social media is opening the brand in front of large prospective customers and being part of their communications. With these the organizations have shifted or trying to shift their focus from offline marketing to social media marketing. There are various trends that are coming up and there is a requirement for the organization to cope up with these trends. Social media is now a trend that has been set that connects the organization with the customers. Social media can be used to increase the sales, build brand awareness, and connect with the person that is the customer engagement and many other things. And each social media can achieve these goals that the organization wants. Choosing the best strategy for the company, following the best practices that are being followed around the world will drive the online presence of a company.

There are different types of social media such as social networks which consist of Facebook, Twitter and LinkedIn which are many used for connecting people. This can be used for brand awareness, lead generation, customer relation and many more. Then there is the media sharing networks such as Instagram, YouTube which is mainly used for sharing photos or videos. There are many other types such as the discussion forms and review networks to name a few. So, the company needs to decide the type of the social media network that they want to use based on the audience to whom they want to target. With the right targets, being responsive, or the analytics that can be got through these networks has made social media marketing grow rapidly recently.

LITERATURE REVIEW

Since past decade a new form of media has arisen because of its social types which seem to have a great power of effect on consumers' purchasing decision-making process. Today, many consumers use Social Media to interconnect together but also to communicate with brands. This new interaction is of interests for marketing professionals [1].

The way people shop has significantly changed and improved. Consumers used to shop at physical stores like large shopping malls and many still applying the same method while purchasing but with the aid of information and modern communication technologies, consumers are shopping via Internet using several Social Media networks and different websites. This type of shopping mode can come in several names such as online shopping; online buying behavior and Internet shopping all refer to the process of purchasing and buying products or services via the Internet [2].

Social media is playing vital roles in different types of our lives. Social media supports users in numerous sectors, such as, business, marketing, advertising and education. Businesses and customers can interact directly by social media with each other, and thereby find whatsoever products and services are looking for [3].

Social Media has changed the way consumers behave in their consumption. Earlier consumers used to wait for companies to push messages toward them but now they directly seek information on Social Media. Consumers can recognize new needs on Social Media when “surfing” on some social networks such as Facebook where they can see friends displaying pictures of products they bought or using the “like” button to mention brands that they like for example [4].

The social web has offered a new podium of communication through social media which allow people to relate and converse with each other; this has presented marketers with the opportunity to affect consumers purchase decisions through online marketing and social media. The social meeting by consumers has significant impact on consumer’s buying decision [5].

Social media has led to a new, complex and uncontrollable factor in consumer behavior presenting a new challenge both to the academia and the marketers. Companies by doing their business online and interacting with all their stakeholders has generate a tremendous amount of digital “exhaust data” i.e. data created as a byproduct of other activities to a new, complex and uncontrollable factor in consumer behavior presenting a new challenge both to the academia and the marketers. Companies by doing their business online and interacting with all their stakeholders has generate a tremendous amount of digital “exhaust data” i.e. data created as a byproduct of other activities [6]. Social media networks, smart phones, websites and the other consumer devices have allowed many individuals around the world to contribute to a lot of big data available. In the early 1990s, when World Wide Web was introduced in India, the percentage of people using internet was just 0.2% [7]. Progressively, the reach of internet started increasing and currently 340,873,137 people amounting to 26% of the Indian population use internet and most of the internet users view/follow social media sites. India ranks 2nd and China ranks 1st where 50.1% of population use internet.

There are advantages, shortcomings, and tasks associated with any social media strategy, that which must be addressed before a specific social media strategy is implemented. Businesses need to assist in facilitating the social media inputs and debates. In addition, social media tactics should also be used to track a business company online, and to make sure that clients are not demeaning the branding value [7]. The study conducted to regulate the factors related with social media gratifications and attitude toward social media marketing mails showed that attitude toward social media marketing messages are strongly related to social

media usage satisfactions such as interaction and data, but not entertainment satisfaction [8].

Study focused groups of various age groups for their outlook about social networking sites. They advise that companies must pursue to participate advertisements and involve consumers rather than disturbing on their confidentiality or irritating customers. If a company can engage consumers, they will choose to listen to the messages that are being told and potentially pass these mails on to others [9]. The potential of social networking sites to be utilized as an effective marketing tool is in involving consumers to participate in marketing on social networking sites. A different approach is required by companies that is “pull” consumers in rather than “push” marketing messages onto them. A consumer, the businesses around the globe is more connected than before with the help of Internet.

Social media plays a vital role in influencing the consumer’s buying decisions. Consumer’s regularly read the blogs on internet to view online advertisements. They use social media to provide feedback about the products/services they use. Some of the respondents use social media to view online advertisements to keep themselves aware of the new products/services. Consumers also seek opinions about products/services via social media. Social media has revolutionized the world of advertisement and has moved a far away from traditional advertising. It is agreed that social media is more informative. Social media is also interactive and more reliable than traditional marketing tools. Consumer’s analyzing the past performance of product/services via social media by checking likes and dislikes for it. Various subscriptions are made by consumers to keep themselves updated

with the new launches and the changes in the existing products/services. Public image of the company is also build through social media. The digital world has bought the change in every sphere. Social media has a huge impact on consumer’s buying decisions [7].

The concept of social media marketing is top agenda for many businesses today, so firms try to identify ways in which they can make profitable use of different applications like Facebook, YouTube, Twitter and LinkedIn, and each social media application usually attracts a certain group of people and firms should focus wherever their customers are present [10]. Social media can be an important marketing tool for companies to engage with their customers. In a competitive environment, businesses can use social media as a communications tool to attract their customers and reach their target group with low costs and effective message [11].

Statement of Problem

Marketing of a product is very important if the product should sell. We are exposed to various kinds of marketing. But with the evolution of internet there are various social media networks that have come up in recent years such as Facebook, YouTube, Instagram and many more. It can be seen that the number of users are increasing day by day. This helps both the consumer and the marketer. Organization will market their products to make sales. And through these consumers will get to know about the product more. And with the increase in the exposure that the people are into these social medias there is a need for the organization to develop the social media strategies and need to spend more on these areas if they want to hit the right audience as the youth are mostly spending their time on Social media. In our research we are trying to see the ways the social media can be used for marketing.

Objectives

- [1]. Impact of social media marketing on purchase decisions on the consumers.
- [2]. To understand best social media marketing strategy.
- [3]. To understand the social media posting strategy.
- [4]. To understand the marketing techniques that can be used.
- [5]. To know the common trends of social media marketing.
- [6]. Benefits of social media marketing for the company

Methodology

We have conducted a main research on the 2nd year students. Post-graduate institute to get the information about their social media practice pattern. We have also used secondary research by referencing many article, research journals, and website references. The sample size of our data is 102. We have used nonprobability sampling technique.

Limitations

As we have used nonprobability sampling method as the sampling method, the results got might not be completely reliable. There was no equal chance of getting selected.

This research was based on the students of second years of Post-Graduate Institute. The opinions might differ when we go on a bigger platform.

Here, we have discussed only a few social media marketing techniques such as Facebook, LinkedIn and YouTube. But really there are many social media that can be used for marketing. There are social media sites that are country specific also.

Need for Study

With the projects that we had done and Management in Action that we are doing, it was seen that the digital marketing techniques or specifically social media

marketing strategies are not being used much in and around Mangalore. There are no specifications about them in any of the networking sites whether it is LinkedIn or Facebook. With increasing number people engaging in social media there is a need for the organizations to develop social media strategies. So, we here we discuss about the data collected from the students who represent the customers, then the strategies, the techniques, trends, benefits of using social media. Thus, it can be helpful for the students to given suggestions to the organizations.

DATA ANALYSIS AND INTERPRETATION

Octane Research, January 2017

The research methodology that they used was through links, forms and face to face meetings. They collaborated with Direct Marketing Association of India (DMAI), Retailers Association of India (RAI), Internet and Mobile Association of India (IMAI). They had participation from 350+ marketers of different companies.

They had the following sectors that participated in this research, they are, BFSI, automobile, real estate, media and entertainment, retail and distribution, healthcare and pharmaceutical, telecommunication, IT, E-commerce, manufacturing, services and consultancy, travel tourism and hospitality.

RESULTS OF THEIR STUDY

Top Three Primary Digital Marketing Activities in 2016

Social media marketing top the list of the activities with 66%, this was followed by email marketing with 56% and search marketing with 54%. But for BFSI sector, the top three primary activities were social media marketing with 72%, Email with 57% and website at 48%.

Increase in Marketing Investment in 2017

Social media marketing with 68% tops the list; this is followed by search marketing (57%) and website development (57%). These have been voted as the top three channels that India Marketers will focus their KPIs on for 2017.

Maximizing Customer Engagement

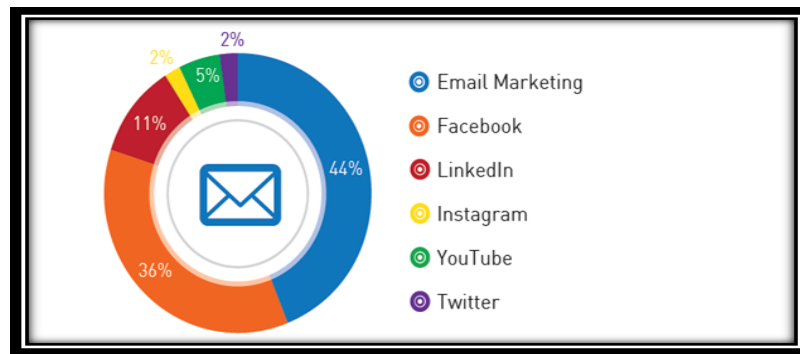
Social media updates (40%) and Email campaigns (32%) were the best performing digital channels that delivered maximum customer engagement in 2016.

Effective Content Marketing Tools

Blogs & newsletters (68%) and social media (65%) form a major part of the Marketing initiatives. Videos & webinars (41%) are becoming popularity among the marketers.

ROI Measurement

ROI means Return on Investment. With metrics such as Google Analytics enable marketers to measure the real time impact of their strategies on their KPIs. This is based as for 1 rupee investment on these which is the best return that have got.



With this though 44% is taking by email marketing the rest of the 56% is taken by social media marketing sites such as Facebook (36%), LinkedIn (11%), YouTube (5%), Instagram.(2%), and Twitter (2%) (“Digital by Default,” 2017).

Our Research

Here, we have collected information from 102 respondents. We have summarized the information in Tables 1–7. We have used the questionnaire method to collect the information.

Profile of the Respondents

Table 1. Profile of the respondents.

Gender	Number	Percentage (%)
Male	55	53.9
Female	47	46.1
Total	102	100

Source: field survey.

The demographic variable that we have used is the gender. In this there are 55 respondents who are males and 47 respondents who are females.

Most Used Network

Table 2. Most used network.

Ranking	Social media network
1	Facebook
2	Instagram
3	Twitter
4	YouTube
5	LinkedIn
6	Pinterest

Source: field survey.

Here, we got to know that the Facebook is most commonly used by the respondent’s hence ranked number 1. The following ranks are taken by Instagram, Twitter, YouTube, LinkedIn, and Pinterest, respectively.

Usage Based on Hours

Table 3. Usage based on hours.

Options	Percentage (%)
Less than 1 hour	16.7
1–2	46.1
2–3	22.5
More than 3 hours	14.7

Source: field survey.

The amount of hours they spend on these networks will help the company to make more advertisement. That is when they are more involved into these networks they might to get to know about the ads more. Here the respondents who spend around 1–2 hours have the maximum percentage with 46.1 percent. This is followed by 2–3 hours, less than 1 hour and more than 3 hours followed, respectively.

Maximum Ads in Networks

Table 4. Maximum ads in networks.

Options	Percentage (%)
Facebook	40.2
Instagram	7.8
YouTube	49
LinkedIn	1
Pinterest	1
Twitter	1

Source: field survey.

Through this we could see in what networks the respondents noticed the maximum ads. Here, YouTube (49%) topped the list. This is followed by Facebook (40%) and Instagram (7.8%). The remaining three had equal percentage with 1%.

Remembrance to Ads

Table 5. Remembrance to ads.

Options	Percentage (%)
Less than 10 ads	29.4
10–20	45.1
20–30	17.6
30–40	4.9
More than 40 ads	2.9

Source: field survey.

This was based on the number of ads that they remember. Here, 45.1% of the respondent told that they were exposed to

10 to 20 ads. This is followed by less than 10 ads with 29.4%.

Ads That Induce Buying

Table 6. Ads that induce buying.

Options	Percentage (%)
Yes	22.5
No	28.4
Maybe	49

Source: field survey.

Here, we are seeing that whether the ads in these social media are impacting their purchase behavior. Here, it can be seen that 22.5% have said yes, 49% has said maybe and the remaining 27.5 % have said no.

Product Buying Based on Ads

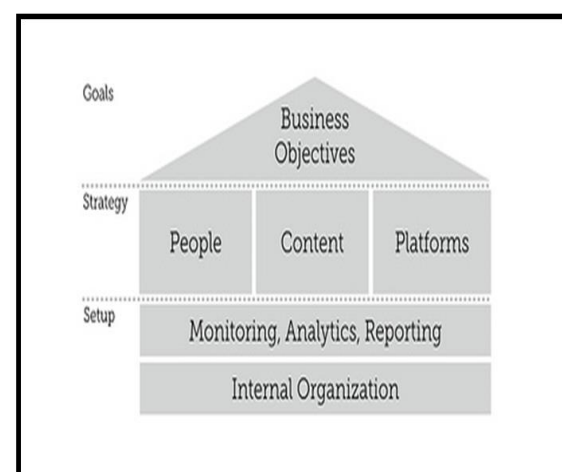
Table 7. Product buying based on ads.

Products	Percentage (%)
Apparels	36.3
Electronic products	51
Cosmetics	18.6
Books	6.9
Home appliances	5.9

Source: field survey.

It can be seen from the below table that the electronic products are mostly purchased that is 51%. This is followed by apparels (36.3), cosmetics (18.6), books (6.9) and home appliances (5.9).

Social media strategy framework



Goals

Goals are a part of every strategy.

Business Objectives

This says as to what the company wants to achieve with the help of social media. Here, it is the kind of metrics that will be used to benchmark success.

Strategy

This is developed to achieve the goals that were set.

People

This is “Who” part of this model. The people we are concentrating on. This is the target audience of the marketing strategy. Most of the social media sites allow you to select the target audience. Through this you can show case the ads only to the target audience?

Content

This is the “What” part of this model. Whether to share photos, videos should be decided. Content which usually the users preferred should be used. And the contents should be interesting rather than boring content.

Platforms

This is the “Where” part of this model. Here they need to specify as to which platforms that will be used for the marketing. Not all the platforms are useful. For example, for a company which is focused on B2B customers, LinkedIn is more preferable.

Set-Up

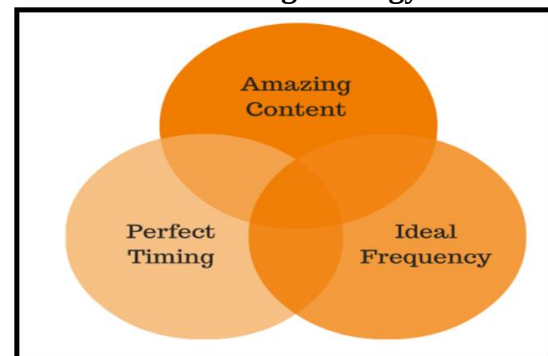
Monitoring, Analytics and Reporting

The need for monitoring is more important in very field. Here when we use certain marketing techniques, we need to evaluate the technique. Most of the social media networks have their own analytics. This will be more helpful in taking decisions for the future, what are the things that the user is wanting.

Internal Organization

This tells as to who is responsible for this within the organization. The roles and the teams are needed to be assigned.

Social Media Posting Strategy



Perfect Timing

This tells about the time you need to post or give any updates. Doing this at a wrong timing would leave the customers not noticing it. Such timings are when they would be sleeping or having an important office work such as meetings.

Amazing Content

The contents need to be catchy enough so that the user can stay back and continue viewing it. Images and Videos are being more prominent these days rather than other formats. And also, the content should be a bit humorous so that the user remembers it for a long time.

Ideal Frequency

Frequency here is the number of times you update your information may through posts. It should not be that the company's profile or the posts are once in six months or so. And it also not be more than required. Continuous posts might irritate the customers or it might be like spamming.

For example, the ideal frequency in Facebook would be around 5–10 posts per week and for LinkedIn it would be around 2–5 per week.

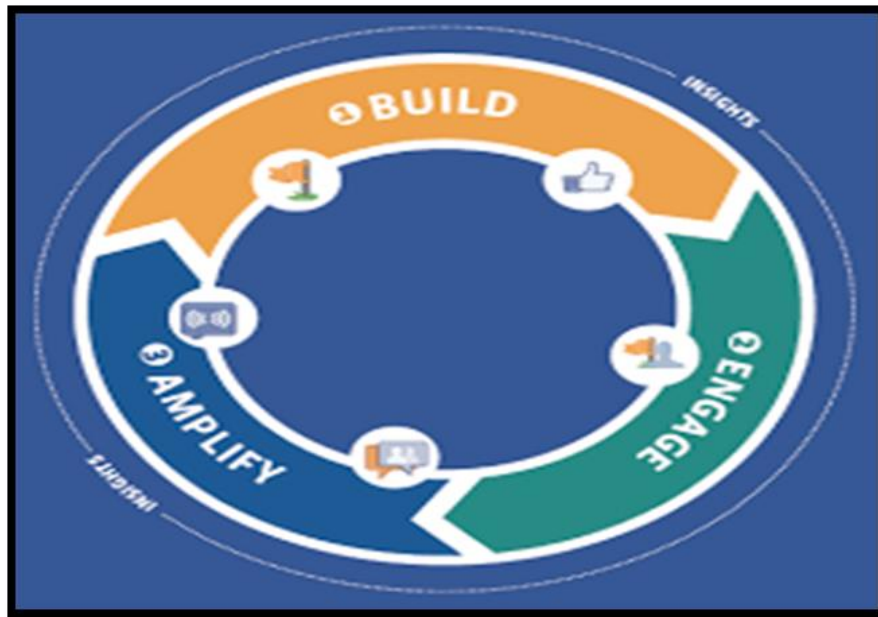
The number depends on the networking site and is not uniform for all the sites.

Marketing Techniques in Social Media

Here we have taken three social media networks that are most commonly used, i.e., the Facebook, LinkedIn and YouTube.

Instagram nearly has the same method of advertising like Face book.

FaceBook



Build

Here, the first step is to build your presence in Facebook. This can be done by creating a page that becomes the identity of your business. If there is a physical store then add the location with the page

Engage

These are the Facebook touch points that allow the company to start developing the fan base. Engage with the customers as and when they message or comment back to the customers or prospective customers. This deepens the relationship and gain valuable insights.

Amplify

Every time someone interacts with your business, that action gets published into the News Feed, creating word of mouth. These are extremely effective at getting others to engage and take action, and can be shared with a much larger number of potential and current customers by using Facebook Ads and Sponsored Stories. Facebook Ads include the names of friends who have already connected to your business. Sponsored Stories enable you

to increase the distribution of News Feed stories about your business.

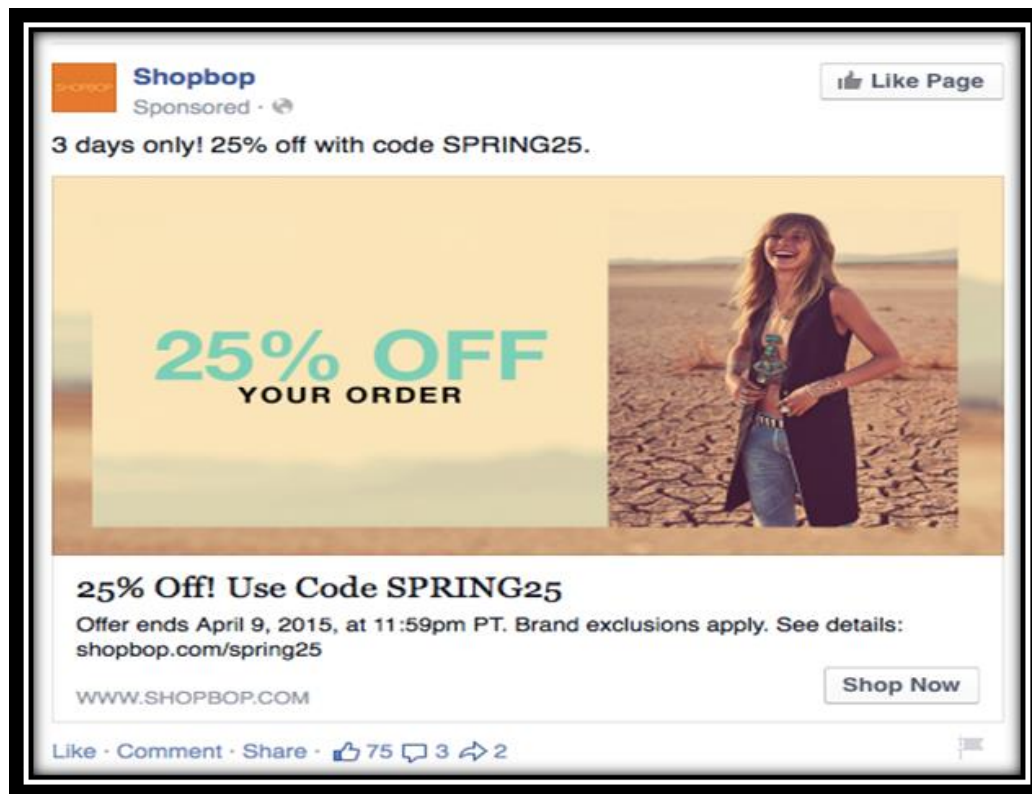
Facebook Page

- Create a Facebook page with a business page which is very easy for the users to search.
- Add some photos of your place or location.
- Call for action button is required in a Facebook page because when a prospective customer comes to the page, they can be redirected to something else such as the website. Such as Contact you, shop, book a service etc. This in turn can increase the sales also.
- Turn on messaging in the page so that the customer can contact you whenever they want. Need to be more connected to create an impression on a prospective customer.

This is the example for call for action button is Facebook. Here the *Shop now* the call for action button. When the user clicks

on that, they will be re directed to the website. Through this you can increase the

website traffic.



About the Posts of the Page

There many things that can be done with these posts rather than just posting on a page. Here, are few ways about that posting in Facebook:

- Publishing and boosting posts. By boosting a post you can select an audience that you want. So here it can be extended to the friends or tailor a new audience by age, gender etc. For this you need to set a budget. This is a per day pricing.
- Schedule a post: This can be used when you post something on a specific scheduled time in the future. This based on the current time zone. Other people who manage the page can also edit these posts.
- Embed a post. This can be done when some public post that you want to display that in your website. But only public posts can be done like this.

- Pin a post: This is used when you need to highlight some activity at the top itself. So that when the new customers come into this page they can see this first.

Advertisements in Facebook

This can be done using Ads Manager and Power Editor. Here you need to specify the objectives such increase in traffic or brand awareness etc. You can advertise you page, website, event. Need to specify the budget, target audience before placing order. Here you can see the reach and frequency that tells you about the estimated audience it might reach. And if you would not like to continue then you can cancel.

Ad Placement

Where the ad is placed over the screen can be selected by you. Automatic placements

are also there. There are three types as displayed below:

News Feed

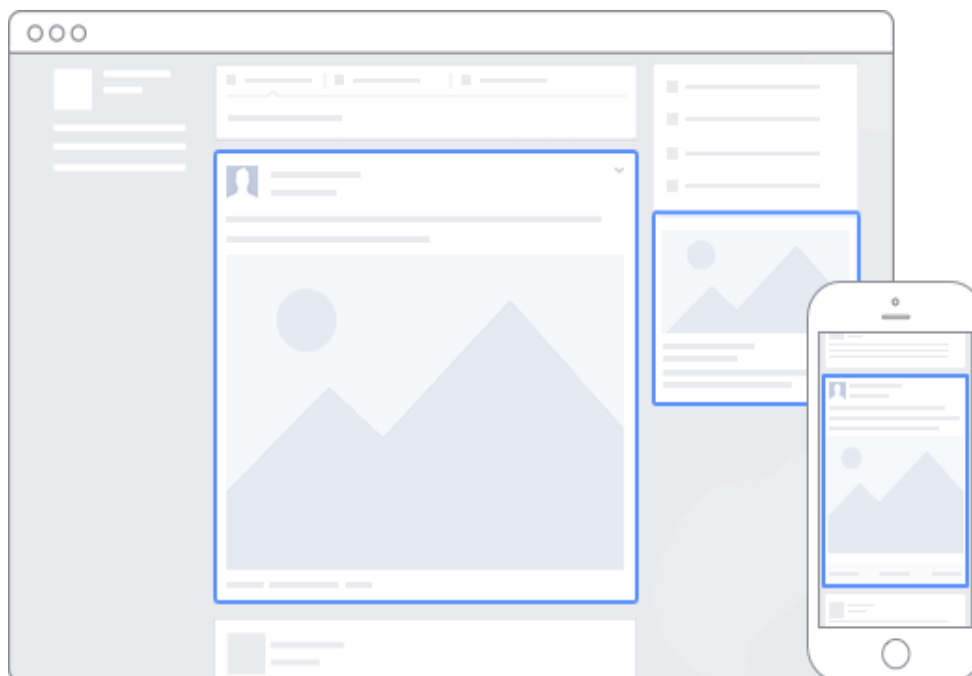
This displays the ad in the news feed itself. It may be through desktop, mobile and tablets also.

Right Column

This displays ad in the right side of the screen. This is displayed on the desktop computers.

In Stream Video

The ad will be displayed in between the videos, or at the starting of the video. This can be used in any devices such as desktop, mobiles or tablets.



Page Insights

This helps to grow your audience and improve the engagement of the users more; you can do this by the following:

Reach

Through this it can be seen that how many have seen your posts, how many liked, shared and commented. Through this it can be helpful as to whether you should much more such kind of posts.

Page Views

Through this the number of people viewing the page or into which section the user are looking at. Through this you can then get the details of the audience by age, gender and location. This can be used to target the audience.

Actions on Page

There are certain actions that a user can take on the page such as clicking on the website, or clicking on the call for action button.

Posts

This helps to breakdown as to see how the posts have performed over the time. In this you can see how many the post has reached, how many respond with clicks or reactions.

People

Understand the audience with aggregated information including age, gender and location. You'll also see when people are looking at your Page and how they found it. This can help you create more posts.

LinkedIn

LinkedIn is mainly preferred for Business to Business Marketing (B2B). This is the world's largest network for working professionals.

This is image of campaign manager through which three types of ads can be done as shown in the Figure 1. They are Sponsored Content, Text Ads and Sponsored InMail.

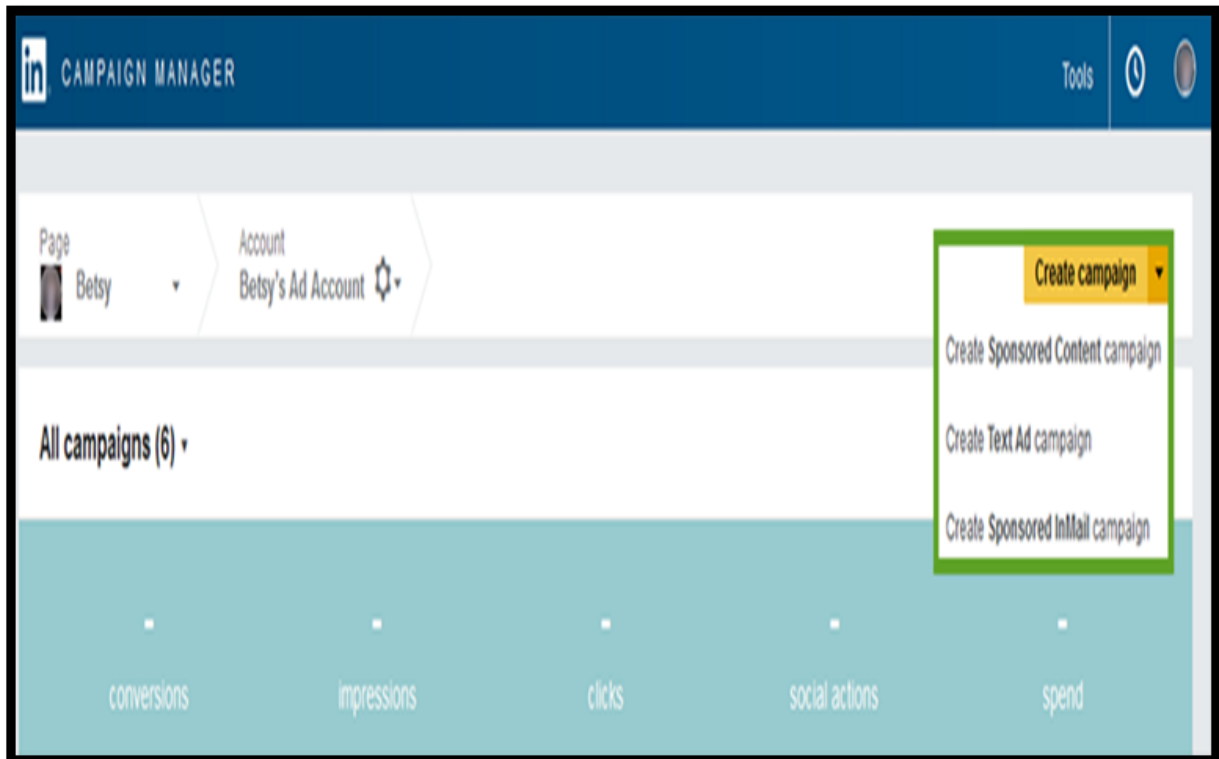


Fig. 1. Campaign manager through three types of ads.

Sponsored Content

This is an update generated from the company's page to the target audience. This is beyond the company page followers. This will make the target audience get to know about the company. This will be displayed in all the formats like desktop, tablet or mobile.

For this you need to Sign into Campaign manager and select the account through which you want to create the sponsored content. Here the campaign should be created and the select sponsor content. After this you can target bid preferences.

Text Ads

These are the typical ads that are displayed on the right trail in a desktop view. This can be displayed only in desktop. And when the user clicks on the text they can be re directed to the company's website or the LinkedIn page.

Here in Figure 2, we can see the examples for sponsored content and text ads in LinkedIn. There are three Text Ads displayed. And one sponsored content displayed.

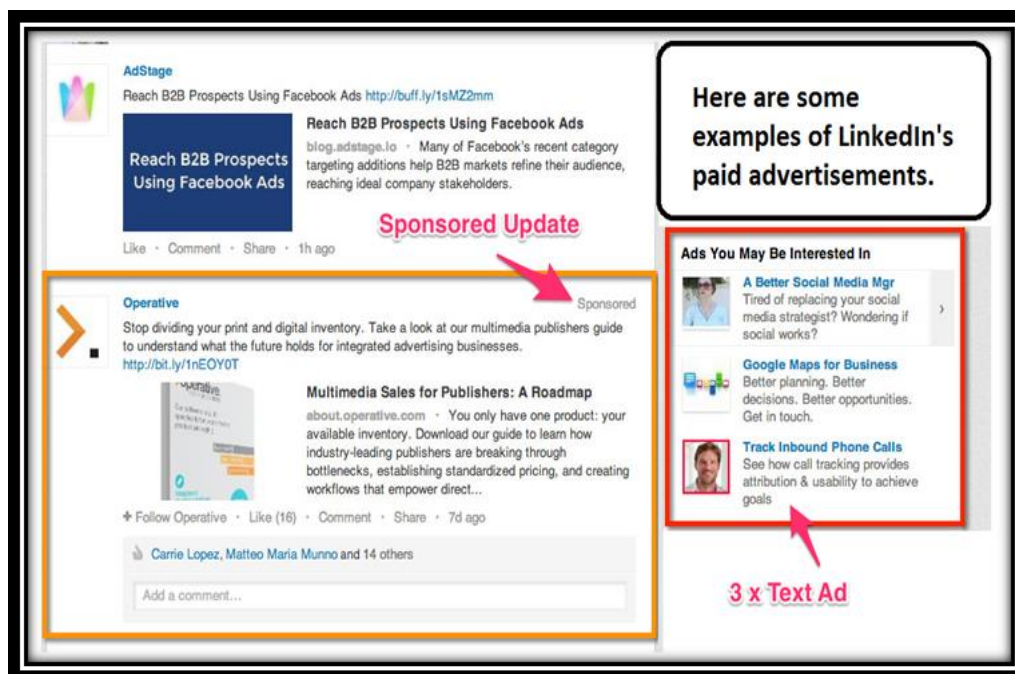
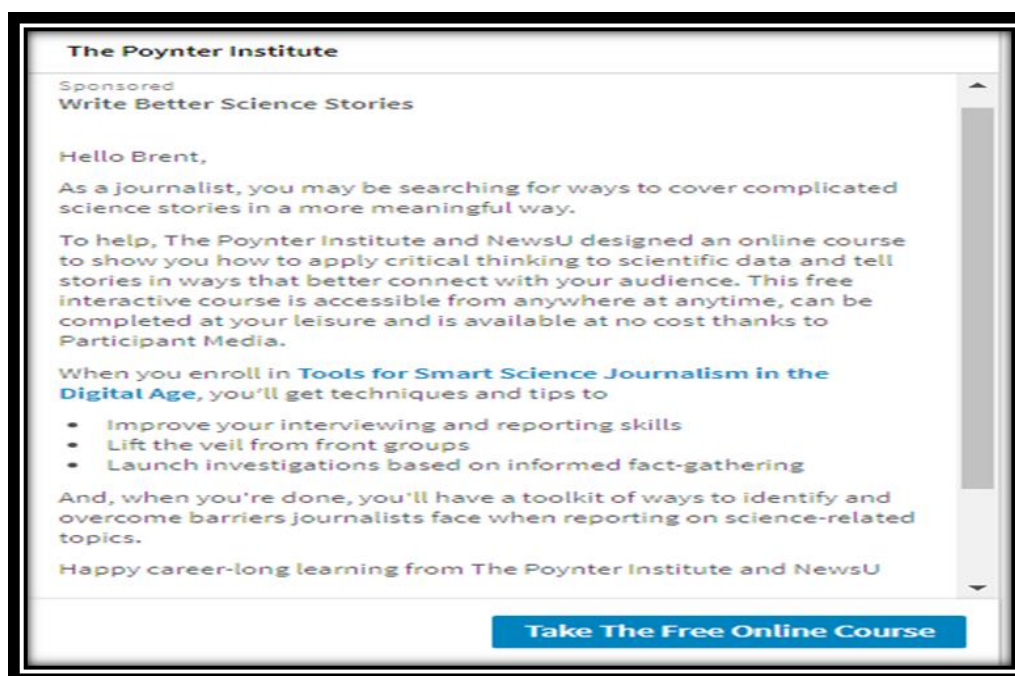


Fig. 2. Sponsored content and text ads in LinkedIn.

Sponsored in Mail

Here, personalized messages are sent to the prospects with relevant messages are sent through LinkedIn messenger.



Pricing Strategy for LinkedIn and Facebook

Setting daily budget is required to set the budget for the day. And if the budget reaches the target of the daily budget used for the day then the ads stop appearing.

These ads will continue for the next day until the total budget is full filled or till the end date as specified.

Setting bids is used here. There are two bidding options:

[1] Pay per Click(CPC):

This is for each click how much you have to pay. Based on this you need to set your daily budget.

[2] Pay per 1000 Impressions(CPM):

Here, you need to specify the cost for each 1000 times the ad is displayed. This does not depend on the clicks.

While bidding you get the suggested bid range that is used by the advertisers for the same audience.

Sponsored InMail are cost per send basis. That is you need to pay for each unit that you send the mail.

YouTube

[1].In YouTube, there is a need to have a YouTube Channel linked with AdWords account. After the log in, click on the Campaigns tab at the top of the dashboard. You need to enter the campaign name and select a “Video ad format.”

[2].You can choose different ad formats as specified below. Each format has different specification and the pricing.

[3].Once you choose the video ad format, then the targeting options like age, gender or location that you prefer that is as per the organization requires.

[4].Through advance settings, you can select the time of the day when the ad should be displayed

[5].The results can be measured using YouTube statistics. And the necessary improvement can be done.

Different Types of Ad Formats

Display Ads

These are like the Banner ads. This ad format appears on the right side of the screen of a desktop computer only. When the viewer clicks the ad then the payment needs to be done.

In the following image the area highlighted shows where the image will be displayed in a screen.



Overlay Ads

This appears across 20% of the coverage at the bottom of the video. Viewers can dismiss the ad any time. Need to pay when the viewer clicks on the overlay to expand and view.

The area highlighted in red is the place on the video where the ad will be displayed.



Skippable Video Ads

These are those ads that can be displayed before, during or after the video. But the ad can be skipped after 5 seconds by the viewer. This is the most common type of

ad format used. Need to pay when a viewer watches 30 seconds or to the end of the video ad, whichever is early. This can be used in any device.



Nonskippable Video Ads

The viewers have seen an ad before the video plays. This appears on all the devices. Need to pay when the viewer watches the ad.

Midroll Ads

This format is currently available for videos over 10 minutes like TV Commercials that run for a longer duration. The viewer must watch the ad if they have move forward. These are spaced

within the videos. This appears on all the devices. The pricing is if it is a skippable ad then user must watch 30 seconds of the ad or the entire ad, whichever is shorter and if it is a CPM-based ad, then a user must watch the entire ad regardless of length.

Bumper Ads

This is a non-skippable video ad up to 6 seconds long. It appears on all the devices.

Viewers must watch entire ad before your video can be viewed. Payment is done when a viewer watches the ads.

The above three format types, i.e., non-skippable video ads, midroll, bumper ads are displayed on the main video screen itself as shown in Figure 3.



Fig. 3. Non-skippable video ads, midroll, bumper ads are displayed on the main video screen.

Trends

Social Visualization

Images are getting more views compared to any other type of post. On Facebook, photos get 53% more likes, 104% more comments and 84% more click-throughs on links than text-based posts. Even Twitter found that photos have the greatest effect on retweets. And there are more and more people turning into videos also because of the visualization content.

Gamification is Making Social Media More Fun

To increase the customer engagement this kind of methods is used. The users more interested into such kind of games. It is having fun.

Example for this would be, giving two pictures and asking them to find the difference the two images.

Mobile-Friendly Destinations Are Becoming Mandatory

As seen above there are certain video formats that can be seen only through desktop computers. But with the more and more people using smart phones, the need for compatibility in phones has increased. [12])

Benefits of Social Media Marketing Gain Respected Customer Visions

Social media generates a huge amount of data about your customers in real time. It is through the various networks were we

providing information. The companies get information as who are they, what do they like and so on as required. Through daily active engagement and social listening, collect the relevant customer data and use that information to make smarter business decisions.

Increase Trademark Awareness and Devotion

When you have a presence on social media, you make it easier for your customers to find and connect with you. And by connecting with the customers on social, there is more likely an increase customer retention and brand loyalty. A study by The Social Habit shows that 53 percent of Americans who follow brands on social are more loyal to those brands.

Run Targeted Ads with Actual-Time Consequences

Social ads are the less expensive way to promote the business and distribute content of the business. They also offer powerful targeting options so that you can reach the right audience. For example, if you run an ad campaign on LinkedIn, you can segment by things like location, company, job title, gender, and age – the list goes on. If you are running a Facebook ad, the targeting can be done based on location, demographics, interests, behaviors, and connections. This can be tracked and measure the performance of your social ads in real time using analytics.

Distribute Rich Customer Practices

Even if you are not on social media, most of your customers expect you to be. Over 67% of the consumers go for social media for customer service. They expect fast response times and support for 24/7 frequency of the posting along with contents added together in the right measure forms a good social media posting strategy. Social media marketing techniques should depend on the social media network that the organization is

support. And the companies that deliver this win out.

Rise Website Traffic

One of the biggest benefits of social media for business is using it to increase the website traffic. Not only does social media helps the organization to direct people to their website, but the more social media shares they receive, the higher the search ranking will be.

Share Content Faster and Easier

In the past, marketers faced the challenge of ensuring their content reached customers in the shortest possible time. Unlike traditional marketing which usually takes a more time to reach the customers, Social media will do it in a shorter duration.

SUMMARY AND CONCLUSION

With the introduction of the Internet, the number of users in each of these social media sites has increased. It can be seen that there a lot of people who are engaged in these sites. And the hours in which they are engaged in these sites is more. Because of this advancement, organizations have developed the social marketing strategies. The advancement in technology has also led to the development of these networks through which ads are displayed in these sites. This has in general has led to the increase of the sales through which they have increased their investment on these social media networks.

Social media posting strategy also has a say on this. There is a need to post relevant and amazing contents otherwise the customers might get bored. The timing in which the content has been posted and the using. And this also depends on the target customer that the organization has trends and the benefits are the ones the organization should have an eye on always. With the changes that are happening every day in the market there is

need for the organization to update them and use the current technologies. With the benefits that the social media marketing is providing, it is better that the organization use this opportunity.

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