

# Social media marketing



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### **Abstract:**

Recently, social media has become ubiquitous and most important for social networking, content sharing and online accessing.

Due to its reliability, consistency and instantaneous features, social media opens a wide place for business such as online marketing.

The latest developments in the field of marketing, communication and information are leading to new innovative business and consumption models, in which users are gaining a leading role and increasingly important.

Social media is rapidly emerging as the next big frontier for customer interactions taking place every day on social media sites such as Face book, Twitter, YouTube, etc. as well as a vast number of customer support forums and online communities. Social Media emerged and continues to be as a cultural phenomenon. It is also quickly becoming a business phenomenon. Increasingly, current and prospective customers are using Social Media to communicate about the products and services they buy or intend to buy. Leading enterprises have recognized the importance of tapping such communications. Social media marketing has made possible for companies to reach targeted consumers easily, effectively and instantly as Social Media are new innovative tools that collects millions of users all around the globe and they offer several possibilities and opportunities to companies that want to develop communication and marketing strategies while gaining competitive advantage on their competitors.

Besides that, social media marketing also faces several challenges in the field.

This paper presents the definition of Social Media marketing with its strategies, advantages and disadvantages in present era; it also attempts to identify the challenges and opportunities facing by Social Media sector and find out the current and future trend in the area of social media marketing.



## **Introduction:**

Social Media marketing refers to the process of gaining website traffic or attention through Social Media sites. Social Media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media. Social Media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, Social Media serves as a relatively inexpensive platform for organizations to implement marketing campaigns. Social networking websites allow individuals to interact with one another and build relationships. When products or companies join those sites, people can interact with the product or company.

That interaction feels personal to users because of their previous experiences with social networking site interactions. Social networking sites and blogs allow individual followers to “retweet” or “repost” comments made by the product being promoted. By repeating the message, all of the user’s connections are able to see the message, therefore reaching more people. Social Media Marketing makes use of Social Media sites to raise visibility on the Internet and to promote products and services. Social Media sites are useful for building social as well as business networks, and for exchanging ideas and knowledge. Social Media marketing provides organizations with a way to connect with their customers. However, organizations must protect their information as well as closely watch comments and concerns on the Social Media they use.



## **A Quick Overview of Social Media Marketing**

Social media marketing first started with publishing. Businesses were sharing their content on social media to generate traffic to their websites and, hopefully, sales. But social media has matured far beyond being just a place to broadcast content.

Nowadays, businesses use social media in a myriad of different ways. For example, a business that is concerned about what people are saying about its brand would monitor social media conversations and response to relevant mentions (social media listening and engagement). A business that wants to understand how it's performing on social media would analyze its reach, engagement, and sales on social media with an analytics tool (social media analytics). A business that wants to reach a specific set of audience at scale would run highly-targeted social media ads (social media advertising).

As a whole, these are often also known as social media management.

## **The Five Core Pillars of Social Media Marketing**





## **1. Strategy**

Before you dive right in and publish something on social media, let's take a step back and look at the bigger picture. The first step is to think about your social media strategy.

### **➤ What are your goals?**

How can social media help you achieve your business goals? Some businesses use social media for increasing their brand awareness, others use it for driving website traffic and sales. Social media can also help you generate engagement around your brand, create a community, and serve as a customer support channel for your customers.

### **➤ What type of content do you want to share?**

What type of content will attract your target audience best? Is it images, videos, or links? Is it educational or entertaining content? A good place to start is to create a marketing persona, which will help you answer these questions. And this doesn't have to be fixed forever; you can always change your strategy according to how your social media posts perform.

### **➤ Which social media platforms do you want to focus on?**

The major social media platforms, mentioned above, are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. There are also smaller and up-and-coming platforms, such as Tumblr, Tik Tok, and Anchor, and social messaging platforms, such as Messenger, WhatsApp, and WeChat. When starting out, it's better to pick a few platforms that you think your target audience is on than to be on all platforms.



Social Media Platforms	Main Features
Social networking sites- Facebook, Google Plus, CafeMom, Gather, Fitsugar	Allows users to connect and share with people who have similar interests and backgrounds
Micro-blogging sites- Twitter, Tumblr, Posterous	Allow the users to submit short written entries, which can include links to product and service sites, as well as links to other social media sites
Publishing tools- WordPress, Blogger, Squarespace	Allows users engage in conversations by posting and responding to community message
Collaboration tools- Wikipedia, WikiTravel, WikiBooks	Apps or software based social platforms where users can work together (synchronously or asynchronously) to create, modify and manage content.
Rating/Review sites- Amazon ratings, Angie's List	Using web2. The platforms allow reviews to be posted about people, businesses, products, or services. It is a social strategy tool professionally designed and written to maximize conversions sales.
Photo sharing sites- Flickr, Instagram, Pinterest	Enable users to upload, transform edit, publish and share pictures and videos etc.
Video sharing sites- YouTube, Vimeo, Viddler	allow users to share different types of media, such as pictures and video
Personal broadcasting tools- Blog Talk radio, Ustream, Livestream, tumbler	Is a way of participatory journalism and synonyms to personal publishing?
Virtual worlds- Second Life, World of Warcraft, Farmville	Is a 3D computer based online community environment in which users are represented on screen as themselves or as made-up characters and interact in real time with other users using texts, or 2D or 3D models, knows as Avatars.
Location based services- Check-ins, Facebook Places, Foursquare, Yelp	Apps on gadgets and mobiles that uses geographical position (GPS) and link it with information, entertainment, or social media service that is available nearby location. E.g. gas prices and services or restaurants near your location.
Widgets- Profile badges, Like buttons	A small helpful software program or Apps, which gives extra power and control to the user when embedded directly into a web page. These can be used to add features like, weather, clock, local news, Twitter widget, Mailing list, gossips and joke of the day etc.
Social bookmarking and news aggregation- Digg, Delicious, StumbleUpon	Allow users to save and organize links to any number of online resources and websites
Group buying- Groupon, Living Social, Wowcer, Crowdsavings	Latest trend in money saving, with the power to pull in big discounts.

Source: Decidedlysocial, (2012); SEOPressor, (2012); About.com, (2014)





**It is important to consider a range of effective social media marketing strategies as follows:**

Companies today give lucrative offers to their customer as free coupons, discount on immediate cash payment and gift offer to promote their business, encouraging foot traffic in store, and also giving an incentive to keep checking back. Keep coupons fresh, and aim to switch them up every month to stay relevant and keep customers interested.

Business is part of a community; it is a better idea to use social networking sites by creating web pages to interact with the customers. It's easy and beneficial to give thanks online to all of the brands that help to make business shine. We all know that company can't sell 24-7, especially when company is trying to establish a meaningful relationship with its customers and fans. It should try let customer known about the nature of business, and Social Media can play a vital role by Sharing a photo or joke with the prospects.

Whether a car dealership, retail chain, or local dealer – all are the part of an ever changing industry, full of new products and developments. So it is a good idea to share your information, creativity with the world. It could be anything from a new color of denim that popular this season to a concept car that was just revealed in Japan. No matter what type of posts are shared but make sure it is relevant to their interest area. This engages customer because Customers are the greatest ambassadors, so keeping their attention is crucial, and content is key! Share with them solid information, and they'll keep coming back for more.





## **2. Planning and Publishing**

Social media marketing for small businesses usually starts with having a consistent presence on social media. Close to three billion people (3,000,000,000!) use social media. By being present on social media platforms, you give your brand an opportunity to be discovered by your future customers.

Publishing to social media is as simple as sharing a blog post, an image, or a video on a social media platform. It's just like how you would share on your personal Facebook profile. But you will want to plan your content ahead of time instead of creating and publishing content spontaneously. Also, to ensure that you are maximizing your reach on social media, you need to publish great content that your audience likes, at the right timing and frequency.

## **3. Listening and Engagement**

As your business and social media following grow, conversations about your brand will also increase. People will comment on your social media posts, tag you in their social media posts, or message you directly.

People might even talk about your brand on social media without letting you know. So you will want to monitor social media conversations about your brand. If it's a positive comment, you get a chance to surprise and delight them. Otherwise, you can offer support and correct a situation before it gets worse.

You can manually check all your notifications across all the social media platforms but this isn't efficient and you won't see posts that didn't tag your business's social media profile. You can instead use a social media listening and engagement tool that aggregates all your social media mentions and messages, including posts that didn't tag your business's social media profile.



## **4. Analytics**

Along the way, whether you are publishing content or engaging on social media, you will want to know how your social media marketing is performing. Are you reaching more people on social media than last month? How many positive mentions do you get a month? How many people used your brand's hashtag on their social media posts?

The social media platforms themselves provide a basic level of such information. To get more in-depth analytics information or to easily compare across social media platforms, you can use the wide range of social media analytics tools available.

## **5. Advertising**

When you have more funds to grow your social media marketing, an area that you can consider is social media advertising. Social media ads allow you to reach a wider audience than those who are following you.

Social media advertising platforms are so powerful nowadays that you can specify exactly who to display your ads to. You can create target audiences based on their demographics, interests, behaviors, and more.

When you are running many social media advertising campaigns at once, you can consider using a social media advertising tool to make bulk changes, automate processes, and optimize your ads.



## **Importance of social media marketing:**

### **❖ Academic importance:**

Social media plays an important role in every student's life. It is easier and convenient to access information, provide information and communicate via social media. Teachers and students are connected to each other and can make good use of these platforms for the working of their education.

Professors are expanding their Twitter usage to host live lectures, offer off-hours support for students, or even host student debates. This type of social-media-meets-office-hours path is relatively unpaved, but if teachers are to keep pace with the changing nature of learning in the modern world, they should be open to exploring it.

Social media helps professors to be connected to their students off campus as well as with their ex-students. Professors use social media as a way of teaching by creating groups and accounts for students where the information can be accessed. Professors can share ideas with each other and point students to LinkedIn and Facebook. Professors create hash tags that allow students to tag their academic posts, and view submissions to see what the collective has creatively produced.

One of the main reasons behind professors adapting to social media in classrooms is that they can do marketing via social media. Not only they are able to make the work easy but also are branding themselves professionally, creating a name for them in the community. Facebook pages, twitter accounts, various blog sites and YouTube channels are the examples where you can see professors doing excel in their stream. These platforms are highly accessed and hence can help professors in getting the high reputation.



### ❖ **Practical importance:**

Practically, social media has advantages and disadvantages as well as follow:

#### **Advantages:**

The Social Media marketing is cost effective than any other form of marketing. Building a profile in the most followed Social Media platform is not going to cost much. Social Media marketing helps in building the brand name of the company, and establishes the company as an authority in the market. The companies become ubiquitous through Social Media Marketing in term that they are found everywhere by the customers and anyone, anywhere can access company's social profile. Thus engaging and interacting with the customers becomes easy. By making it easy for others to communicate with company, company can answer all queries and issues promptly.

#### **Disadvantages:**

A presence in Social Media would necessarily mean that company is going to get flooded with rave reviews; chances are a higher visibility will get a few negative comments or reviews. Lots of creativity and time is required to make the Social Media marketing successful. Though at the onset it seems to be costless, the resources are to be paid to create the profile, update it and answer to the queries posted by clients, on regular basis. There is a lot of understanding involved in Social Media marketing. It is possible for the employees to leak out information through the media and if company does not check the profiles several times, it could find out that some of the latest news have been pre-released, resulting in more negative press.

Challenges in the area of Social Media Marketing are as follows:

- Lack of sufficient resources
- Measuring ROI (Return in investment)
- Managing and growing social presence
- Integrating social media with lead gen and sales
- Integrating social media with rest of the marketing



### Literature review:

#### ❖ **Some recent studies about social media marketing:**

The emergence of new information and communication technologies, particularly the Internet and social networks, has changed market dynamics, threatening the competitive positions of firms (Porter, 2001) and increasing the power of consumers (Urban, 2005).

The Internet- and online-based social media have changed consumer consumption habits by providing consumers with new ways of looking for, assessing, choosing, and buying goods and services (Albors, Ramos, & Hervas, 2008). These developments influence how marketers operate and affect marketing practices in terms of both strategy and tactics by presenting marketers with new challenges and difficult choices (Thomas, 2007).

We understand social media as including all Internet-based technological applications, in accordance with the principles of Web 2.0 and providing the creation and exchange of user-generated content, while also facilitating interaction and collaboration between participants (Kaplan & Haenlein, 2010). Such applications also include blogs and microblogs (such as Twitter), social networking sites (such as MySpace and Facebook), virtual worlds (such as Second Life), collaborative projects (such as Wikipedia), content community sites (e.g., YouTube, Flickr), and sites dedicated to feedback (e.g. online forums; Chan & Guillet, 2011; Mangold & Faulds, 2009).

According to Mangold and Faulds (2009), social media enables firms to communicate with their customers and also allows customers to communicate with each other. Communications between firms and their customers help build brand loyalty beyond traditional methods (Jackson, 2011; Kaplan & Haenlein, 2010), which concede to the promotion of products and services as well as the setting up of online communities of brand followers (Kaplan & Haenlein, 2010). Furthermore, conversations between customers provide firms with new means of increasing brand awareness, brand recognition, and brand recall (Gunelius, 2011).

Researchers such as Castronovo and Huang (2012) maintain that marketing strategies involving marketing intelligence, promotions, public relations, product and customer management, and marketing communications should begin exploring and leveraging social media, not only because there is a growing interest among consumers in Internet usage, but also due to the fact that consumers consider information shared on social media as more reliable than information issued directly by firms (Constantinides et al., 2010).



According to eMarketer (2013), firms have increasingly adopted social media for various marketing activities such as branding, market research, customer relationship management, service provision, and sales promotion alongside various studies that are putting forward evidence of the positive implications of deploying social media in marketing strategies. However, many firms have yet to incorporate social media into their strategies (Chan & Guillet, 2011) despite the existence of diverse studies providing empirical evidence of the benefits to companies (see, e.g., Alhabash, McAlister, Quilliam, Richards, & Lou, 2015; Kozinets, Valck, Wojnicki, & Wilner, 2010; Kumar & Mirchandani, 2012; Kumar et al., 2013; Luo & Zhang, 2013; Yu, Duan, & Cao, 2013), as well as detailing the means by which social media marketing strategies may be improved and leveraged (see, e.g., Guo, Pathak, & Cheng, 2015; Liu & Park, 2015; Lorenzo-Romero, Alarcon- Del-Amo, & Constantinides, 2012; Qazi, Raj, Tahir, Cambria, & Syed, 2014; Tang et al., 2015).

Given the limited scope of research into the different aspects of social media, as well as their specific significance to company marketing activities, this article carries out a review of the literature on social media marketing. The purpose of this article is also to identify the fields of marketing where social media marketing strategies have been applied and studied, the results found, the types of research developed, and what implications might be drawn from these studies for both management practice and theory.

To the best of our knowledge, there has been no generic review of social media marketing, and thus this article makes a relevant contribution to this field of research. Hence, our aim involves contributing to deepening and systemizing the study of social media marketing by surveying the most prominent lines of research as well as those requiring further study. In addition, by systemizing the conclusions of various social media marketing studies, we also deepen the knowledge firms require in order to either take their first steps or strengthen their recourse to social media for strategic purposes.



### ❖ Challenges for organizations in using social media marketing:

As social platforms are user created contents and users are free to take actions and comments so with a single mistake from business may lead to brand campaign going out of control.

There are a variety of things that businesses believe to be unimportant because of which they fail to take the benefit form social media marketing effectively:







## **1. Authentic connection with the audience**

One challenge that marketers are facing in this new era of social media marketing is connecting with audiences on an individual and personal level.

Connecting with your audience helps to humanize your brand and build real, authentic relationships.

### **Solving this challenge:**

Monitor all additional social media channels and respond to each comment in an authentic way. You can do this by asking questions, linking to other blog posts, providing insights, or offering help with a problem.

You may also consider creating and growing a niche forum or group on Facebook or LinkedIn, or even creating your own dedicated community site similar to [inbound.org](http://inbound.org) or [GrowthHackers](http://GrowthHackers.com) – this gives you the opportunity to engage with users as well as let them indulge their passions and connect with like-minded people.

## **2. Creating a social media marketing strategy**

You may know what you want to accomplish and why, but without a social media marketing strategy, you won't have a specific plan on how to get there.

Think of your social media plan as a roadmap to your goals – Sure, you can stop off and check out landmarks along the way (experimentation), but you'll want to return to the road that gets you to your destination in the shortest time and distance (goals).



### Solving this challenge:

Creating a solid social media marketing strategy doesn't have to take weeks to put together.

For me, it helps to have 3 key things written down on paper:

- **Why we're on social:** Simply being active of social media channels for the sake of being there is one of the quickest ways to burn valuable time and resources. First, answer the question of '*why*' your business is on social and what you would like to accomplish.
- **How we're going to succeed:** Next is to ask the question of *how*. This can be specific social channels, paid advertising budget, video or image creation, partnering with influencers.
- **How we'll measure success:** Key Metrics, Goals or OKRs that you would like to accomplish broken down into days, weeks, months, and the year. Breaking it down like this will allow you to focus on day-to-day activities while also keeping the big picture in mind.

### 3. A dramatic drop in organic reach

What worked in 2012 when organic reach on social was booming vs. what's working now with the decline of organic reach has many social media managers scrambling to find tactics that work, including myself.

If growing your organic reach doesn't seem to be working, there may be another solution.



According to **Jay Baer** Facebook organic reach declines as it's **stock price rises**:



### Solving this challenge:

Marketers can overcome this obstacle by looking at the decline of organic reach as an opportunity in disguise. That opportunity is **paid social media advertising**.

Even if you only have \$5 to spend on boosting a Facebook post or promoting a Tweet, putting a few dollars behind the content you've worked hard to create will effectively get that content in front of hundreds potential customers. Look for posts with high engagement but low reach as a good barometer for potential success.

Use a combination of Facebook Audience Insights and Twitter Audience Insights to learn about your audience and create personas. Once you have an idea of who they are, use those insights to create highly-targeted ads that will resonate with users.



#### 4. Coming up with consistently good content

The social media manager checklist seems to go on forever: curate, create, schedule, monitor, respond, update, and reuse content across several different social profiles.

That's why it's important for social media marketers to find little hacks to optimize their time.

##### **Solving this challenge:**

Besides basic content curation and idea generation tactics like monitoring Facebook pages or scouring Buzzsumo and Quora for content, there are other less time-consuming tactics you can experiment with today.

**Openness & Transparency:** Some of our most popular content and social media posts are ones that feature an inside look into Buffer's culture.

People love knowing that there is a "real person" behind the social media profile and by giving them a look into your company or brand you will evoke real human interaction.





## 5. Content quantity over quality

For some brands, the way to cut through all of the noise on social media is to simply post more. While this tactic may work for some, for many it has the tendency to irritate followers.

The Next Web posts 30-40 times per day on Facebook due to the high amount of new content they're putting out online. But many businesses who are creating less content may struggle to show value from more frequent posting.

### Solving this challenge:

An excellent way to think about the quantity vs. quality is to **treat every piece of content—every tweet, every Facebook post, every CTA, every press outreach email—with the utmost care**, as Leo explains in our Buffer marketing manifesto.

People will naturally follow your brand over time from posting **great** content, not posting **more** content.

## 6. Getting content to a large social audience

Now that you have all of this great content for your blog and social media channels, people will surely follow, right?

As marketers know, this isn't always the case. Promoting content, partnering with brands and influencers, and capturing audiences' attention is a whole new social media challenge in itself.

The encouraging news is that if your content is enjoyed by a few people on your blog, then the chances are that people on social media will enjoy it as well. The challenge is getting it to those people.



### Solving this challenge:

Let's say every one person on Twitter has 100 friends that follow them, and those 100 friends have 100 friends that follow them. Even if only 5% of the total friends share your content, that's still a massive amount of shares and impressions.

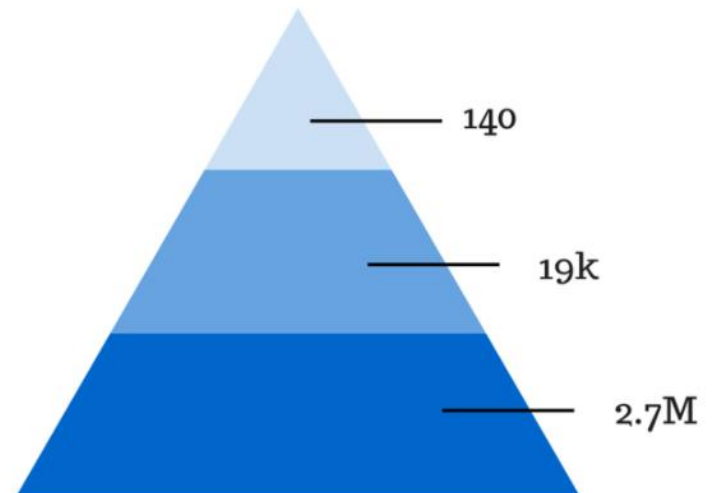
The key is not to sit back and hope that people share your content, but to actively seek out people that you know will benefit from it. A few ideas to get you started:

- Email your friends, family, and coworkers
- Direct message influencers—in a genuine way—on social media
- Join LinkedIn groups or online forums in your niche market
- Syndicate your content (A complete guide from Neil Patel)
- Republish content to Medium
- Ask questions and respond to comments on Quora

## How Your Audience Grows

1 active user is a BIG deal. They have 140 friends.  
And their friends have 140 friends each.  
Therefore 1 piece of great content has the chops to  
**reach 2.7m people within just 4 generations.**

- Justin Waite





## 7. Finding ways to encourage sharing on social

One thing that is particularly challenging on social media is finding ways to avoid what I like to call a “creative rut.” A creative rut is when social media managers find a tactic that works a few times and then continually go back to them over and over, even though the results may be even or declining.

Only posting blog links on Facebook, quotes on Instagram, or links to your own articles on Twitter are examples of content that is good, but could maybe use a creative boost.

### Solving this challenge:

Think “share first” by getting inside the mind of your audience. Before posting ask, “Is this something that I would like, comment on, read, or share on social media?” If the answer is “no” that may be a sign to look for other types of content.

The New York Times once published an excellent study on the psychology of sharing. It boiled down to the fact that sharing on social media is **all about relationships**. The study indicated that 49% of respondents said they share to bring valuable and entertaining content to others.

Jeff Bullas shared an excellent list of 10 ways to create contagious content with some fun ideas including:

- Telling Great Stories
- Making Your Audience Look Smart & Classy
- Using Emotional Appeal





## **8. Using data to back intuition**

Previously, social media data was hard to access, difficult to understand, and seemingly useless. But these days, there are so many amazing tools out there that accessing data is a must-do for marketers looking to take their social to the next level.

### **Solving this challenge:**

Start by creating a simple Excel spreadsheet with each of the social media channels that you're managing on the left and the most important stats you would like to track across the top.

## **9. Creating quality visuals and graphics**

Visuals and graphics are the second most important factor for success on social media right behind the quality content. But creating quality visuals and graphics are another challenge on their own, regarding skill level and time it takes to create them.

Seeing as how visual content is more than 40X more likely to get shared on social media than other types of content, there's never been a better time to invest in visuals of your own.

### **Solving this challenge:**

For original images, we suggest either Pablo or Canva. Each is fun, easy to use, and allow marketers to customize each image size based on the targeted social media channel.

A few design rules of thumb:

- Avoid overused stock photos
- Ensure each image is properly sized for specific networks
- Use best-practices with text overlay
- Design with consistent brand colors, palettes, and logos



## **10. Focusing on the things that matter most**

A common thought in the social media sphere is that there's a silver bullet of growth and engagement. The truth is that it takes a lot of work to create a community of engaged followers and brand advocates.

Growth and engagement are a result of a variety of factors, but figuring out which activities to focus on is an important challenge in social media marketing.

### **Solving this challenge:**

When putting first things first.

### **❖ Future trend in social media marketing:**

Total Social Media users are forecast to grow by just 4.1 percent in North America in 2013. Compare that with growth rates of 21.1 percent in Asia-Pacific (including China, India, and Indonesia), 12.6 percent in Latin America, and 23.3 percent in the Middle East and Africa. To solve the mobile revenue puzzle, social networks will push ahead next year with new social ad models. Traditional banner and interruption ads will decline, replaced by innovative offerings like Promoted Tweets and Sponsored Stories. What makes these so-called native ads unique is that they don't look like ads at all, apart from small disclaimers. They appear in-stream and read exactly like another piece of user-generated content. It is anticipated that the rate of growth in mobile usage will exceed the growth in usage through personal computers for the foreseeable future. Mobile Internet users are set to overtake wired Internet users by 2015 in the U.S., but this shift is happening far faster on social platforms. At the same time, developing viable advertising options for mobile platforms is more critical than ever.



### **Conclusion:**

Social Media have gained a fundamental role in communication and marketing strategies. The new generations of consumers have very high brand awareness, they act on international markets through the internet and their opinion can have a great effect on people in different parts of the world. So it is very important for companies, when managing fan pages and brands' Facebook presence, to create high quality contents and to exactly know the users' behavioral dynamics on the social network, in order to reach the higher possible user engagement. For an effective result and in order to create successful promotional campaigns, they need to know what drives engagements are needed to keep things in line with their fans' needs. Posts of brands' Facebook fan pages can have different characteristics and their content can have different effects on different consumers. The benefits of Social Media marketing speak for themselves: by creating high level of brand loyalty and minimizing the communication gap between the company and its customer. It serves as the innovative tool of marketing for engaging more and more customers towards the organization.

Today, consumers gain a new role with social media. Consumers are becoming "content creators" and, thus, functional consumers instead of just consuming, as in the past.

It is also cost effective i.e. not huge funds are required for Social Media marketing. On the other hand it has some limitation and challenges that needs to be addressed to achieve greater growth in customer satisfaction and organization's profitability



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