

ASSIGNMENT - 04

SUBJECT - DIGITAL MARKETING

TOPIC -SOCIAL MEDIA MARKETING

SOCIAL MEDIA MARKETING

- ✓ What is social media marketing
- ✓ Advantages of Social media marketing
- ✓ Disadvantages of Social media marketing
- ✓ Example

What is social media marketing:

- An online social network is much like your real social network. It is your friends and your family, work colleagues and acquaintances. A social network is a way of staying in touch and making new connections. In the real world you can't see the connections between people.
- In the online world you can immediately see who knows who and who your friends are. Friends with once you add your friends and family to your social network it's very easy to share photos and videos, send messages, post comments, arrange events, chat, make recommendations and play games.

Note:-

- “using the potential of social media platforms to leverage value for your business,”
- “Social media marketing are most useful channels: Facebook, WhatsApp, Instagram, Youtube, Twitter, Google, and LinkedIn etc. That is called social media marketing”

Advantages of social media marketing:

- Increased Brand Awareness
- More Inbound Traffic
- Improved Search Engine Ranking
- Higher Conversion Rate
- Better Customer Satisfaction
- Improved Brand Loyalty
- More Brand Authority
- Cost Effective

- Gain Marketing Insights

Explain advantages of SMM:

Increased Brand Awareness:

- Social media is a one of the most cost-efficient digital marketing methods used business visibility. Implementing a social media strategy will greatly increase your brand recognition since you will be engaging with a broad audience of consumers.

To get started, create social media profiles for your business and interacting with other. Get employees, business partners, and sponsors to like and share your page. Simply having people interact with your content will increase brand awareness and begin building your reputation as a business Each post that is shared will be introduced to a new network of individuals which can lead them to becoming potential customers and the more people who know about your business the better.

More Inbound Traffic:

- Without marketing your business on social media your inbound traffic is limited to your usual customers .The people familiar with your brand are likely searching for the same keywords you already rank for .Without utilizing social media as part of your marketing strategy you'll have much more difficulty reaching anyone outside of your loyal customer circle.

Improved Search Engine Ranking:

- Although positing on social media might get your business some site traffic more effort than that is required to see significant success .Search engine optimization is very important for achieving higher page rankings and obtaining traffic to your business website .while social media doesn't directly increase search engine rankings social media Examiner states that more than 58 % of marketers who have been using social media for one year or longer still see improved search engine rankings .Being able to rank in the top position for your keywords will revolutionize your traffic and continue to generate positive results for your business

Higher Conversion Rate:

- With increased visibility your business gains more opportunities for conversion .Every blog post ,image ,video or comment may lead viewers to your company's website and increase traffic .social media marketing allows your business to give a positive impression through a humanization factor .When brands are interactive by sharing content, commenting and positing statuses on social media, it personifies a bran .People rather than companies

Better Customer Satisfaction:

- Social media is a networking and communication platform .Creating a voice for your company through these platform is important in humanizing your company .Customers appreciate knowing that when they post comments on your pages, they will receive a personalized response rather than an automated message .Being able to acknowledge each comment shows that you are attentive of your visitors needs and aim to provide the best experience

Improved Brand Loyalty:

- One of the main goals of almost all businesses is developing a loyal customer base .Considering that customer satisfaction and brand loyalty typically go hand in hand, it is important regularly engage with consumers and begin developing a bond with them .Social media is not just limited to introducing your brand's products and promotional campaigns .Customer see these platforms as a service channel where they can communicate directly with the business,

More Brand Authority:

- Customer satisfaction and brand loyalty both play a part in making your business more authoritative but it all comes down to communication .When consumer see your company posting on social media especially replying to customers and posting,
- Original content it makes you appear more credible .Regularly interacting with customer demonstrates that your business cares about customer satisfaction and is available to answer any questions that they might have satisfied customers are eager to spread the word about a great product or service and they usually turn to social media to express their opinion .Having customer mention your business on social media,

Cost-Effective:

- Social media marketing is possibly the most cost-efficient part of an advertising strategy .Signing up and creating a profile is free for almost all social networking platforms, and any paid promotions you decide to invest in are a relatively low cost compared to other marketing tactics .Being cost-effective is such an advantages because you can see a greater return on investment and retain a bigger budget for other marketing and business express,

Disadvantages of social media marketing

- Tarnished Brand Image,
- Brand Transparency,
- Time Consuming,
- Delayed Return on Investment,

Explain Disadvantages of SMM:

Tarnished Brand Images:

- In larger corporation much of the social media marketing is either outsourced or handled internally by a separate department .You must have the upmost confidence in those that you employ to handle social media updates and advertising,
- They are a reflection of the company's brand images as much as traditional media, arguably more so .Trusting individuals who are not in full understanding of the firm's vision will lead to an inconsistent and possibly declined brand image,

Brand Transparency:

- While word of mouth marketing is definitely a significant factor in terms of customers discussing their likes and dislikes of brand , social media marketing leaves the brand extremely exposed .Implementing multiple social media profiles will leave unsatisfied customer with the opportunity to express their dissatisfaction .These comments will deter potential customers from doing business and establishing a relationship with the brand .With increasing competition in essentially every industry, public negative feedback could be a deciding factor for many customers,

Time Consuming:

- Social media marketing tends to create less of an impact for the consumer because it limited in its ability to be creative and isolated .Television advertisements
- for example are able to be aesthetically pleasing and are seen alone without any distractions .posts on social media are often missed and or ignored because of overflowing newsfeeds and the general fast paced environments of social media network,

Delayed Return on Investment:

- Social media marketing is a long term investment .Results cannot be expected as quickly as with traditional media , it is less intensive .Relationship building is key in social media .Firms looking for immediate sales and leads may prefer traditional advertising as it is more effective at sparking instant attention,
- Social media is great tool .However understanding how to use it to its full potential is something many organizations struggle with .Despite its drawbacks social media has proven itself as effective form of marketing time and time again,

Example :-

➤ Successful five company from Social media marketing:

- Dacia-
Platform Used- Facebook
- Tvibes-
Platform Used- Facebook
- Red Bull-
Platform Used- Instagram
- Glu-
Platform Used- Instagram
- Girl Scouts-
Platform Used- Twitter

Note:-

- “ 50% of businesses have increased the time they spend on social media ,”
- “ 60% of owners claim they haven’t seen any ROI from social media ,”