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Evolving Opportunities and Strategies in the New Era

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Abstract: *In today's context, with the introduction of social media, we have a powerful tool at our fingertips that can share pieces of content all over the world in seconds.*

With this being said, Social media marketing increases your brand awareness and helps the modern day business to remain competitive. The New Era business demands the social media marketing tool as effective strategy for any company. Having a social media presence without an active social media marketing strategy, can be just as catastrophic for your business as having no plan at all. The aim of this research is to recognise the impact of social media marketing on different dimensions of marketing strategies and how it helps to manage successful relationship with the customers. In this article we try to explain about Brand awareness, Brand Loyalty, Effective strategies, CRM tool with relevance to social media marketing.

Keywords: *Social media marketing, Brand Loyalty, Customer relationship management, E-Business marketing.*

I. INTRODUCTION

In today's world we are updating day by day as marketing is one of the important element in all the fields we have no option of carrying on or following the traditional methodology for conducting the marketing activity to run the business and reach the objective of the business. Many of the organisations are creating opportunities for conducting business in cloud.

Are you all set for transmute?

It becomes compulsory for the entire marketer who is interested for the transmute has to understand the difference between e-commerce and e-business. E-commerce is a term for any type of business transaction that involves the transfer of information across the internet whereas e-business is just doing business online. So, for doing the effective business a marketer need to understand and adopt both e-commerce and e-business for reaching his goal easily and effectively.

- Accessing the internet to source information about your industry, suppliers, and products
- Streamlining your physical transactions into electronic transactions, for example, online banking, financial management, and stock control
- Human resources management, through the development of an intranet for news, policies and staff administrative functions
- Customer relationship management
- Using appropriate project management software

II. STATEMENT OF THE PROBLEM

Today's business scenario is highly vulnerable so all the marketers find it difficult to cope with temporariness using social media as a platform for marketing.

III. OBJECTIVES

- Effective usage of social media in e- business
- To retain the customers and gain new customers for our business
- To maximise the profit of the business
- To generate new marketing strategies using social media

IV. LITERATURE REVIEW

Some preliminary works on e-business and banking have been made through using data analysis. This literature review was also conducted to help put the research methodology in a better conceptual framework. In this regard the review focused on: the evolution and definition of e-business; processes of e-business adoption; benefits, barriers and challenges to e-business adoption. E-Business probably began with electronic data interchange in the 1960s (Zwass, 1996). However, (Melao, 2008) suggests that it was only in the 1990s, primarily via the Internet, that e-Business has emerged as a core feature of many organizations. In his opinion, the hope was that e-Business would revolutionize the ways in which organizations interact with customers, employees, suppliers and partners. Some saw e- Business as part of a recipe to stay competitive in the global economy.

The Stages theory has been widely used as a way of examining the adoption and progression of various aspects of electronic business in organizations. The main assumption of the Stages theory is that organizations progress towards electronic business through a number of clearly defined and successive stages or phases. Each adoption stage or phase is characterized by the existence of distinctive applications, benefits and problems while it reflects a particular level of maturity in terms of the use and management of Information Systems and Information Technologies (Taylor and Murphy, 2004). Within the Staged adoption models, early stages of electronic business adoption are typically characterized by gaining access to the Internet followed by the use of relatively simple applications, such as electronic mail (e-mail), in order to dispense and gather information. Later, the business starts to publish a wider range of information in order to market its products or services and perhaps provide after-sales support. The deployment of electronic commerce practices comes next, allowing the users of the corporate site to order and/or pay for goods and services. In the most mature stages, the corporate website is fully integrated with the various back office systems such as enterprise resource planning (ERP), customer relationship management (CRM), and integrated supply chain management (SCM) applications (Mendo and Fitzgerald, 2005).

V. RESEARCH METHODOLOGY

In this research we have adopted descriptive methodology with the help of constructing a questionnaire as a primary data and also the information was gathered from various secondary sources for better understanding and usage of social media for effective marketing strategies.

VI. USE OF SOCIAL MEDIA BY MARKETERS

Social media is not just about dealing with what people say about you online though, it's about communicating with your customers and future customers, it's about constructing a community, being part of other communities; it's about cultivating people, listening to them, and letting them know all about you, your company, the people that work for you, your products, your

services, your business philosophy, your integrity and your organizational culture. There is a saying that it takes a village to raise a child - perhaps today it takes a social media community to grow a business. However Social media is not like conventional marketing or advertising. Social media is the combination of technology, with social interaction and the sharing of words, images, video and audio. In a word it's "conversations" made richer and more convenient. There are some best practices which a marketer should follow while marketing through social media:

- ☐ Be transparent.
- ☐ Keep it conversational
- ☐ Stick to your knitting
- ☐ Admit mistakes

Tools Available For Marketing

Marketing through Face Book

Face book is a tremendous tool for marketing because of how through the connection between Business and customer is. However, therein lays the risk. One wrong move, one odious post or Mistake can cost your business its reputation and Consumer base. Face book marketing means creating a business page, keeping in touch with your current customers and clients, connecting with other related businesses and opening up to new customers. All of this while navigating the social minefield that is unconcealed social access. Some Guidelines for Marketers through Face book Marketing:

- ☐ Expand your network.
- ☐ Don't forget about media.
- ☐ Reward your fans.
- ☐ Encourage community interaction.
- ☐ Celebrate when you reach certain milestones.
- ☐ Don't just rack up your fans, put them to use.

Marketing through Twitter

Twitter has taken on a life of its own in modern years and spawned the daily use of terms Such as "Tweet" in usual conversation. While it might seem like a challenge to get started using Twitter for business, in reality its pretty user friendly and easy to learn

Twitter is the best way to develop relationships with customers. Once marketer has set up an official Twitter account for their business, their customers will optimistically start following it. When they do, those customers will be able to read the tweets that marketer post. This gives marketers the chance to communicate with their customers and start developing relationships with them. If marketer posts tweets that have valuable, or interesting, information their followers will start to value their tweets. They can also ask questions publicly, or make comments about company's products and services. This gives marketer a chance to answer common questions from your customers, and develop some goodwill.

Twitter is a social network similar to face book and Google+. While Twitter shares some common features with other social networking sites, it is unlike the other networks in many ways. Twitter users can post short statements with a maximum of 140 characters. This makes it a form of micro-blogging that allows users to focus.

Marketing through Google +

Simply launching a company website is no longer enough to build an online presence though. The Level of competition in almost every niche can make reaching potential customers difficult. For this reason, many businesses have begun using social media tools, including Google+, to find and engage targeted buyers. In 2011, Google expanded the Google+ platform to include dedicated pages for businesses. This Expansion gave business owners greater flexibility to create pages that accurately reflected their Branding and marketing messages. Business owners can customize their pages to draw in, and Keep, visitors and to lead them to websites, blogs, and other resources to learn more about their Company's products.

Strategies can be adopted by Marketers for Promoting Business through Google +:

- ☐ Post Interesting Information About their Business or Industry
- ☐ Provide Readers with News Stories
- ☐ Engage Visitors with Polls and Surveys
- ☐ Engage Visitors with Live Video Chat
- ☐ Segment Visitors into Circles
- ☐ Promote Content on Other Sites

Marketing Through LinkedIn

Among the big three social networks; LinkedIn, Face book and Twitter – LinkedIn is the oldest and the only business oriented social network. LinkedIn provide Marketers the tool to control their Professional identity online.

Some ways to grow network, brand building and new prospects on LinkedIn:

- ☐ Complete companies profile on LinkedIn
- ☐ Basic Information and Summary of Business
- ☐ Share Website and Twitter Links on LinkedIn
- ☐ Manage business Public Profile and URL.
- ☐ Grow Network by connecting more Professionals.
- ☐ Give and Get Recommendations by experts/public/Professionals.
- ☐ Manage different LinkedIn Groups

Marketing through You Tube

YouTube can be utilized for presentations, webinars, testimonials, and any announcements marketers need to make their audience. YouTube also has a “subscribe” button where viewers can subscribe to the channel of their choice and see the latest videos that they upload. This allows Marketers to keep their target audience updated with recent offers and development which in turn builds a loyal fan base. The comments and feedback section can be activated so that individuals can give their comments and reviews about the company and products. YouTube has introduced a new channel tool that allows consumer goods brands to connect consumers directly with retailers. The new channel gadget will enable shoppers to purchase products through videos and find which retailers carry them, check the availability and price with just a few clicks.

VII. RELEVANCE OF SOCIAL MEDIA FOR MARKETERS

The role of social media in marketing is to use it as a communication tool that makes the Marketers reachable to those interested in their product and make them visible to those that don't know their product. It ought to be used as a tool that creates a personality behind their Brand and creates relationships that they otherwise may never gain. This creates not only Repeat-

buyers, but customer loyalty. Fact is social media is so diversified that it can be used in whatever way best suits the interest and the needs of the business. There are significant and popular potential that social marketing can result in extremely effective marketing. Fisher concluded that of the 70 percent of consumers who had visited a social media site to get information; 49 percent of these customers made a purchase decision with this information they found and 60 percent of the respondents in the study said they are likely to pass on information they find online.

Needham said that before constructing social media strategies, marketers must ask themselves: how can they connect consumers to endorse products to specific communities in a credible, controlled and cost effective way? Social media has provided consumers with their own voice, not as submissive respondents as in their previous relationship with brands, but as active members of brand communities who have the assurance to come into the brand's "space". Marketers working with leading brands in social media suggest one solution may be "co-creation" – where marketers encourage users to become actively involved with a brand or product.

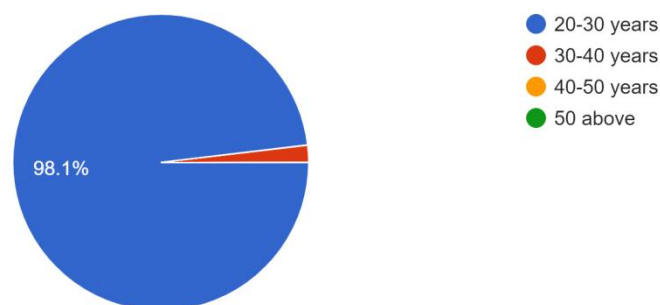
According to Vidisha Sharma et al. Social media marketing offers many advantages for a start-up of Business. They include:

- ☐ Promote products and services
- ☐ Deliver content
- ☐ Reach out to a huge audience
- ☐ Drive sales through social commerce
- ☐ Build quality back links to the company's website

☐ Establish trust and reputation Social media is very important for marketers .the importance of these words can be reveal from social media marketing industry report 2013. According to report 86% of marketers said that social media was important to their businesses.88% of marketers want to know the most effective social tactics and the best ways to engage their audience with social media. 69% of marketers plan on increasing their use of YouTube, making it the top area marketers will invest in for 2013. While 58% of marketers are blogging, 62% want to learn more about it and 66% plan on increasing blogging activities .significant 89% of marketers stated that increased exposure was the number one benefit of social media marketing.

VIII. DATA ANALYSIS AND INTERPRETATION

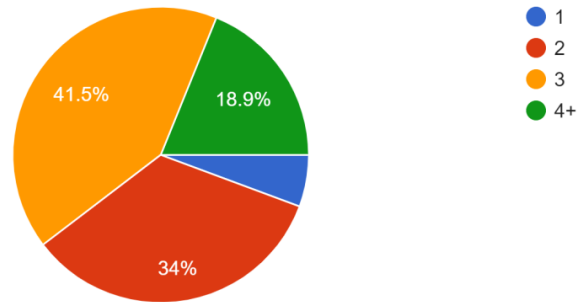
Age of the respondent
53 responses



Interpretation:

Most of the age group people between 20-30 years are using social media.

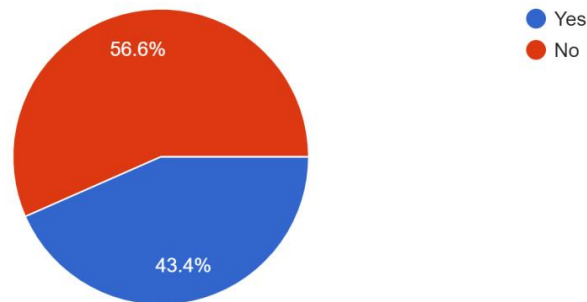
How many social media sites do you have accounts with
53 responses



Interpretation:

From the above graph its clear that nearly 41.5% of total population is having 3 social media sites account.

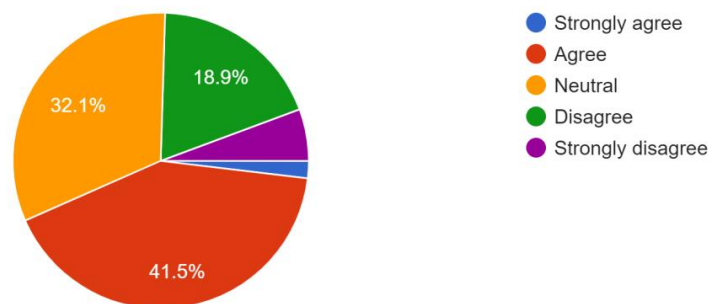
Do you consider yourself addicted to social media
53 responses



Interpretation:

From the above graph it is clear that 43% have been addicted to social media.

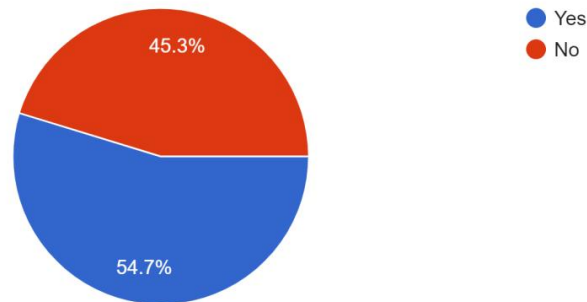
Does social media advertisement help you in taking purchase decision
53 responses



Interpretation:

From the above graph it is clear that 41.5% agree that social media advertisement helps in taking purchase decision.

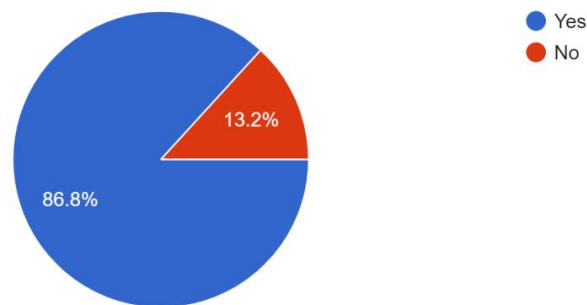
Do you think social media advertisement will lead you to purchase useful product
53 responses



Interpretation:

From the above graph it is clear that 54.7% respondents agree that social media advertisement will help them to buy the needful product.

I find it easy to use social media sites
53 responses

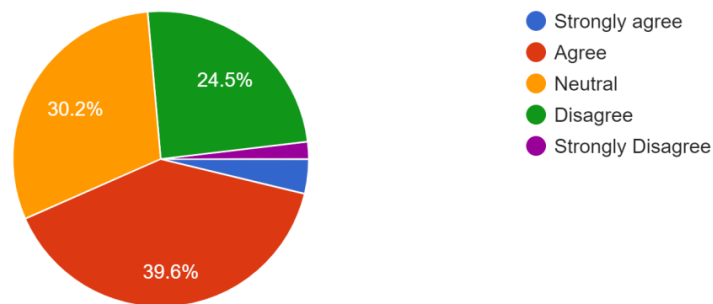


Interpretation:

From the above graph it is clear that 86.6% respondents find it very easy to access social media sites.

I am subscribe to updates and alerts regarding a brand or products through social media networking sites

53 responses

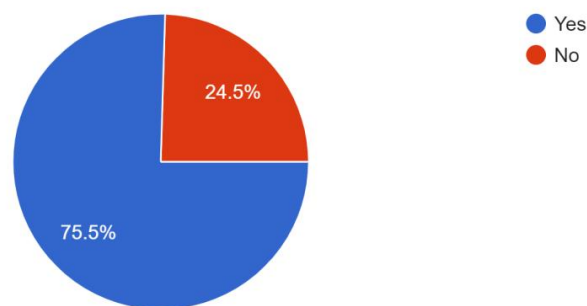


Interpretation:

From the above graph it is clear that 39.6% of the respondents has been subscribed to the alerts regarding products through social networking sites.

I can easily recognise the brands as the ones that are advertised on social media

53 responses



Interpretation:

From the above graph it is clear that 75.5% have strong brand recognition using social media sites.

IX. CONCLUSION

- 56.6% of the respondents are addicted to social media, so we can conclude that the marketers can use this as an opportunity for effective conduct of e business.
- 39.6% of the respondents have been subscribed to the alerts regarding products through social networking sites therefore it is an opportunity for every social media marketer to retain the customers through regular updates.
- 54.7% respondents agree that social media advertisement will help them to buy needful product, so we can conclude that through social media marketing helps the consumers to satisfy their needs and wants which in turn leads the marketer to maximise the profit.
- Using various social media tools the marketer will have lot of strategies in his armour so as to reach out the customers easily.