

Impact of Social Media on Digital Marketing

Dr. Balram C. Gowda, Mrs. Poonam Chaurasiya and Maroof Syed

The Byramjee Jeejeebhoy College of Commerce, Mumbai, Maharashtra

Abstract: *Growing use of Social Media and its advancements have proved to be a boon to mankind in this Technological aimed world. Social Media has made it easy to connect with people from any corner of the world. And so in today's Technology driven world, Marketers are coerced into adapting to technological mean of Marketing that is Digital Marketing. Digital Marketing helps the marketers to reach the audience by using various digital means. Being easily adaptable and to access has made marketers to make their businesses online. Large number of population is engaged today in Social media. Social media platforms have created opportunities for marketers to reach their target audience through highly targeted advertising, content marketing, influencer partnerships, and customer engagement. Through social media, brands can create and share content that resonates with their target audience, increasing brand awareness and building a loyal following. Social media has also made it easier for marketers to track the effectiveness of their campaigns, with analytics tools providing real-time feedback on engagement and ROI. Social media has transformed digital marketing by providing new opportunities for businesses to engage with their customers and reach their target audience in a more effective and personalized way. Final impact of Social Media on Digital Marketing can be concluded by comparing Marketing before Social media and Marketing after Social media emerged*

Keywords: Social Media, Digital Marketing, Types of Digital Marketing, Advantages of Social Media on Digital marketing, Disadvantages of Social media and Social media Strategies

I. INTRODUCTION

Today almost every internet user is familiar with the concept of Social media irrespective of their profession, gender, caste, race, religion, etc. Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. In 2014, Tuten and Solomon have defined social media as 'the means of communication, conveyance, collaboration and cultivation among interconnected and interdependent networks of people and communities using the new technology'. In 2019, Merriam-Webster defined social media as "forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content. Today, social media messaging apps and platforms are the most commonly used sites worldwide. In early 2023, 94.8% of users accessed chat and messaging apps and websites, followed closely by social platforms, at 94.6% of users. Search engine sites were next, with 81.8% of users accessing them.

The way of marketing has changed with the evolution of technology and every marketer and businessmen are adapting to the Technological mean of Marketing that is Digital Marketing. In this research we are going to review on social media and its Impact, advantages and disadvantages on Digital Marketing. The focus of this research is to study the impact of Social media on Digital Marketing and finally reach to a certain conclusion. For the purpose of research we have examined through many articles based on this topic. The purpose is to study the relationship between the functionalities of the social media and the dimension of the digital marketing in order to redefine the concept.

II. DEFINING DIGITAL MARKETING

Phillip Kotler, known worldwide as the father of modern marketing and the first expert in the strategic practice of marketing, defined Digital Marketing as follows: Digital Marketing is a set of activities that a company or person runs on the Internet in order to attract new businesses and develop a brand identity. Digital Marketing is any marketing that uses electronic devices and can be used by marketing specialists to convey promotional messaging and measure its impact through your customer journey. In practice, digital marketing typically refers to marketing campaigns that

appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts. Digital marketing is often compared to “traditional marketing” such as magazine ads, billboards, and direct mail. Oddly, television is usually lumped in with traditional marketing.

Any type of marketing can help your business thrive. However, digital marketing has become increasingly important because of how accessible digital channels are. In fact, there were 5 billion internet users globally in April 2022 alone. From social media to text messages, there are many ways to use digital marketing tactics in order to communicate with your target audience. Additionally, digital marketing has minimal upfront costs, making it a cost-effective marketing technique for small businesses.

Objectives of Study

1. To understand the importance of Social Media Marketing in India
2. To understand the Impact of Social Media Marketing on awareness of products
3. To gain insights on the impact of various social media in marketing of goods and services

III. RESEARCH METHODOLOGY

Collection of data

Primary Data was collected by forwarding structured close ended questionnaires to respondents through Google form on non-random selection using convenience sampling.

Sample Size: Planned : 100; Actual : 54

Secondary Data was collected to analyze the role and impact of digital marketing was collected through Books, online journals, magazines, news articles and so on.

Hypothesis:

H0: Social Media does not make it easier for companies to advertise their products

H1: Social Media makes it easier for companies to advertise their products

Statistical Tools and Techniques: Non-Parametric Test - Chi-Square has been used for Testing of the Hypothesis

IV. REVIEW OF LITERATURE

Social Media Marketing Activities Most businesses use online marketing strategies such as blogger endorsements, advertising on social media sites, and managing content generated by users to build brand awareness among consumers (Wang and Kim, 2017). Social media is made up of internet-associated applications anchored on technological and ideological Web 2.0 principles, which enables the production and sharing of the content generated by users. Due to its interactive characteristics that enable knowledge sharing, collaborative, and participatory activities available to a larger community than in media formats such as radio, TV, and print, social media is considered the most vital communication channel for spreading brand information. Social media comprises blogs, internet forums, consumer’s review sites, social networking websites (Twitter, Blogger, LinkedIn, and Facebook), and Wikis (Arrigo, 2018).

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Social media facilitates content sharing, collaborations, and interactions. These social media platforms and applications exist in various forms such as social bookmarking, rating, video, pictures, podcasts, wikis, microblogging, social blogs, and weblogs. Social networkers, governmental organizations, and business firms are using social media to communicate, with its use increasing tremendously (Cheung et al., 2021). Governmental organizations and business

firms use social media for marketing and advertising. Integrated marketing activities can be performed with less cost and effort due to the seamless interactions and communication among consumer partners, events, media, digital services, and retailers via social media (Tafesse and Wien, 2018).

According to Liu et al. (2021), marketing campaigns for luxury brands consist of main factors such as customization, reputation, trendiness, interaction, and entertainment which significantly impact customers' purchase intentions and brand equity. Activities that involve community marketing accrue from interactions between events and the mental states of individuals, whereas products are external factors for users (Parsons and Lepkowska-White, 2018). But even though regardless of people experience similar service activities, there is a likelihood of having different ideas and feelings about an event; hence, outcomes for users and consumers are distinct. In future marketing, competition will focus more on brand marketing activities; hence, the marketing activities ought to offer sensory stimulation and themes that give customers a great experience. Now brands must provide quality features but also focus on enabling an impressive customer's experience (Beig and Khan, 2018).

Social Media Strategies in Digital Marketing

A successful social media strategy requires a combination of planning, creativity, and ongoing optimization. By developing a comprehensive approach that aligns with your business objectives and target audience, you can effectively leverage social media to drive growth and achieve your marketing goals. Some of the key strategies of social media are given below:

Establish clear goals and objectives: Before developing a social media strategy, it's important to define clear goals and objectives that align with your overall business objectives. This may include increasing brand awareness, driving website traffic, generating leads, or boosting sales.

Identify your target audience: Understanding your target audience is essential for developing effective social media campaigns. This includes understanding their demographics, interests, behaviors, and pain points.

Choose the right platforms: Not all social media platforms are created equal, and it's important to choose the ones that align with your goals and audience. For example, LinkedIn may be more effective for B2B marketing, while Instagram may be better for targeting younger audiences.

Develop a content strategy: Creating a consistent stream of high-quality content is key to engaging your audience on social media. This may include blog posts, videos, images, or infographics.

Use paid advertising: Paid social media advertising can be a highly effective way to reach new audiences, promote specific products or services, or drive conversions. This may include sponsored posts, social media ads, or influencer marketing campaigns.

Monitor and measure performance: Regularly monitoring and measuring your social media performance is essential for refining your strategy over time. This may include tracking metrics like engagement rates, reach, click-through rates, and conversion rates.

Engage with the audience: Social media platforms provide businesses with an opportunity to engage with their audience. Businesses should respond to customer inquiries promptly and create content that encourages engagement and conversation.

Data Analysis and Interpretation:

Out of the respondents, 98% of them deal with B2C and 2% deal with B2B.

90% of the participants feel that impact of Social Media on Digital Marketing is significant.

The respondents felt a blog for social media marketing will work:

Yes	No	Maybe
26	4	24

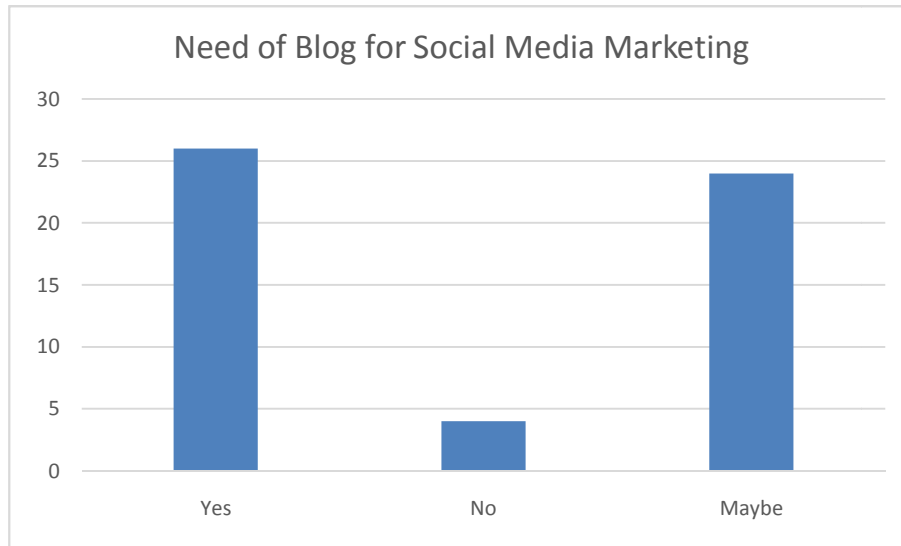


Figure 1.1.: Need of Blog for Social Media Marketing

98 % of the respondents believe that businesses feel the need to adapt to latest social media trends in order to stay competitive in their respective markets.

According to the majority of the respondents(30), the use of social media for digital marketing requires companies to focus on creating engaging content.

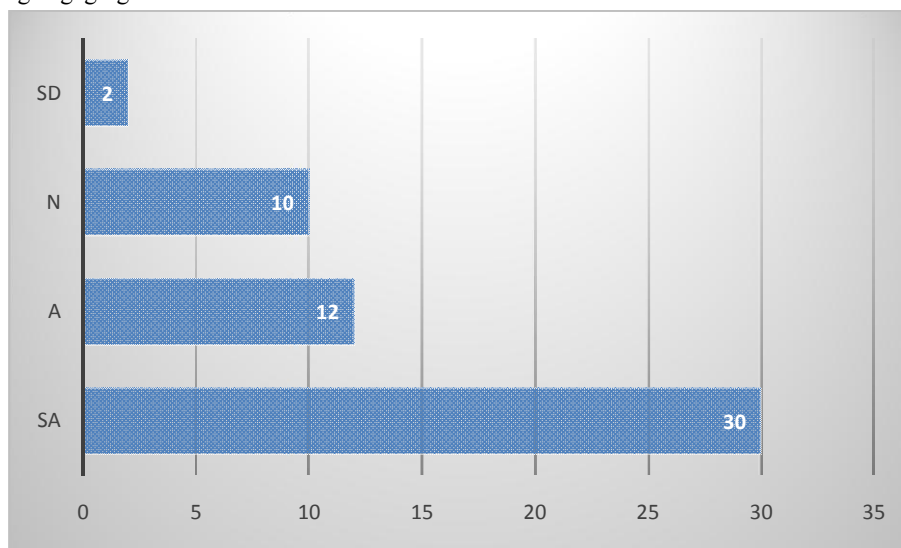


Figure 1.2. Focus on Engaging Content

Testing of Hypothesis:

H0: Social Media does make it easier for companies to advertise their products

H1: Social Media makes it easier for companies to advertise their products

Frequency	Strongly Agree	Agree	Neutral	Total
Observed	34	12	8	54

After doing Chi Square relating to the Hypothesis, it was found that $\chi^2 > CV$ (df 2, 0.05), $\chi^2 = 21.78$ and $CV = 5.99$. Hence, Null Hypothesis is rejected.

Thus, it can be concluded that Social Media makes it easier for companies to advertise their products according to the study.

V. CONCLUSION

The study started with the aim to analyze the impact of Social media on Digital marketing. Based on the discussion we have found that Social media has changed the way we consume, share and create content online, and it has created new opportunities for businesses and individuals to connect with their audiences. Social media has also challenged traditional media outlets by enabling anyone with a smartphone or computer to become a content creator, which has led to an increase in user-generated content. One of the most significant impacts of social media on digital media is the shift from traditional advertising to social media advertising. Social media advertising has become an essential part of digital marketing strategies, and it has allowed businesses to reach a broader audience more effectively. Social media has also played a critical role in the democratization of information, giving individuals and organizations the power to share their stories and perspectives with a global audience. It has enabled grassroots movements to gain traction and has given voice to marginalized communities. However, the impact of social media on digital media is not without its challenges. Social media platforms have been criticized for their role in spreading misinformation, cyberbullying, and privacy violations. The algorithms that power social media platforms have also been accused of promoting echo chambers, where users are only exposed to content that reinforces their existing beliefs.

In conclusion, the impact of social media on digital media has been both positive and negative. Social media has transformed the way we interact with digital content, and it has opened up new opportunities for businesses and individuals. However, it has also presented new challenges that must be addressed to ensure that social media continues to be a force for good in the digital world.

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