

# Study on Smart Marketing Strategies Using Effective Social Media

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**Abstract** - In today’s modern age, digital marketing has a widespread exploitation in various sectors. We strongly agreed that the world is rapidly moving towards digital technology. People are utilizing more and more digital data day by day and they have not yet documented this in their marketing strategies. In India People are spending more time in online activities, the social media and various websites plays an important role in their life. Smart marketers keep watch on the changes of market trend as well as need of customer and according to that the marketing strategies and the use of effective social media helps to achieve the target. But the latest information shows that India has over 100 million internet users and approximately 89% of the population are using Smartphone devices. Online Digital Marketing Strategy emphasizes on the use of digital technologies more effectively and allows an individual attention for better products or services campaigning, marketing and implementation. The key objective of this paper is to discover the effective social media according to the market trend and factors affecting digital marketing mainly in the service sector. This paper initially introduces about Digital Marketing and current trends in Digital Marketing and discusses the strategies of marketing using effective social media for the marketing of the services.

**Keywords** - Digital Marketing Strategies, Consumer, Social Media, Smartphones, Internet

## I. INTRODUCTION

In a simple word marketing means communicating the RIGHT message, to the RIGHT people using RIGHT medium. For effective marketing a careful planning, creative approaches, and smart execution is required. Digital marketing is all about promoting a business using digital channels like Internet, website, blogs, social media platforms, video marketing, mobile marketing, email marketing etc. Digital marketing is becoming popular due to the increase in internet users, mobile phone users and digital content utilization.



Fig. 1 Types of Communication Channels

Digital marketing is an integrated marketing services used to attract, engage and convert customers online. SEO, social media and online Digital Marketing brings together all forms of marketing, operating through electronic devices (such as smart mobile phones). Some of the most common digital marketing types used these days;

### A. Digital Marketing types:

Digital Marketing is facilitated by several channels, as an advertiser one's core objective is to find channels which result in maximum two way communication and a better overall return on investment (ROI) for the brand. There are multiple online marketing channels available namely:

1. Email marketing
2. Display advertising
3. Search Engine marketing
4. Social Media Marketing
5. Mobile Marketing
6. Blogging
7. Influencer Marketing
8. Affiliate marketing

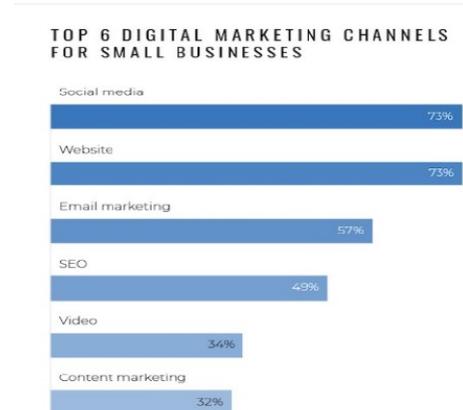


Fig. 2 Analysis of Digital Marketing Channels

The most important elements of digital marketing are given below:

1) **Email Marketing:** Since digital marketing one of the earliest forms, it includes conveying personalized or targeted messages at the correct time. Email marketing is not only the first channel for marketing but it’s an enabler. It’s a communication channel between brands and buyers. Everyday

email marketing is improving and now email marketing has become part of marketing automation. Email marketing is a very effective medium for communication after SMS and whatsapp and other marketing channels. As compare to other marketing channels Email marketing offers much better ROI

2) *SEM (Search Engine Marketing)*: Search engine marketing is also known as inbound marketing. It can be use as a primary marketing channel. Search engine marketing contains SEO and search advertising.

*SEO (Search Engine Optimization)*: It is about getting organic traffic on website from search engines. In digital marketing, SEO is considered as one of the most effective channels for getting visibility, traffic on website without spending too much.

*Search Advertising*: It is an another well-liked channel of digital marketing. Search advertising is often confused with PPC. Search advertising is better known as paid advertisement in search engines, Advertiser will have to pay per click, sometimes display advertising is also part of search advertising, Google Ad words is one of the most popular platform for search advertising.

*Pay per-click - advertising (PPC)*: This type of advertising is also called cost-per-click (CPC) advertising and it means that you pay any time someone clicks on your ad shown in the search engine result pages. This type of advertising is most commonly used by the advertisers as it requires payment only after your ad has been able to attract visitors to click on it.

3) *Social Media Marketing*: Social media marketing is a type of online marketing that is geared towards social websites and forums. SMM (Social media marketing) is employed to attract attention and traffic to it. This marketing tool allows anyone to create, exchange an ideas, information and pictures about the product or services. As of today, internet users using social media sites than any other types. Social media marketing is all about for marketing, promoting business using social networking platforms like Facebook, Twitter, Instagram, Google+, Quora, LinkedIn and many such popular social media networking website. Social media marketing has both organic and paid channels.

Facebook is used to promote events pertaining to product and services, as well as explore new opportunities.

Twitter provides users to share information and keep updates of their brand. It is the best tool for the promotion of company's products and services.

Instagram used to share photos and can be posted directly to facebook, twitter.

LinkedIn enables and builds professional portfolio. Company can develop their profile in LinkedIn so that the professionals can see more information about the company's product and services.

Google+ is also social media network that is more effective than other social media similar to Twitter, Facebook. It provides services and some unique features related to Google search.

4) *Affiliate Marketing*: Affiliate marketing is the process of earning a commission by promoting other people's product. Through Affiliate marketing one can increase sale by allowing others targeting the same audience to earn a commission by recommending the product to others. At the same time, it makes it possible for affiliating to earn money on product sales without creating products of own. Company can offer an affiliate program to others. If company wants to drive an affiliate program, then the company holder has to pay for every lead or sale they drive to company's website. Company's main target is to find affiliates who can reach to available markets.

## II. LITERATURE REVIEW

Kaniz Fatema in April 2015, this article focuses on the importance of digital marketing for both marketers and consumers. The main objective of digital marketing is to attract customers and allowing them to interact with the brand through digital media. We examine the effect of digital marketing on the firms' sales. Additionally the differences between traditional marketing and digital marketing in this paper are presented. This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm's sales. The examined sample consists of one hundred fifty firms and fifty executives which have been randomly selected to prove the effectiveness of digital marketing. Collected data has been analyzed with the help of various statistical tools and techniques.

Andrew T. Stephen October 12, 2015, this article reviews recently published research about consumers in digital and social media marketing settings. Five themes are identified: (i) consumer digital culture, (ii) responses to digital advertising, (iii) effects of digital environments on consumer behavior, (iv) mobile environments, and (v) online word of mouth (WOM). Collectively these articles shed light from many different angles on how consumers experience, influence, and are influenced by the digital environments in which they are situated as part of their daily lives.

Dr. Amit Singh Rathore Jan 23,2017 highlighted that how fast the massive Indian market is changing. Internet access is mainstreaming among professionals and the use of mobile is intensifying. The pace of change continues to be rapid with digital channels constantly growing in volume and strength. More people spend more time online in India every year, and the digital tools and sites they use play an ever-growing role in their lives. Smart marketers keep on top of the scale of change and ensure their marketing strategies and touch points mirror where the consumer is spending their time. These notes give a sense of the scale of change we've seen so far and implies the scale of what is coming.

A similar study conducted by Kenzhagul Bizhanova and Aziza Khairullaeva ITESE-2019. The article discusses the impact of digital marketing on modern entrepreneurship, as well as the main tasks in the formation of the business structure. Predictions of rising consumer power in the digital age leading up to the turn of the century were bolstered by the advent of the Internet and then reignited by social media. Changes in consumer behaviour require firms to rethink their marketing strategies in the digital field. This study uses the firm's perspective to facilitate understanding of digital marketing and the use of social media, as well as its benefits and inhibitors. To improve engagement with digital marketing, marketers need to focus on relationship-based interactions with their customers. This article demonstrates how some firms are already achieving just that.

M. Suginraj. (Jul. - Sept. 2017) expand on the growth trend of digital marketing in India. The massive Indian market is changing fast. Internet access is mainstreaming among professionals and the use of mobile is intensifying. The pace of change continues to be rapid with digital channels constantly growing in volume and strength. More people spend more time online in India every year, and the digital tools and sites they use play an ever-growing role in their lives. Now Indian consumer is spending more time on social media and internet surfing. Thus the visibility of any product is more through digital medium than traditional marketing techniques.

### III. RESEARCH METHODOLOGY

The paper searches the various scopes related to the theory of digital marketing strategies using effective social media. The study is mainly focused on the online marketing strategy and identified the consumers those who are using social media for purchasing. It looks into some of initiatives taken in India, and the opportunities ahead. This paper is a descriptive study, Smartphone is very common tool for accessing any information, the digital marketing is the most effective for reaching to the millions of customers using Smartphones, at the same time the latest trend and selection of social media is very much important. The person experienced online shopping on one or more of the online stores namely Amazon, flipkart, Myntra and other online buy-sell websites. The study suggests some measures that can help companies or organization to improve their marketing strategies. The following are the findings of the study. According to Google the word 'strategy' defines- 'A plan of action designed to achieve a long-term over all aim' (www.oxforddictionaries.com) and 'A method or plan chosen to bring about a desired future, such as achievement of a goal or solution to a problem' (www.businessdictionary.com).

### IV. RESEARCH OBJECTIVES

The main objective of this research is to study various aspects of digital marketing in India and to explain the necessity of digital marketing as a smart marketing strategy

by any organization and the companies for the marketing of their product and services using effective social media.

### V. SOCIAL MEDIA AND DIGITAL MARKETING

Today in technology world of era, consumers are making the use of social networking sites for their marketing campaigns. Due to the upgradation in smart phones and other mobile devices it's very necessary to select an effective social media and decide the marketing strategy to improve the businesses across the world by adopting an effective mobile marketing strategy.

The Smartphone industry has been developing and growing both in market size, in models and suppliers. Smartphone delivery worldwide is projected to add up to around 1.7 billion units in 2020. By 2021, 40 percent of the world's population is projected to own a Smartphone. In 2016, the number of Smartphone sold to consumers stood at around 1.5 billion units, a significant increase from the 680 million units sold in 2012. That means more that 28 percent of the world's total population possess a smart device in 2016, a figure that is expected to increase to. The Smartphones market was valued at USD 714.96 billion in 2019 in 2018, China had more Smartphone users than any country in the world at over 850 million. India had the second large amount of Smartphone users, though less than half as many as China.

Similarly, Laptop, Personal Computers and other technologies are being used widely. Such fast development of digital media has created new opportunities for advertising and marketing. Spending at least 6 hours a week in order to increase your business's recognition, traffic, and sales with little to no cost. About 90% of marketers claimed that social media generated enormous exposure for their company, social networks are now a substantial part of every marketing strategy, social media marketing is a key element for success in marketing and many marketers realize the potential for business growth using the platform. However, some of these professionals are unsure of which tactics to apply and if they are effective. According to Social Media Examiner, about 96% of marketers are currently participating in social media marketing, but 85% of participants aren't sure which tools are the best to use. Confusion can be removed by explaining the few advantages of using social media to market the business.

#### A. Advantages of Social Media Marketing

1. Increased Brand Awareness.
2. More Inbound Traffic.
3. Improved Search Engine Rankings.
4. Higher Conversion Rates.
5. Better Customer Satisfaction.
1. Improved Brand Loyalty.
6. More Brand Authority.
2. Cost-Effective.

Social media is a networking and communication platform. Creating a voice for their company through those platforms Customers realize that when they post comments on their

pages, they will receive a personalized response rather than an automated message. Being able to acknowledge each comment shows that they are attentive of their visitors' needs and try to provide the best experience. Every customer interaction on social media accounts is an opportunity to publicly demonstrate the compassion for customers. Whether an individual has a question or a complaint, social media allow addressing the matter using interpersonal dialogue. A product brand dedicated to customer satisfaction that takes the time to create personal messages will inherently be viewed in a positive light, even if responding to a customer complaint.

Digital media is an ever-growing source of entertainment, news, shopping and social interaction, and consumers are not bothered about what the company says about their product, but what the media, friends, relatives, peers, etc., are saying as well. And they are more likely to believe them than company. People wants such brand that they can trust, companies that know them, communications that are personalized and relevant, and offers tailored to their needs and preferences.

From the above discussion it is being concluded that day by day there is an increase percentage of digital and social media users in India and hence every company and service sector have to focus on digital (smart) marketing strategy using effective social media to compete the market.

### 1) Online And Digital Marketing:

Online marketing generally referred to as “internet marketing,” is a subset of digital marketing. The online marketing requires a live internet connection to work, and to run a PPC campaign for their business, another example is to run pop-ups on website to advertise and offer or service as well as for display advertising of banner ads or text ads. Like digital marketing, online marketing evolves with technology. However, online marketing improves exponentially through time making it challenging to keep up with it.

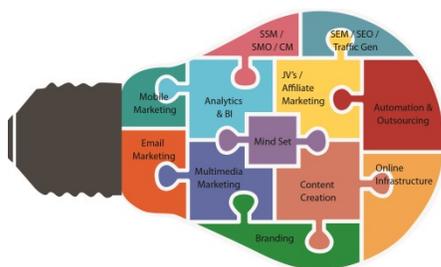


Fig. 3 Marketing Strategy

Some online marketing efforts include:

- SEO (Search Engine Optimization)
- PPC (Google Search, Bing Search, etc.)
- Display Advertising (Text, Image, Video, Shopping Ads)
- Social Media Marketing (Facebook, LinkedIn)
- TV (Google's Display Network)

Online marketing comprises all of the marketing strategies included in digital marketing. People can type keywords in Bing Ads or Google Search, as well as on YouTube. A new updated feature is the new device segment for TV, currently available on Google The display network now includes television, meaning that we may now serve ads on smart TV's capable of both, connecting to the internet and browse and display ads. It is not easy for an entrepreneur to achieve success without putting efforts in marketing. Previously it was tedious job for developing the profile of a company, but with latest marketing trends companies can effortlessly propagate their business to a large number of customers. They can reach customers all over the world in no time. Making use of internet for business expansion gives them a platform to perform better than your competitors.

### 2) Consumer Behaviour And Digital Marketing:

In today's modern age, digital marketing has a widespread exploitation in various sectors. It cannot be deprived of that the world is rapidly switching from analogue to digital technology. People are utilizing more and more digital data each day and they have not yet documented this in their marketing strategies. In India People are spending more time in online activities every year, and the social media and various websites plays an important role in their life. Smart marketers keep watch on the change and the need of customer and according to that the marketing strategies and using effective social media try to achieve the target. The fast development of communications technology in the past few spans is improving many aspects of our lives. Due to the updated technologies and increase in the internet usage, interconnectivity of consumers is increasing day by day hence consumer behaviour changed and society should understand the behaviour of consumer.

Consumer Behaviour is the study of individuals & group's buying behavior. It is very important to know the psychology of the consumers in the dynamic environment. Ever changing buying behavior of the consumers in the digitalized world should be understood properly to make the business sustainable. The revolutionized economy possesses many threats and challenges which are to be faced by the marketers today.

Hence, as consumer buying behavior is changing with change in technology and era, the marketing strategy of the companies should also be changed and they should focus on digital marketing instead of traditional marketing techniques.

### 3) Significance of Digital Marketing:

The importance of digital marketing works in favor of marketers and it provides something innovative to the consumers. The ability to reach a global marketplace. Saves money and reach more customers for less money than traditional marketing methods. Make familiar to the audience and allow them to know personally which can help to create brand loyalty. Responses of marketing efforts can be tracked

immediately. Campaigns can be easily tracked and monitored, which allows to adjust and lift better results.

#### *B Advantages of Digital marketing:*

##### *1) Opportunity to increase small business:*

By applying particular strategy of digital marketing and considering the budget a person can easily reach to the large number of audience at a very minimum cost. Opposite to this it is very difficult job in conventional marketing to launch any new product in the market.

##### *2) Attentive with products or services:*

Customers remains updated with their company information due to Digital marketing technologies nowadays a lot of consumer can access internet any place anytime and companies are continuously updating information about their products or services. Digital marketing review.

##### *3) Precise information about the products or services:*

Through digital marketing, consumers get precise information about the products or services. There is less possibility of misinterpretation of the information taken from sales person in a retail store. However, Internet provides entire product information which customers can rely on and make purchase decision. Digital marketing review.

##### *4) Convenience for Shopping:*

Due to the availability of continuous internet services, customer can easily buy the product as well as marketer can easily market the product on the internet this eliminates the barriers of distance. Hence without any expenses on distributor channels in different country one can easily export business worldwide.

##### *5) Share content of the products or service:*

Viewer can share the content of the product or services to others through digital marketing. one can easily forward and obtain information about the characteristics of the product or services to others Using digital media.

##### *6) Bright Pricing:*

Through digital marketing channel, company shows the prices of products or services very clearly and transparently for the customers. Company may changes their prices or gives any special offers on their products or services and customers can get advantages instantly by just looking at any one mean of digital marketing.

Therefore, as per the change in the buying behavior of the customer the marketing companies have to change their marketing strategies, and should adopt Digital marketing platform for marketing of their products and services.

#### *C. Challenges Facing Digital Marketers:*

Though digital marketing platform have many benefits to advertise the company's products or services still every

marketer faces different challenges using the digital marketing strategy. The challenges are as follows:

1. Generating Traffic and Leads
2. Providing ROI for Your Marketing Activities
3. Identifying the Right Technologies for Your Needs
4. Managing Your Website
5. Training Your Team

##### *1. Generating Traffic and Leads*

Creating as much as necessary traffic and lead was the top marketing challenge, according to the 2017 and 2018 State of Inbound reports. Another survey from fundamental shows that more than 35% of marketers face challenges associated to leads and/or traffic, shows that this trend still continues.

###### *Cause of Challenge*

Obviously, marketers are struggling with producing sufficient demand for their content. Progress and competition becomes stiff as the year passes, this will becomes true with many options of platforms for marketers for publishing their content and also more ways to promote it, it's hard to identify where to focus your efforts.

##### *2. Providing the ROI of Your Marketing Activities:*

Marketing activities has remained a top marketing challenge year-over-year by measuring the ROI (return on investment). however, it also continues to be a vital way for marketers to understand the effectiveness of each particular marketing campaign, piece of content, etc.

ROI always goes hand-in-hand with creating an argument to increase budget, No tracking of ROI, No demonstrable ROI as well as No budget.

###### *Cause of Challenge*

Although return on investment is a vital state that shows success or progress of campaigning, tracking the ROI of every single marketing activity difficult, especially when there is not simultaneous communication between marketing activities and sales reports.

##### *4. Identifying the Right Technologies for Your Needs*

This is a very common for the marketers that the challenges develop every year. And, it makes sense. Each year, emerging technology industries get bigger and bigger while software companies keep on testing with technology such as AI in the tools they sell to marketers.

###### *Cause of Challenge*

In between the year 2017 and 2018, the biggest concern for marketers was to find the right technologies. This trend was continued form the year 2019, over 43% of companies reporting that more than 5% of budgets were spending on emerging technology. This is because of the feedback on technology is scattered. Marketers move about to colleagues, friends in the industry, and analyst reports to find out which

technologies will be the best for their needs and to find that feedback is reach through emails, social media. Whenever you are trying to find a tool, software, or piece of technology for solving a specific marketing problem. Where do you go to find it?

#### D. Digital Marketing Rules:

The Internet has made simple for businesses to communicate with potential customers and clients, which has made marketing much easier for everyone those who are interested to get involved in it. But with all this new technology at our disposal, aspiring marketers have lost sight of the basics. The skill of marketing has not changed for many years. It all comes down to the interaction between two parties that want to do business with one another. So, here are some basic rules of marketing which must benefit to all,

##### 1). *Make Yourself Known:*

People are only going to do business with people they trust. Due to this reason, any business that wants to market itself to the public needs to make itself known. The marketer will have to present the business most valid side in an effort to find a general opinion through their audience. The individuals that are being marketed to will not need to know everything about the business, they will need to know enough to determine whether it can be trusted.

##### 2) *Take the Competition Seriously:*

It's tempting for a marketer to believe that their product or service is the best in the world. The reality of the situation is that the public has many different options for the same product. Customers have the option to go wherever they want and marketer must respect their freedom. The competition should always be taken seriously, and the marketer must always make an effort to stand out.

##### 3) *Communicate to Your Audience:*

Not everyone will have the same level of expertise as you. To overcome this obstacle, the marketer needs to find a way to get their message across to people of any experience level. This means that all forms of jargon should be eliminated. All marketing messages should be presented in a language that's universally understandable. By providing one segment of an audience will limit the marketer's chance to turn their product or service into a success.

##### 4) *Improvement at the Speed of the Audience:*

The professional life of the marketer is fastly moving they have a tendency to apply this hectic way of doing business with their audience. It's important for the marketer to understand the pace of their audience and operate at that level. Moving too quickly through the process has the potential to be off-putting.

The relationships that businesses have with their clients are more important than anything else. They have to be maintained at all costs.

##### 5) *Make Customer Happy:*

We have all heard the old saying, "The customer is always right." Some marketers write off this concept, but that's the worst possible thing to do. The marketer must strive to exceed the expectations of their audience at all times. You have to make your customers so happy that they will stay loyal and ideally, spread the word about your business' excellence. Smart digital marketing depends on changing customers into reliable customers, who in turn promote your brand, and insist others to enjoy your products or services.

#### VI. CONCLUSION

Digital media like Internet, website, blogs, social media, and search engine optimization, video marketing, mobile marketing; email marketing is used for advertising and promoting products and services. Digital marketing has no limit, Digital marketing becomes popular due to the increase in internet users, mobile phone users and digital content utilization.

Study concludes that marketer can increase knowledge of their brand by being inventive when attracting customers on social media sites. Almost maximum customers are using social media (e.g., Twitter, Facebook, MySpace, and LinkedIn) and rely on them for marketing shopping decisions, promotion through these media. Social media sites such as Facebook, whatsapp, are more effective than other advertising media because it stores information on all its users thus ensuring marketing reaches a retailer's specific target market. Hence social media sites are a grand platform for retailers to create an experience and more efforts should make digital marketing safe so that there is an increase in the market size. The smart marketing by using effective media brings optimistic change in behavior of consumers. It also gives rewards to consumer in the form of discount coupons, gift vouchers, cash back offer, instant cash discount which gives inspiration for online digital transactions.

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