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## ROLE OF SOCIAL MEDIA IN EFFECTIVENESS OF ADVERTISEMENT AND MARKETING

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### **Abstract**

Today, we are in 21st century and people do not find time to come & interact with each other. Social media plays essential role in connecting themselves with social networking sites through which now people can stay far and yet remain connected. Social media allows people to freely interact with others and offers multiple ways for marketers to reach and engage with consumers. Information Technology's advancements are revolutionizing every firms and business. Social media marketing is the process of creating awareness, driving traffic and engaging your customers and prospects using social media channels. Despite the current boom of Social networking sites for marketing, this study reveals that effectiveness of advertising through social networking sites. However, a Social networking site provides the ideal platform for direct communication between organizations and customers. In recent days, internet advertising has taken new forms which have more advantages over the traditional mediums like print media, television and radio. Different strategies of communication are followed in various social networking sites like Facebook, Twitter, LinkedIn Orkut, what's app, you-tube and other sites. Social media has recently gained tremendous fame as a highly impactful channel of communication in these modern times of digitized living.

**Keywords:** social media, marketing and advertisement.

### **Introduction**

Over recent years, social media has grown to gain recognition as a pronounced and paramount marketing factor guiding the success of a product/service/business. claims that people in the early 1990s had begun forming opinions that the internet would become the next futuristic tool of relationship marketing. Most people regard social media as a mere platform available for sharing their daily updates and pictures on social networking sites

as Facebook and Twitter. In a more informed light, social media has proved itself to be a low cost information exchange platform available for one and all, be it consumers, businesses, organizations, governments, or any other entity, to learn, educate, share, build, market, advertise, and improvise on the central idea being circulated. No doubt social network is a significant new way of reaching people, but the market is far from being mature.

### **Objectives of the study**

1. To study about Social Medias role in advertisement and marketing.
2. To study factors influencing on social media advertisement and marketing.
3. To study Advantages of Social media for advertisement and marketing.

### **Research Methodology**

In order to study Role of Social Media on Effectiveness of Advertisement and Marketing Secondary data from different research papers, reports & articles data has been studied and analysed.

### **What is social media?**

social media can be thought of in a few different ways. In a practical sense, it is a collection of software based digital technologies—usually presented as websites apps —that provide users with digital platforms in which they can send and receive digital information or content over some type of online social network. In this sense, we can think of social media as the major platforms and their features, such as Facebook, Instagram, and Twitter, what's app and you tube. We can also in practical terms of social media as another type of digital marketing channel that marketers can use to communicate with consumers through advertising

### **Social Media Outlets/Platforms**

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 like Twitter, Facebook, Google Plus, YouTube, Pinterest

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and blogs allow individual followers to “retweet” or “repost” comments made by the product being promoted.

### **Cell Phones**

Cell phone usage has also become useful for social media marketing. Today, many cell phones have social networking facilities: individuals are notified of any happenings on social networking sites through their cell phones, in real-time. This constant connection to social networking sites means products and companies can constantly remind and update followers about their services, uses, importance, etc. Because cell phones are connected to social networking sites, advertisements are always in sight. Also many companies are now putting QR codes along with products for individuals to access the company’s website or online services with their smartphones.

### **Engagement**

In the context of the social web, engagement means that customers and stakeholders are participants rather than viewers. Social media in business allows anyone and everyone to express and share an opinion or idea somewhere along the business’s path to market. Each participating customer becomes part of the marketing department, as other customers read their comments or reviews. The engagement process is then fundamental to successful social media marketing.

### **Campaigns**

#### **Adidas**

In 2007, Adidas, and their agency Carat, created a social media experience for soccer players. Adidas pitted two different cleat types against one another and asked people to “choose your side.” The content focused on fostering an environment of friendly discussion and debate of Adidas’ two models of elite soccer cleats/boots, Predator and F50 TUNIT. Visitors to the community had the opportunity to align themselves with one product “team” and offer comments in support of their preferred model. The community included content about professional Adidas soccer players on each “team,” rotational product views,

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downloadable graphics, forum discussions, a link to additional product information, and a link to the adidas Mexico Fútbol profile page.

### **Local Businesses**

Small businesses also use social networking sites as a promotional technique. Businesses can follow individuals social networking site uses in the local area and advertise specials and deals. These can be exclusive and in the form of “get a free drink with a copy of this tweet”. This type of message encourages other locals to follow the business on the sites in order to obtain the promotional deal. In the process, the business is getting seen and promoting itself.

### **2008 Presidential Election**

The 2008 presidential campaign had a huge presence on social networking sites. Barack Obama, a Democratic candidate for US President, used Twitter and Facebook to differentiate his campaign. His social networking site profile pages were constantly being updated and interacting with followers. The use of social networking sites gave Barack Obama’s campaign access to email addresses, as posted on social networking site profile pages. This allowed the Democratic Party to launch e-mail campaigns asking for votes and campaign donations

### **tactics**

#### **twitter**

Twitter allows companies to promote products on an individual level. The use of a product can be explained in short messages that followers are more likely to read. These messages appear on followers’ home pages. Messages can link to the product’s website, Facebook profile, photos, videos, etc. This link provides followers the opportunity to spend more time interacting with the product online. This interaction can create a loyal connection between product and individual and can also lead to larger advertising opportunities. Twitter promotes a product in real-time and brings customers in.

#### **Facebook**

Facebook profiles are more detailed than Twitter. They allow a product to provide videos, photos, and longer descriptions. Videos can show when a product can be used as well as how to use it. These also can include testimonials as other

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followers can comment on the product pages for others to see. Facebook can link back to the product's Twitter page as well as send out event reminders. Facebook promotes a product in real-time and brings customers in

### **Blogs**

Blogs allow a product or company to provide longer descriptions of products or services. The longer description can include reasoning and uses. It can include testimonials and can link to and from Facebook, Twitter and many social network and blog pages. Blogs can be updated frequently and are promotional techniques for keeping customers. Other promotional uses are acquiring followers and subscribers and direct them to your social network pages.

### **Instagram**

Facebook owns Instagram. Facebook and Instagram operates in similar ways. Instagram gives the low budget service for many companies. Instagram also offers different varieties such as fashion, beauty and lifestyles in add. Instagram is best platform for brand-recognition .60% audience says that they find new product on Instagram and 70% people take action after inspiring Instagram posts. Instagram is great friendly platform for marketing and advertisement.

### **What's app**

WhatsApp is the most popular messaging platform in the world. In 2020, its audience has grown up to 2 billion active users monthly. WhatsApp marketing is useful for stay in touch with your customers – a lots of WhatsApp users check the app every day. people feel more connected to a brand if they use messaging what's apps. It makes WhatsApp marketing a bulletproof strategy for building long relationships with customers. Maintaining such a connection, in turn, helps brands cut expenditures as customer retention is 5-25 times cheaper than acquisition. Higher conversion rate, Better sales and Lower cost of marketing these are benefits of this app.

### **Highly Influential Factors on Social Media Marketing and Advertisement**

1. Content quality, not quantity
2. Building trust and long-term relationship

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3. Offline community to extend their relationship and customers' loyalty
4. Integration with other marketing platforms.

### **Advantages of Social Media for marketing and Advertisement**

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

### **Conclusion**

The social media provides new opportunities and it is enhancing brand image 's of firms that need to put it in their top priority. Taking advantage of these types of social media platforms can help you build your community, make your marketing and advertising more effective. . Through the use of social media can easily reach the user-friendly interactive system, understanding customers' unique needs. many firms believe that using social media extensively would cheapen the way of enhancing brand image businesses because evidences as available by checking out social media pages, blogs, forums and such we can understand that customer satisfaction has been increased.

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