



SOCIAL MEDIA MARKETING: ADVANTAGES AND CHALLENGES

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Abstract

Social media marketing has enabled businesses to reach targeted consumers easily, effectively, and instantly. The theoretical contribution of this study is more knowledge about the pros and cons between social media marketing and traditional advertising. Another theoretical contribution is the recognition that advertising harassment occurs in both traditional advertising and social media marketing, and it's not just about knowing the best marketing channels. What this research really contributes is the knowledge for companies struggling to decide whether to start social media marketing. The survey also reveals why social media marketing is so good and how companies can use social media marketing to increase brand awareness.

Keywords: *Social media, Social Media Marketing, Marketing channels .*

Introduction

Tiago and Verissimo (2014) states that businesses need to be involved in social media to build relationships with consumers. Companies can use social media marketing to help build their brand by generating consumer reviews (Tiago & Verissimo, 2014). The development of social networks as a marketing tool has transformed the way management agencies communicate with stakeholders and provide information about brands (Culnan, McHugh & Zubilaga, 2010). Stakeholders today use social media to connect with their organizations. This article introduces a new model to help directors of management agencies create and use web-based social networks as promotional tools.

Objective of the study

In this survey, we selected several types of social media marketing elements. Traditional advertising is often used by businesses as a tool to increase brand awareness, and social media marketing is used to build relationships with consumers. Therefore, the purpose of this study is for businesses to continue to use traditional advertising for brand awareness when they live in a rapidly expanding digital world and consumers spend more time on social media and the Internet.

RP: What are the strengths and weaknesses of social media marketing over traditional advertising?

RQ1: What are the benefits of social media marketing over traditional advertising?

RQ2: How can companies use social media marketing to increase brand awareness?

Hypothesis

The motivation behind this study is to look at the impact of social media marketing in relation to management education scenarios. Based on the knowledge of literary studies and the results of factor analysis, the elements of social media marketing have been divided into four basic measures.

H1: The more important social media marketing is, the better the management of user relationships.

H2: The more important social media marketing is, the better communication options users have.

Methodology

First, an exploratory research design that fits into the framework of a random parameter model for identifying elements related to social media marketing. This is based on the initial assumption that the model parameters are random variables that change according to a specific distribution among individuals. We will use some regressions to develop a general model of a mixture with the dual purpose of controlling data inhomogeneity and obtaining behaviourally different segments within a common pattern.

Conclusion

Advantages

Some companies direct their customers to social media pages instead of websites. The main benefits of social media marketing are cost savings and increased reach. Social media platforms extend reach and reduce costs by offering customers three benefits. First, marketing companies can provide customers with unlimited information without human

intervention. Second, social media marketing companies create interactions by customizing information for individual customers, enabling them to design products and services that meet their specific needs. To better understand the benefits of social media marketing, there are five key benefits to success in this area.

Cost related: Most social media sites are free to access, profile, and post information. While traditional marketing campaigns can cost millions of dollars, many social media tools are also free for business use.

Social Interaction: People spend more than a quarter of their time online involved in communication activities, which is equivalent to the total time spent online for general leisure and entertainment cited by. Social networking sites have become so pervasive that they are the most popular Internet destinations. Indeed, many of the reported benefits of using new media (higher reputation, expected reciprocity) are directly related to those aspects of social interaction.

Interactivity: This user interaction allows consumers to join a personal social network by choosing the content, timing, and process of communication. Certain social media applications allow consumers to actively control and communicate in both directions. Active control takes place in the context of social networks and requires the attention and participation of all involved parties, including individual users, groups of connected people, communities and brands.

Target market: For example, list country music as one of your interests on social networking sites. Ads on some sites emphasize which country artists are willing to offer personal connections with their friends.

Customer service: Customer service is another important area of social media marketing. Links to Frequently Asked Questions and links to online contacts can help you with your customer's selection or purchasing process. In addition to delivery speed, logistics systems need to be able to deliver products in a variety of ways. This makes buyers uneasy when buying a product.

To minimize this uncertainty, social media marketers need to offer well-known brands, excellent product quality, and of course guarantees.

Challenges: The online environment creates not only opportunities, but also the complexity and challenges of the social media marketing process. Internet transparency makes online information available to all viewers, increasing the need for consistency in planning, designing,

implementing, and controlling online marketing communications. There are five main drawbacks to consider when it comes to social media marketing.

Time consuming: Companies that do not have the services to manage these social networks will find it difficult to compete. The first preliminary consideration, and perhaps most importantly, is that social media marketing requires a significant investment in time.

Trademark and copyright issues: It is of utmost importance for a company to protect its trademarks and copyrights when promoting a brand or product using social media. Corporate trademarks and other intellectual property rights are often about as valuable as the products and services they offer. It may also promote misuse of corporate trademarks and copyrights.

Trust, privacy and security questions: Social media companies like generally have their privacy policies that govern their use of consumer data and third-party conduct on the social media platform with respect to personal data. Companies that administer their blogs or other social media platforms should also maintain comprehensive policies that disclose the company's data collection, use, and storage practices, and any responsibilities that third parties have regarding privacy and data security.

User Generated Content (UGC): In recent years, users have been spending more time over the Internet and easily sharing more information, thoughts and opinions.

Negative Feedbacks: Unhappy customers and industry competitors can post derogatory or offensive images, posts, or videos, and marketers can do little to prevent these from happening.

Suggestions

Social media can be installed anywhere you have an internet connection, and because social media affects every aspect of the internet and changes the role of the internet in people's lives, marketers, advertisers, and online content creators It should be considered a fundamental part of communication. The online marketing environment presents many opportunities and challenges for social media marketing practitioners. Choosing the right communication mix should take into account the special features of social media marketing. This study sought to identify the main strengths and weaknesses determined by the development of Internet technology in the field of social media marketing. Social media is the latest tool for marketers who try to reach their target market with the means they need to reach their message. Therefore, before a business enters the field of

social media marketing, it is necessary to conduct an extensive survey of social media practices.

Organizations need to master the basic principles and tactics of using social media as an effective tool for success in social media marketing.

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