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Impact of Advertisement Through Social Media Platform- A Case Study on Facebook

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ABSTRACT:

Advertisement is a promotion it is a way of communication by which people can be aware about any product. Advertisement creates an awareness among the customers. Advertisement plays a crucial role in any business whether it is small types of business or a last type of a business. Any kind of business, all business needs to do advertisement like- print (newspaper, billboards, etch), radio, tv word of mouth and social media. Likewise, people aware about the product and brand.

Advertisement dispute to measures that how much advertisement attract the customer. It is considered as one of the most important marketing tools. Advertisement is everywhere from eating to wearing to studying to playing like everywhere we see advertisement. When we eat something being aware of that product from somewhere or the other, only then we buy and when they fulfill our needs and desires then we get attracted to that product and in this a market created. Advertisement first studies all the consumers behavior and then highlights their product according to that. Advertisement focusing on all age group then do advertisement. Through the advertisement convey the messages and aware about the product.

Social media advertisement coverage intact into the news nourish and it is immensely influential than traditional marketing. Social media gets many Non – tangible platform like Facebook, Instagram, Twitter and etc.

Keywords: Weather Prediction, forecast accuracy

Introduction:

Advertisement is one pillar of marketing it is capture the markets and potential buyer through advertisement. Advertisement creates the awareness about the product. Advertisement helps to get more customer, it is such platform where aware about the brand, engage with innovation and tool of information. Advertisement is platform that helps to capture external eyeball attention. Social media advertisement creates the multiple touch
Point. It helps to gain customer interaction about the product which connects with the social media. Its offering, discounts and adding some special features to the advertisement to get the customer's attention, all these features make the more effective and helps to engagement with the customer. Through social media advertisement can spread a major viewer. In current scenario many markets want to change traditional advertisement preference to sustain with customer behavior and in today digitalized era.
Through the social media platform easy to understand people's needs. Like that when a product is marketed through social media then marketers take customer feedback and peoples also state their view point about the product, so in this way understand customer behavior.
Social media is time consuming to reach the audience. It is way faster to reaching the customer. With the social media get the ability to do some really great targeting and reach potential customers. With the help of social networks very easily and quickly. It's gain to more traffic and engagement with social media advertisement. Some major social media platforms include: -

- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube
- Snapchat etc.

Facebook

Facebook advertisement can go spread if advertisement is reaching the people, they will definitely share it with a friend. It is a cost friendly.
In Facebook, Facebook ads suggestion that how to increase and grow your business with Facebook Ads. Facebook ads vindication expansion the word about your any type of business to that reach that right audience.
Facebook's missions is to give people the power to share and make the world open and connected. Facebook also cares of your privacy.

Instagram

Instagram has vast million active daily users. Instagram include many kinds of advertisement like-

- Stories Ads
- IGTV Ads

- Video Ads
- Photos Ads
- Stories Ads

Instagram is such a phenomenal platform in today scenario. It grabs the attention and make user friendly with various attractive features.

IGTV post videos longer than the 50-60 seconds allows on the regular scoff. This gives a numerous opportunity to grab their marvelous and peerless preference and engagement.

Instagram is surpassing way to advertisement for business like fashion or art and creativity idea gives a lot of opportunity to grab an awareness.

Twitter

Twitter was founded in 2006. Twitter is a impetuous dynamic social media platforms that's superlative for short, timely message. It is spreading the messages quickly. It's allows users to share their thought content and promotion. Twitter advertisement include various types like-

- Promoted video, amplify pre-roll, first view, promoted live video.
- Brand emoji, brand remedies, promote moment and trends.
- Promoted tweets.
- Promoted tweets are the very famous advertising on the social media platform.

LinkedIn

LinkedIn is a professional social media platform. People use the platform to connect with occupational, laborious and industrial prodigious medium. It's help to seek the suitable jobs.

LinkedIn includes many kinds of advertisement like-
- Sponsored context
- Sponsored messaging
- Text Ads
- Dynamic Ads

Sponsored context is the majority usual advertisement variety on the social media platform and promote company updates to pursuit viewer.

It is a great option to seek the jobs for audiences.

Social media endorsement several format where people can share text, image, videos, podcast and etc. Social media is a numerous medium where easily post queries. It allows the brand to reach to target audience and multiple users in different locations. It's build loyalty by building connections with prospects customer. Evolve audience on Facebook, Twitter, Instagram and many other social media platforms. This helps to create a fan base of loyal customers and brand followers. Through the social media quickly resolve the queries and complaints.

METHODOLOGY:

COLLECTION OF DATA

PRIMARY DATA
- The raw data has been collected from primary data with the help of questionnaires.
- It helped to understand the perception of the responses for all the factors.
- Rank order has been used to determine which social networking tool from Facebook, Twitter, YouTube, Instagram and LinkedIn is the more effective social networking tool.
- Frequency table with percentage has been used to identify the demographics.

SECONDARYDATA

- The secondary data was analyzed from some books, articles and internet from different sites.

ANALYSIS OF THE DATA

The data was analyzed through excel software by making charts and line graph, the result found according to the responses.

The collection of data has been collected is 50 out of 100 in number.

The data has been analyzed in statistical tool.
- Rank order
- Line graph
- Recurrence Table with percentage
- Analysis of alternation

Conclusion

After collect the data from these information, found that Social media platform in digital era has huge impact on the advertisement. It is positive of social media advertisement are very marvelous phenomenal advertisement opportunity.

When advertising is intractive, informative and relevance to customer then advertisement attracts the customer.

Social media helps to increase customer relation and brand awareness. It's also help to increase business performance.

Through social media business can directly interacting and engagement with customers. It increase their revenue and increase the brand awareness.

Many companies can use this media to enhance their customer service in this way they can keep on eyeball customer's behavior.