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RESEARCH ON EFFECTS OF MEDIA MARKETING ON PEOPLE

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ABSTRACT

Nowadays Media is a very powerful tool that influences thoughts and behavior of people. Nowadays, the product they buy and choices of people are also influenced by social media. Impacts of media and marketing are seen in young people. Media consumption is high in people.

Keywords: *Media marketing, Role of influencer, Celebrity as influencer, types.*

1. INTRODUCTION

Social media marketing (SMM) (also known as digital marketing and e-marketing is the use of social media platforms on which users build social networks and share information to build a company's identity, increase sales, and increase website growth. In addition to providing companies with a way to engage with existing customers and reach new ones, social media marketing (SMM) has purpose-built data analytics that allow marketers to track the success of their efforts and identify even more ways to engage.

HOW DOES A MARKETING AND SOCIAL MEDIUM INFLUENCE PEOPLE?

Teenagers are the main consumers of media marketing. They just take very seriously everything they go through and hear on social media or in any other media platform. Media influence on teens can be deliberate and direct. For example, advertising is often directed on children and teenagers. This means that children and teenagers are highly getting effected of brands and photos.

Media influence can also be indirect. For example, this might include adult images and bad content on various social media applications Instagram, Snapchat, Facebook and YouTube. It might also include violent imagery and harsh language in news media, short films, video games and some song lyrics. This type of media influence can help to teenagers that certain ways of behaving and looking are normal.

ROLE OF INFLUENCERS IN MEDIA MARKETING:

Influencer nowadays plays a important role in media marketing. Influencers has the power to attract people towards product and services. This is because the customer believe in the suggestion from their favorite influencers. Product/Services Brands utilizes influencer to influence teens to make decision and increase conversion rates. A survey shows that 33% of teens agrees that Influencers are most reliable sources for shopping recommendations.

It is seen that influencer marketing is a huge tool for customer acquisition. It helps teens drive more prospects for your business and eventually, make some revenue.

THE IMPORTANCE OF INFLUENCER MARKETING IN THE "NEW NORMAL" DIGITAL INDUSTRY:

The 2020 worldwide lockdown was an important factor for online commerce. Instagram Reels has become mainstream, podcasts has become habit of everyday life and Instagram is now shopping-oriented. We have been in a new era of democratic media consumption where customers select what they hear, see and who they trust the most.

This helps in growth of digitalmarket place. With the huge change in the economy, we witness a new form of exchange system where brands find and grabs customer attention by making interesting and appealing marketing content.

Influencers are main content production. They generate native video content that helps to resonate well with customers, which can help you to boost your advertising performance and gain overall conversion. Then analysts can then find out the best influencer content and generate paid ads to run to a specific aimed audience. As influencer's content is considered more authentic, this usually helps in better growth and conversion rates.

HOW MEDIA CELEBRITIES INFLUENCE PEOPLE?

Celebrities can have a major influence on young generations. In fact, they can be as role models. But some famous singers, actors, and other celebrities can also give negative examples for society. For example, celebrity influence on body image and substance use is often detrimental to young generation mental health. Therefore, young generations need guidance on how to interpret celebrities influence. Adults can engage with kids around media. In addition, they support how children process what they are seeing and listening. Moreover, parents and teachers can use celebrities stories as additional points into major discussions about their health and personal choices.

TYPES OF INFLUENCER MARKETING:

1. Competitions and Giveaways:

According to the product's rate, you can have a small amount of your budget to give away some products/devices every month to competition winners.

Influencer's unboxing videos content via their Instagram handles or Youtube channels can help your product by getting it in front of their audience at a low amount to the company.

On the other hand, a natural way to grow more audience is to add interesting description for joining the contest. Here are some recommendations:

1. Like every post
2. follow
3. comment
4. tag your friends

2. Sponsored content:

Sponsored content or products is one of the most common marketing strategy. Company contacts influencers to ask whether they agree to endorse one of their products or services. The final product is an image, video, blog post telling about your goods or services, based on the influencer's Instagram or YouTube channels you have compromised.

These campaigns often start with the brand sharing the influencer a campaign summary that includes certain description and requirements. Therefore, it's also important that you give your influencers some creative freedom. It's their audience, so they know the most appropriate ways to reach out to them.

3. Reviews

One of the most popular influencer marketing practices of reviews contains a brand giving its products or services to the influencer for free and the influencer writing a brief review in exchange.

If you've watched any "unboxing" videos, then it would be helpful to understand. The main agenda of these videos is that the influencer has never known or experienced the product before, they are reviewing and testing it out for the very first time on camera.

Therefore, several web influencers have established their name on reviewing products, like cosmetics products. In these situation, they may be receiving these products via other ways than an influencer marketing partnership.

4. Takeovers on your platform

In a takeover marketing type, the brand allows the influencer to access its social media handles for a specific period of time. Normally, the duration lasts within a day, but some are as long as week for special events or occasions.

Influencers can post day-in-the-life-of or behind-the-scenes posts, stories, and videos to make your audience engaged.

The major drawback of this influencer marketing practice is that you will basically need to give the influencer your password. For obvious reasons, you will have to ensure there's a high level of trust. And a contract is necessary too.

2. CONCLUSION

In the world with over 70% of internet users active on social networks, who spend at least one hour a day on average on those social networks, we have to conclude that social networks have become a sort of reality in which people communicate, interact, and obviously trust. We also have to be aware that over 60% of those users access social networks via mobile devices, with strong indicators that this percent will only increase in the future years.

In such world, we have to admit that social networks are a new dimension of reality that has become a part of the business world as well. Over 90% marketers report they are or will be using social networks for business, while over 60% of them claim to have acquired new customers over social networks.

The findings published by business professional and marketers support the fact that businesses can have a lot of benefits from using social networks, which is why implementation of those has become a part of business practice. This is why social media marketing is no longer considered to be on probation, but instead it has become an important part of the business world.

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