



Marketing Before and After Social Media

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ABSTRACT

Social media offers marketers and consumers potentially alluring chances for new types of communication and business. Advertisers are always looking for a technique to track down their target audience. Advertisers are provided with a plethora of new media possibilities. We are, however, social media pioneers. While social media has exploded in popularity, Seventy percent of customers believe marketing is convincing. According to previous study, accessing a social website for information is a good idea. Unlike conventional advertising channels like television, measurement and consumer behavior modelling issues must be overcome before a campaign can go live. Marketers who keep track of and manage their media budgets are more likely to succeed. capable of fully embracing opportunities while handling risks through use of the internet Advertisers will be forced to go beyond "old school" practices and adopt many of the new concepts and tactics. In order to use social media and relationship marketing effectively, you must first understand what they are. Co-creation of products and services in a range of areas is probably the most likely scenario. Social media's rising popularity has pushed marketers to consider it in addition to traditional marketing strategies. Social media mostly uses internet or mobile phone-based applications and technology to disseminate information among users. The number of individuals who use social media today outnumbers the population of numerous countries. To examine the influence of social media on marketing, look at marketing before and after the emergence of social media, as well as the sorts of technology utilized in social media.

KEYWORDS

Marketing before social media, evolution of social media, social media today, web technology, impact of social media on marketing, concerns and criticism of social media, social media, new media, marketing communication, viral, word of mouth.

INTRODUCTION

The majority of social media is made up of internet or mobile phone-based programs and technology that allow people to share information. It allows people to communicate and interact more rapidly. It makes use of web page technology and includes well-known social networking sites like Facebook and Twitter, as well as bookmarking sites like Digg and Reditt.

Although social media originated as a form of social contact, its commercial potential was rapidly realized, and it has since become the marketer's new best friend. Marketers have had to adapt their game plans to accommodate for this shift in the media landscape as social media usage has risen in popularity and the number of social media users has overtaken the population of some countries. The campaign basis is evolving, and the industry is rewriting its previous tactics. What impact has social media had on the marketing business, which was once devoid of any commercial content?

(Dickey, 2010)

The hottest new marketing concept is social media marketing, and every business owner wants to know how it may benefit their company. This whitepaper will show you how to create and manage an effective social media marketing strategy. We look at what social media marketing is and how to include it into your marketing plan. (Miller, n.d.)

People are social creatures that gather and exchange knowledge that is meaningful to them. Understanding how technology is making it simpler for people to engage socially with their social networks and how your business can benefit from that understanding is the goal of social media marketing. More and more of your consumers are using social media in every part of their lives, whether for personal, business-to-consumer, or business-to-business purposes.

LITERATURE REVIEW

Examines social media marketing is a new business technique that involves leveraging the social media platform to advertise businesses, goods, services, information, and views. Marketing operations using social media applications allow organizations and customers to talk and exchange information in today's business environment. Online social media marketing activities may have an impact on a brand's performance. Because of the growing number of users on social media nowadays, SMEs can successfully use it to promote their business. Few scholars have previously investigated the use of social media by SMEs in both developed and developing nations, as well as in varied circumstances. In their study, McCann and Barlow looked at why Scottish SMEs utilize social media for business and how the return on investment (ROI) is calculated. (AMERICAN MARKETING ASSOCIATION) defines marketing as the activity, collection of institutions, and procedures for developing, communicating, delivering, and exchanging value-added services for consumers, clients, partners, and society as a whole.

(Hennig-Thurau et al., 2004; Nambisan and Baron, 2007) Consumers utilize social media to learn about things they want at the greatest pricing. The way consumers and marketers communicate has irreversibly altered as a result of social media.

(Okazaki et al, 2015) In recent years, many firms used social media to engage customers with the brand. However, those firms still struggle to accomplish brand loyalty because they do not fully understand how to build consumer-brand relationship in social media setting. Advertising on social networks, virtual worlds, user-generated product evaluations, blogger endorsement, RSS feeds of material and social news sites, podcasts, games, and consumer-generated advertising are all examples of social media marketing.

(Aaker, 1996 Fournier, 1998 Kapferer, 1998 Keller, 1998) Consumers initially joined social media to stay in contact with family and friends; but, as time has gone, social media interest has grown, and companies have recognized that there is a market for them. Consumers may now follow their favorite businesses on social networking sites like Facebook and Twitter to remain up to date on the latest items, receive discounts, gain access to special deals, and learn about corporate news. According to branding literature, marketers may improve brand loyalty through strengthening consumer-brand interactions.

(Merisavo and Raulas, 2004; Laroche et al., 2013) social media has evolved into a center for advertising goods and services, allowing marketers to engage with customers directly. It has also switched from a one-way to a two-way communication channel, allowing for greater customer participation and creating a sense of equality between customers and their businesses. social media-based communication provides consumers with relevant information and reduce their efforts to search for information. It allows people to express their happiness or dissatisfaction with a brand. Finally, social media may be a beneficial means of brand promotion. Finally, if a customer responds positively to a company's marketing and promotions on social media, a relationship between the consumer and the brand will begin to grow.

(Wicklund and Gollwitzer, 1981) Individuals utilize material things and other indications as socially acknowledged symbols to transmit their identity to others, according to symbolic self-completion theory. "Any aspect of the person that has the ability to convey to others that one owns the identity in issue" is how a symbol is defined.

(Oracle, 2009) Online relationship marketing necessitates the promotion of contact, communication, conversation, and value creation activities. Real-time video training and webinars are two new social media marketing technologies that can give marketers with applications that are more compatible with the social character of the selling interaction

Marketing before Social-media

Social media has evolved throughout time, and its user base has increased at a faster rate than the population of numerous countries. In the 1930s, newspapers and magazines were the most popular forms of communication. P&G was the first company to use print advertising. The 1950s are known as the "TV advertising era," with marketers moving toward ads on electronic media. In the 1960s, the concept of corporate social responsibility was initially established. The computer was invented in the 1970s, and applications including logos, credit cards, direct marketing, media research, payroll, visa cards, and master cards were created as a result. The arrival of cable television in the 1980s changed the advertising media environment. With the launch of the World Wide Web, or www AT&T became the first company to use modern media for marketing. (Kaushik, 2012)

Prior to the advent of social media, netizens in the 1970s and 1980s spent the bulk of their time on social networks like dating sites and online forums. Six Degrees, LiveJournal, and Friendster were the first social media platforms.

From 1995 to 2002, the dot-com boom was a turning point in the growth of the internet as a marketing tool. It all started with search marketing, which pushed businesses to create websites in order to establish a presence online. While Google, Yahoo, and MSN's search engines evolved, businesses utilized SEO methods to stay at the top of the results. (Kaushik, 2012)

Marketers began to notice the possibilities of content marketing as web 2.0 sites – particularly blogs – grew in popularity. Outbound marketing tactics such as "purchase, beg, or bug" are being phased out in favor of inbound marketing, which adds greater value to the consumer and earns the client's business.

The advent of social media sites such as Facebook, LinkedIn, and My Space in 2003–2004 marks the beginning of the transition of internet users away from multiplayer online games and toward social networking sites. Businesses eventually realized the benefits of having a social media business site presence on e-commerce and began developing their own social media company accounts on the prominent networking sites.

Customers' positive views about social media marketing gradually shifted corporate marketing preferences from aggressively proactive outbound marketing to more reactive inbound marketing in the years that followed.

Top 10 social networking sites in the world

Sno	Social Networking Site	Number of Visitors Per Month
1	Facebook	550,000,000
2	Twitter	95,800,000
3	MySpace	80,500,000
4	LinkedIn	50,000,000
5	Ning	42,000,000
6	Tagged	30,000,000
7	Classmates	29,000,000
8	Hi5	27,000,000
9	Myyearbook	12,000,000
10	Meetup	8,000,000

IMPACTS OF SOCIAL MEDIA ON MARKETING

Marketers are continuously looking for new methods to get people's attention. the consumer. The public has adopted digital media. Technology has advanced to the point that smart phones and other such devices are now commonplace. Marketers now have the opportunity to reach customers in a novel way. We can deliver capacity 24 hours a day, seven days a week through a variety of methods. It increases the chances of a message being seen. As a result, it is self- evident that it is to encourage marketers to utilize social media. Traditional campaigning approaches are not only being eclipsed, but also

being overshadowed. Not just as a result of social media's rise, but also as a result of the increase of It's difficult to create a great campaign due to a lack of funding. (Kaushik, 2012)

A shift in customer attitudes is the source of the problem. Social media has created a culture of active participation, instant access to everybody and anything, and never-ending connectivity. This is something that traditional advertising and marketing methods have never been able to do. This may be viewed on Facebook, Twitter, and YouTube, among other social media channels.

The way businesses communicate with their customers has changed because of social media. Customers now choose to look for business or company information on social media rather than phoning customer service. They use social media to air their grievances in the hopes of prompting a response from the company in question. Brands and users may directly communicate with each other on social media, and this contact can be as intimate as traditional marketing and advertising approaches. (Kaushik, 2012)

Social networking is a terrific way to get reviews and establish customer loyalty since you can get immediate feedback and get to know your future customers. Companies may use digital marketing to stay top of mind with their consumers.

Social media's inception and widespread use have had a tremendous impact on marketing. The way businesses function is changing as a result of social networking. It's no longer only a tool for making social relationships. Marketers are increasingly using social media to persuade customers to make purchases. The diagram below shows some real examples of marketing impact. A more extensive explanation of each of these spheres of influence may be found below:



CAUTIONS TO TAKE IN SOCIAL MEDIA MARKETING CAMPAIGNS

As previously said, many marketers are risk averse, and their lack of control over the message has led them to be wary of consumer-generated media. Johnson & Johnson, for example, is a pharmaceutical company. Johnson used an internet video about suffering to launch a marketing campaign. Relief for moms who use a sling to carry their newborns. Twitter and the internet were up and running within hours. The "blogosphere" erupted with criticism of the video's reception. Motherhood is being vilified. Furthermore, the internet debates will be monitored.

Offline communications are occasionally picked up by traditional media. As a result, throughout the course of a single year, the amount and mood of consumer-generated media garnered a lot of attention this weekend. (Miller, n.d.)

POSSIBILITIES FOR GENERATING VIRAL MARKETING WITH SOCIAL MEDIA

In today's marketing communications, a thorough grasp of how WOM networks function online, as opposed to offline, is very important.

Online "branding" is used to create a feeling of shared mentality and interests among a group of people.

"Communities" should encompass a wide variety of interests with a direct, yet indirect, relationship link with the brand, non-intrusive (Brown, Broderick & Lee 2007, p.15).

It's important to make sure that a brand's activity is relevant to the main audience of a social network. (Miller, n.d.)

vital for advertisers looking to reach specific audiences (Carter, 2006). Procter & Gamble's effective advertising of its Tampax products, for example. It wasn't through talking about tampons that she reached out to adolescent females, but by developing an online community. A young community that combined peer networking with games, quizzes, and music, there are movies, service articles, and a Q&A section.

USES OF SOCIAL MEDIA IN GENERATING VIRAL MARKETING

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interests with a direct, yet indirect, relationship. Connection with the brand that isn't invasive. It's important to make sure that a brand's activity is relevant to the main audience of a social network. vital for advertisers looking to reach specific audiences Procter & Gamble's effective advertising of its Tampax products, for example. It wasn't through talking about tampons that she reached out to adolescent females, but by developing an online community. a young community that combined peer networking with games, quizzes, and music. There are movies, service articles, and a Q&A section. (Miller, n.d.) Conceptual models have been created to aid the "cocreation" process with online clients. A good example is the DART model. "Discussion" (fostering meaningful dialogue with the customer), "access" (enabling consumers of a business to engage with one another), "risk" (offering something concrete to the online consumer), and "transparency" (offering something tangible to the online consumer) are all covered (providing a space where useful information may be shared) Genuine customer dialogue contributed to Unilever's success. The 'Dove Campaign for Real Beauty' is a cutting-edge online viral campaign. Unilever was able to send the most suitable messaging to customers based on their preferences. precisely what they were searching for and/or debating. (Miller, n.d.)

Before they are used, these models should be critically evaluated for their suitability for the time, place, and products proposed, and any model that promotes cocreation with consumers must

identify the true ardent fans and develop special programs and tools to enable them to share their enthusiasm. While there are many well-known (and even outstanding) instances of effective social media communications, there are many more failed attempts buried deep into the online abyss.

CHANGES BROUGHT BY SOCIAL MEDIA IN MARKETING

Social media has undeniably evolved over time. From a story-telling digital platform that connects people, social media has evolved into a critical marketing tool. Consumer behavior has developed in tandem with the evolution of social media. On a daily basis, social media has an impact on our lives. It's a love-hate relationship, similar to Marmite, yet most of us can't live without it because we'd feel lost and alienated from the rest of the world. It's no wonder, therefore, that brands and enterprises all around the world are utilizing it to its maximum potential. Connecting with your target audience via social media is a helpful and effective tool. (Anon., n.d.)

(I) BRAND ENGAGEMENT

Community is at the core of social media. Users connecting with their favorite companies is what keeps it alive. It has grown in popularity as a source of data. Others listen to what people say on social media. As a result, it's critical that your brand presents itself appropriately, particularly when communicating with its target demographic. Building brand engagement through social media is a strong tool.

It's a combination made in heaven when it comes to branding and social media. You have the option of publicly or privately communicating with your audience. You have the ability to offer a different side to your brand while expressing your individuality - this is crucial for any organization. Regular social media participation is an excellent strategy to market your company and attract new customers. It will assist your company in becoming a market leader and provide you a competitive advantage. Consider the impact this will have on your company's KPIs. It's also totally free.

(II) CUSTOMER SERVICE

Social media has turned into a customer care helpline in conjunction with brand interaction. Users are using social media to contact companies in order to seek answers to their questions or express their frustrations. Emailing, filling out forms, and phoning customer service hotlines can be time-consuming and annoying, which is why companies are turning to social media platforms like Facebook and Twitter. It's a more efficient method of getting a response from a representative and promptly resolving consumer issues.

While providing excellent customer service is a great method to increase brand engagement and reputation, it does have certain drawbacks. Because it is in the public domain, a complaint can quickly become viral. What are your options for dealing with this situation? Being compassionate and responding to the user.

(III) ADVERTISING

Even though social media provides a range of free marketing options, it also provides paid advertising opportunities. Paid ads on social networking sites like Facebook should be included in, or at the very least investigated, as part of every expanding company's ongoing marketing strategy. Your budget will limit how much marketing you do, but the developments in sponsored social advertising, particularly on Facebook, are astonishing.

Advertisers may utilize paid social to fine-tune and adjust their target audience, as well as establish the most effective time to contact them. Users' choices, hobbies, and demographics may all be used to target them. A user's yearly income, job title, and product placement can all be used to target them.

SOCIAL MEDIA: CONCERNS AND CRITICISM

As social media has grown in popularity, a plethora of technological issues have emerged. If comments and tweets are posted hastily, they can lead to marketing disasters that hurt the client's and agency's reputations. If a brand's social networking activity is intrusive or bothersome, customers will forsake it. In the past, brands have attempted to take advantage of the system by submitting fake comments. Because marketers interact directly with the public, they can no longer stay anonymous and must assume increasing brand responsibility. Other challenges that individuals have with it include social media stalkers, child predators, and privacy concerns.

Despite its drawbacks, social media is rapidly displacing traditional marketing methods in terms of appeal. When comparing TV advertisements to internet viral marketing via social media, commercials on television may cost millions of dollars, are poorly targeted, and do not allow for data gathering, whereas social media is almost free. As a result, marketers are increasingly turning to social media for marketing purposes.

CONCLUSION

Social media has been, and will continue to be, an important part of any marketing plan. Marketers are being challenged to be more inventive in their message. Visually appealing marketing campaigns are more likely to be remembered and spread virally by your target demographic. You can reach out to a larger audience than you ever imagined. On a daily basis, you may communicate with and engage your consumer base in the most virtual, direct way conceivable. As a result, companies may use social media to learn more about their customers and what they want.

It's critical to get customer service correctly. Recognize and never dismiss complaints. Show your followers that you're working on it and provide updates in public. Avoid sarcasm in your response. It may go one of two ways, and it's not worth the risk. Remember that you're promoting a brand, so you'll want to be friendly.

As social media's popularity grows and there appears to be no going back, it appears that social media will increasingly supplant other aspects of marketing. Through constant interaction, creating trust, and dealing with the appropriate audience in the right way as quickly as possible, social media tries to bridge the gap between marketers and customers.

The social media landscape is shifting, and marketers, educators, and students must be aware of these shifts and how they may affect customers and marketing campaigns. Maintaining both classic marketing communication methods and the new deluge of connections enabled by the Internet, where most of the social media is controlled by customers rather than marketers, is clearly a difficulty. Furthermore, you must be aware that inappropriate or obtrusive commercial messages will not be tolerated by these social networks. This study found that social media platforms are fundamentally different from traditional Web sites and other forms of media, and that they provide significant growth and relationship-building prospects for consumers and advertisers. Consumer-generated content, most of it regarding products and companies, fuels social media. Many marketers are using social media to communicate and do research.

We're still figuring out what marketing information is applicable in the social media sphere, as well as what works and what doesn't, and there's still a lot to learn. There's a lot to learn about social media and how it's affecting marketing plans and approaches.

The findings of this study should aid marketing academics in their efforts to educate future marketing managers as well as existing and future marketers. The most crucial part of digital marketing, according to the conversation, is connecting with users. The engagement ladder has proven how to connect with clients in many ways. Companies must develop an excellent platform for digital marketing to be successful. The utility of a social media platform has been examined using the example of Interest. The report also includes a discussion of current digital marketing trends. It has been demonstrated that in today's environment, it is critical to connect all systems with the digital platform. The transformation of a newspaper from print to online has typified contemporary digitization tendencies.

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