



Branding Strategy of Social Media Marketing

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INTRODUCTION

Social media marketing is the way to connect to the consumers directly through the use of popular social media platforms for promoting the different brands and products and ultimately to increase the sales and to create huge demand on the related brand sites. Publishing great contents on the brand's page, engage followers, analysis of the results and ultimately run social media ads are some of the major ways to promote SOCIAL MEDIA MARKETING.

Social media is a phenomenon that has become an important aspect in marketing mix and is revolutionizing the way companies interact with their customers. Thus it has become almost mandatory for every business either small or large to mark its social media presence if it wants to gain customer trust, establish expertise, and meet potential customers. It's simply not enough to have social media sites up for the business; without a clear strategy for social media use. The business will have to struggle to get the customer engagement levels and increased sales. Social media marketing strategy usually emphasize on efforts to create content that attracts attention and encourages users to share it with their social networks.

Objectives of social media marketing

Customer Engagement

one of the most important thing for the business is to make sure about their customer engagement through social media marketing which leads to huge traffic on your business

Increasing sales

use of social media influencers also helps in the same way as the actress and actors helped earlier in brand promotions which would help in the graph of sales to be increased

Connecting with outer world:

with the help of social media marketing one can easily engage with more and more people not only within the boundaries of the country but outside it too

Increase brand awareness

social media presence is a place where someone have a real time opportunity to describe about the brand. Even a slight change could easily be informed and posted on internet which would ultimately help customers to know about every upgradation or changes in their brand.

Limitations

Time consuming –

It is also one of the disadvantages of social media that you need to stay engaged and active every time you monitor your marketing campaign

Risk of Negative impact:

The marketers are often facing a high risk of negative comments and feedbacks. as anyone has direct access to your information and content so your competitor could easily mislead the audience by using those information on social media by creating fake pages and content related sites.

Security and privacy issues:

The most dangerous disadvantage of social media marketing is the hacker's threat. Hackers could easily steal all the data, information, bank account details mentioned on the brand related sites

Cannot target all groups of people

you cannot target all people groups with your social media marketing efforts as there is every class of people and in some classes they doesn't have the access to internet, some class of people doesn't use internet or social media

RESEARCH METHODOLOGY

Research methodology is a method of studying problems whose solutions are to be desired party or wholly form the facts.this facts may be statements of opinions, historical facts, those contents in records and reports, the results of taste, answers the questionnaire, experimental data of any sort and so forth

TYPES OF RESEARCH

The research methodology for the project the done with the help of survey through questionnaire. in this project, the questionnaire was a key tool of research to gain knowledge about the employee engaging activities and to know responses of the employees towards these activities.

PRIMARY DATA:

The primary data has been collected with the help of institute level survey by using questionnaire and analysis.

SECONDARY DATA:

The secondary data has been collected through following sources:

Past survey data

Data through internet sources

| | |
|-------------------------|-------------------------------|
| Data Collected Type | Primary and secondary |
| Sampling Unit | Owner of SME and Daily Earner |
| Type of Sampling | Random Sampling |
| Sample Size Taken | 50 |
| Research Tool | Questionnaire |
| Type of Research Method | Descriptive |
| Data collection Method | Survey |
| Survey Area | Noida&Delhi |

Conclusion of digital marketing

Above review of literature shows how social media is slowly becoming an important marketing tool offering different organizations opportunity to engage with their markets and to learn about customer's needs, important segments and profile. However, the implications are that this is an uncontrolled environment and therefore it requires a robust social media strategy that also manages the comments posted by consumers whether positive or negative. As these social network sites can pose a threat as well as an opportunity to companies by rapidly spreading the views of dissatisfied customer's comments. Different research papers discussed above suggests that the peer group online social network effect can potentially influence purchase decisions because of its viral nature. Therefore, for an effective social media strategy augmenting it with other traditional media channels like radio, newspaper, or TV is mandatory. The review also reflects how social media has become an important tool for marketing and creating brand awareness. In fact, it is foreseen that in the near future there will be a paradigm shift from traditional advertising to social media platforms.

New technologies in digital marketing has moved a great deal. The market approach has also evolved with the rise of new technology. Digital marketing has a number of advancement and improvements in its strategy, so it is important to know the conclusion of digital marketing. Keep reading this article to know more about it.

The research and practice of digital marketing is improving with the advancement of technology. The advancement in technology fosters multifaceted opportunities and at the same time poses unprecedented challenges for the marketers. Marketers make use of digital portfolio as a platform to promote a professional brand by defining the product in a manner that adds credibility. Research highlights that b2b buyers dislike cold emails and calls, hence, digital marketing allows enough