



## How Social Media Strategies Can Help Brands Succeed?

*Akash Ganiger*

Student, Master of Business Administration, PES University  
[aakashganiger451@gmail.com](mailto:aakashganiger451@gmail.com)

### ABSTRACT

Wishmasterz is Belagavi based company which is into Web Development and Digital Marketing company. During my internship at the company, I learned many off page strategies, through which I understood the process through which your company's website can be present with a good ranking. And I also learned to manage different social media platforms.

As we know good ranking comes when have good reputation on the web, so reputation is very critical factor, for example if the company has good reviews on web, then there is a probability that the user will spend time or money on your website, same is the case with social media.

We have seen many companies receiving negative feedback and false rumours therefore losing their market share and decrease in their sales.

The research is mainly based on the importance of social media and digital marketing in this fast-changing world. And how to utilise every platform to increase your

Nowadays every brand has its presence on different social media platforms. So, if you want your company to grow then even you need to have your presence on social media.

Make sure you maintain a good reputation of your brand in front of your audience. If you maintain good reputation then your company will be listed on top.

Don't just focus on one platform for creating strategies. Try to use every platform in effective way. This will help your brand reach wider audience.

### Literature Review

1 Smith A. J (2017). The of the Social Media Marketing on the Success of The Brand. *Marketing Research Journal*, 42(4),275-290. The study has many investigated the relationship that is between the brand success and the social media marketing. The findings in the research has suggested that the effective social media strategies have positive influence on the brand awareness loyalty and engagement.

2 Johnson and Brown M (2019). Brand Equity and social media: The comprehensive Review. *the Journal of Management of Brands*,26(3),385-401. This research has examined various aspects of the brand equity that is influenced by the social media, It's perceived quality and also brand loyalty it highlights the significant role of social media in shaping the perceptions of the brand.

3 Lee and Kim (2019). The Power of social media from the content generated by The User: The implications for the success of the brand. *Journal of the interactive advertising*,21(3),113-127. This research paper explores how they content that is generated by the user on the platforms of social media can impact the success of the brand. It mainly discusses the benefits that are of user generated content which is enhancing the authenticity and trust of the brand.

4 Turner, M.R and Harris (2018). The Role of the Media in the Storytelling of the Brand. *Journal of Communications in Marketing*,22(4) ,464-481. This article has mainly examined how the social media can be used like a platform for storytelling of the brand. It discusses the effectiveness of narratives in improving the grand identity and its resonance.

5 Williams C. D and Davis (2019). Leveraging the influencer Marketing on the social media for the success of the Brand; *The International Journal for advertising*,38(4),736-756. This study mainly delves into the benefit of influencer Marketing on the social media as the strategy for the Succes of the Brand. It mainly explores how the influencers can positively affect the reach of the brand and credibility.

Company Name: - Wishmasterz Digital Marketing Agency

Website: - [www.wishmasterz.com](http://www.wishmasterz.com)

Business Type: - Private

Contact Number: - +919110829081

Managing Partner: - Vishal.M.Karhadkar

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## Welcome to Wishmasterz

We are providing the customised services of the digital marketing to big and also small businesses which are tailored for building a strong web presence which will help in achieving better search rankings and also in generating potential leads and to promote sales which will help in the growth of the business.-+++++




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## One of the fastest growing digital marketing agencies

The work is done together across the boundaries so that it can meet the needs of the customers and also to help the business to grow.

### Services by Wishmasterz

- Logo Designing
- Website Designing
- Graphic/Print design
- Video production
- Content management
- E – Commerce

### Online Marketing Services

- SEO
- PPC
- Email Marketing
- Display Marketing
- Social Media Marketing

### Business related services

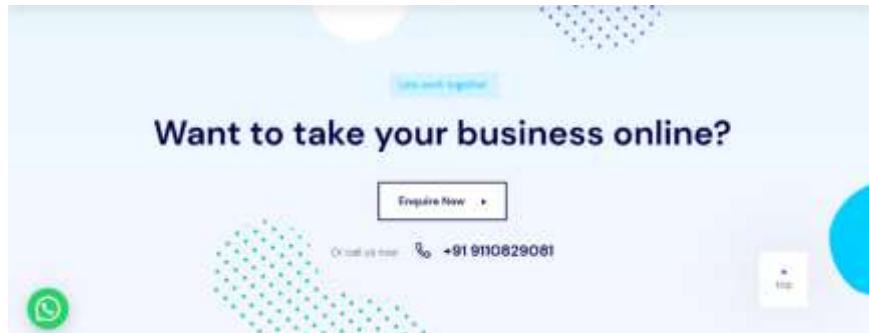
- Digital strategy
- Business consulting
- Content writing

### Technology related services

- Hosting
- Domain

**Content Strategy**

- Planning
- Development
- Management

**Management Problem****Problem Statement**

This study focuses on following problems: -

- How social media strategies are important for a Business
- How different Social Media platforms provide various tools for promoting your Brand
- How crucial it is to be on social media if we own or run any Business

**Purpose of the Study**

The purpose of the study is to understand the importance of having Social Media presence in this fast-growing world. How Social media platforms can save money for marketers. It shows how social media helps to deal with your audience in real time.

**Scope of the study**

This research helps to identify the impact of social media on Business. And it even shows how social media can be next big thing in coming years. It also shows what are the challenges we come across while we use social media as a marketing tool.

**Research Objective**

- ❖ To know the importance of social media platforms in this changing digital world.
- ❖ To know how different social media strategies can boost your Brand's presence.
- ❖ How important it is to have social media presence for a Brand.
- ❖ How companies can build good relationship with customers through social media platforms.

**Research Methodology**

According to this study, investigation has been conducted for the impact of social media marketing and its effect on various businesses. I have gathered this information through google forms. The research methodology is simple random research methodology.

**Research Design**

This Research comes under Quantitative Research design. In Quantitative Research Design, a researcher examines the various variables while including numbers as well as statistics in a project to analyse its findings.

**Sampling Plan**

Sample Population: - 200 respondents for the survey

Sampling Unit: - The sampling unit is individual of different age groups

Sample Area: - Belagavi, Bangalore and Hirebagewadi

### **Sampling Technique**

The questionnaire was prepared and was handed over to the respondents. The technique used here was based on Random sampling technique.

### **Primary Data**

Here questionnaire is basically used to collect required information from different set of audience. The primary data is mainly collected through questionnaires and Emails.

### **Tools used for collecting Data**

Instrument: - Questionnaire is used to collect raw data from audience and industry people.

## **Industry Profile**

### **Digital marketing**

Meaning - Digital marketing is the Platform of product and services using digital technologies on the E-commerce platform mainly on the internet through varies websites. It also includes mobile phones and display advertising or any other digital medium.

Digital marketing has become the most effective means of marketing today with the growing use of internet throughout the world.

### **Digital Marketing Channels include: -**

#### **1. Search Engine Optimization (SEO)-**

The SEO Is the process for The optimization of the structure content design of the website so the search engines with the help can index them correctly and position the sides in the top results of the SERPs . It will also help in incorporating the different activities of promotions that will boost the search engines rankings for your website.

#### **How search engines functions?**

The search engine generally makes use of the web Crawling indexing or spiders.

Marketing with the help of social media incorporates the strategies of marketing which will use the channels of social media as the tools for marketing for the optimization of the brand exposure its targeting audience conversion and also its returns. The marketing with the social media can be done with the help of adding links of social media to the website content for example: the sharing buttons and feeds of RSS. This activity can also be done with the help Social media channels for promoting the sites by updating the status as tweets posts in the blogs, photos etc. Marketing with the help of social media will help the online business to get the direct feedback from the customers for their different websites like the Instagram ,Facebook, Twitter, YouTube etc The success of the marketing campaign with the help of social media is mainly based on the personal interaction that is between the business and the user.

### **The different types of channels in social media marketing:**

#### **Facebook Marketing**



- Facebook is one of the most popular social media app which includes some of the powerful features of marketing which allows the marketers for providing the videos longer description options photos and also the testimonials on their page which will be available for the others to see.
- The marketers can also make use of the group or the option of join a group of their interest on Facebook and also ask the questions or give the answers that are related to these topics which are associated with their business.

- There are several automated tools for scheduling which will Automate the marketing in Facebook. Which will make it one of the best quantifiable channels of SMM That is incorporated in most of the digital marketing guides as basics.

### Video Promotion



#### Promotion with the help of video:

Marketing with the help of social media especially on YouTube will help the marketers to turn their viewers to fans then from viewers to customers.

With the help of video promotions, you can reach a prospect easily and faster. With the help of visual effects that you can create more powerful impact on the customer than the digital text.

With the help of video promotion, the marketers can explain the product easily when compared to other mediums.

Marketing with the help of social media especially on YouTube will help the marketers to turn their viewers to fans then from viewers to customers.

#### Marketing Agencies in Digital Marketing

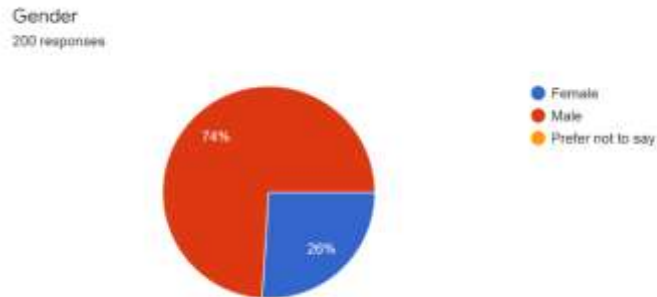
- 📍 Accenture Interactive, New York.
- 📍 PwC Digital Services, Hallandale Beach, Florida.
- 📍 IBM iX, Armonk, New York.
- 📍 Dentsu, Tokyo, Japan.
- 📍 Web Net Creatives, New Delhi.
- 📍 iProspect, India.

#### Data Analysis



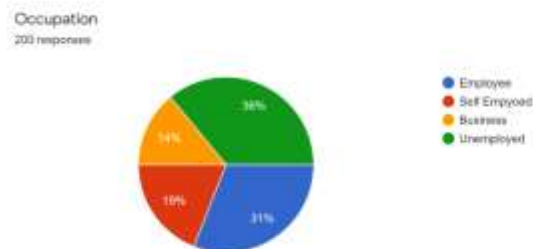
13% of the respondents are 26-year-old

12,5% of the respondents are 25 years old



74% of respondents are Male

26% of the respondents are female

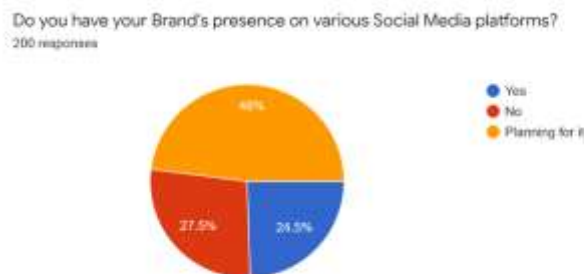


36% of the respondents are Unemployed

31% of the respondents are Employed

19% of the respondents are self employed

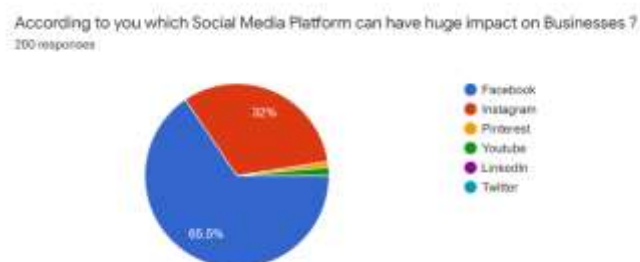
14% of the respondents own a Business



48% of respondents have the plan of establishing their brand on social media

27.5% of respondents don't have their Brand's presence on social media

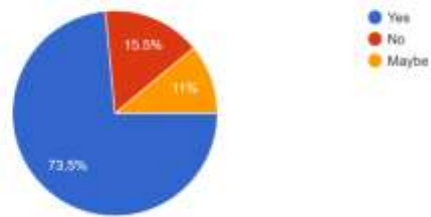
24.5% respondents say that they have their presence



66.5% of respondents feel that Facebook platform can have huge impact on business

32% of respondents feel that Instagram is best for creating impact

Don't you think Social Media Marketing is cost effective when compared to Traditional Marketing?  
200 responses

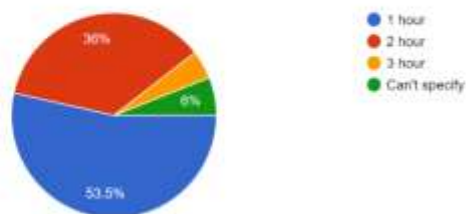


73.5% of respondents feel that social media marketing is cost effective when compared to traditional marketing

15.5% of respondents disagree with the statement

11% of respondents have said "maybe"

How much time do you spend on Social Media Platforms for creating strategies regarding your Business?  
200 responses

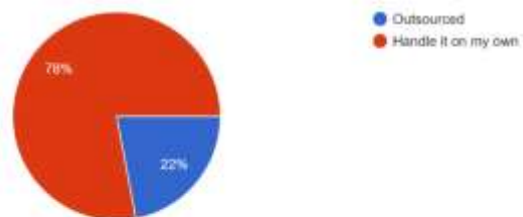


53.5% of respondents said that they spend 1 hour on social media for creating strategies

36% of respondents said they spend 2 hours

6% of respondents said they can't specify the exact time they spend

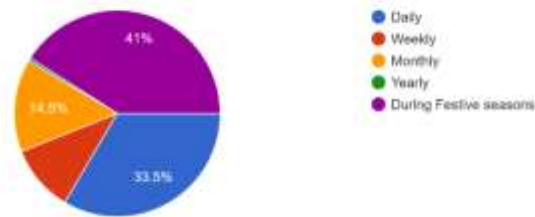
Have you Outsourced your Social Media work of your business or you handle it on your own?  
200 responses



78% of the respondents handle their social media accounts on their own for branding

22% of respondents outsource the social media work

When do you think it is appropriate to post about your Brand on Social Media Platforms?  
200 responses

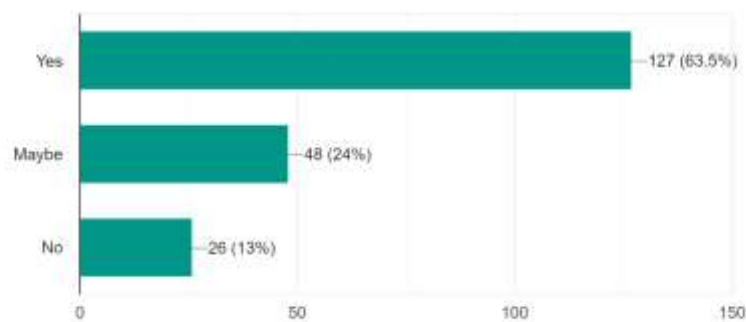


41% of respondents feel that posting about brand during festive seasons can be more effective

33.3% of respondents feel it is better to post daily

14.6% of respondents feel that the companies should post once in a month

Do you think Social Media Platforms allow you to target your desired audience?  
200 responses

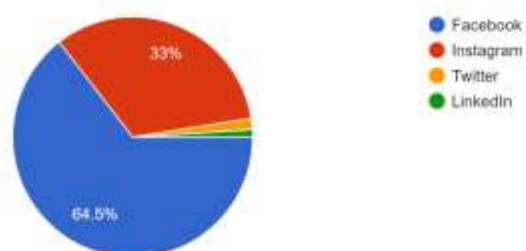


63.5% of respondents say that social media platforms allow to target desired audience

24% of the respondents neither agree nor disagree with the statement

26% of the respondents say "no" to the statement

Which platform provides very effective advertising tools for promoting your Brand online ?  
200 responses

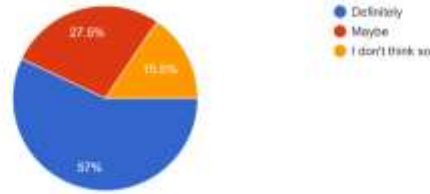


64.5% of respondents say that Facebook provides very effective advertising tools for promoting brand

33% of the respondents choose Instagram as best.



Do you think Social Media Influencer plays a key role while portraying your Brand in front of Audience?  
200 responses

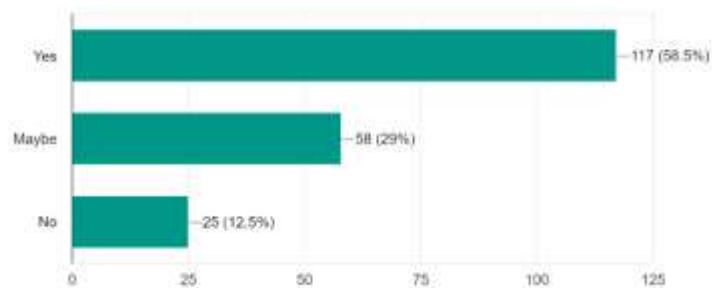


57% of respondents feel that social media influencer plays a key role while portraying the brand

27.5% of respondents say that “maybe:

15.5% of respondents disagree with the statement

Do you think Social Media platforms have customized setting which fits your Brand needs?  
200 responses

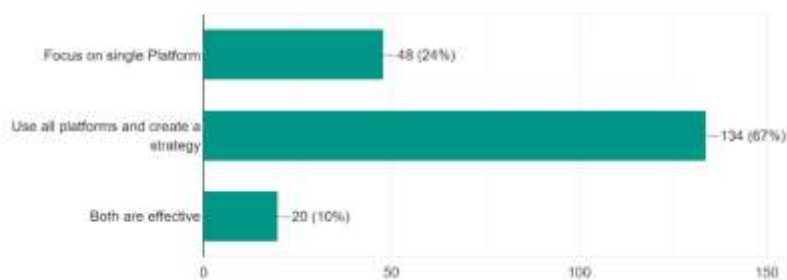


58.5% of respondents say that the social media platforms provide them customized setting according to their requirements

29% of respondents neither agree nor disagree with the statement

12.5% of respondents disagree with the statement

Is it effective to focus completely on single Platform for creating strategy or we should have blend of different platforms?  
200 responses

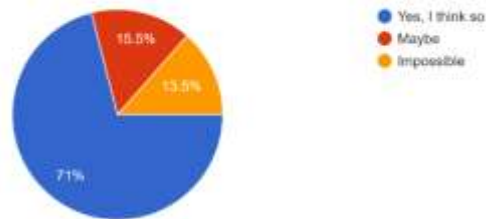


67% of respondents say that while creating strategies, we should use all platforms to reach our audience

24% of respondents say that we should focus on single platform

10% of respondents say that both can be effective

Do you think Social Media Marketing will completely surpass Conventional Marketing tools in upcoming years?  
200 responses

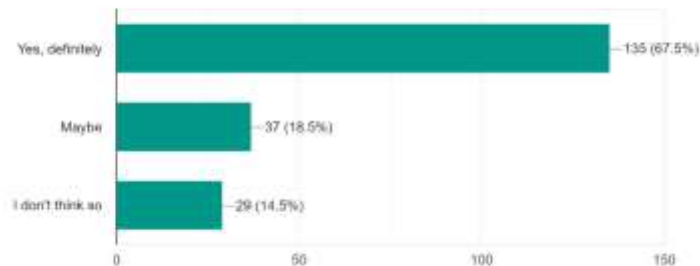


71% of the respondents predict that social media marketing will completely surpass conventional style of marketing

15.5% of respondents say that it's impossible for social media marketing to surpass the other

13.5% of respondents say "maybe"

Does Social Media presence provide your Brand competitive advantage over other Brands?  
200 responses



67.5% of respondents say that if a company has social media presence then it gives competitive advantage over others who don't have presence on social media.

18.5% of respondents say "maybe"

14.5% of respondents disagree with the statement

## Findings

After analysing and interpreting the data, it is clear that Digital marketing as well as social media marketing will have huge impact on businesses.

- From the study we got a clear picture of how we can use social media for improving our brand visibility and have a strong brand presence online.
- We came to know from the study that many people prefer Facebook over other social media tools for promoting their brand.
- From the study it became clear that many people don't have online presence but they are planning to take their business online.
- And from the study we came to know that social media marketing is very cost effective when compared to the conventional marketing
- If companies don't come up with online presence, then there is a possibility that these companies may not survive in the long run.
- Social media platforms provide various marketing tools which help the companies to promote their brand in their own way.
- We even came to know how social media influencer plays a key role while portraying your brand.
- And we even came to know that through social media platforms it is very easy to target the desired set of audience
- Even it showed how companies get competitive advantage over others if they have good social media presence
- And even we saw from the study that people mostly prefer handling their social media handles on their own.

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## Suggestions

- From the study we came to know how important it is to have social media presence for businesses. So, I think that every company should have a social media manager. This will help the companies to have a good social media presence.
- We came to know that many people are still trying to take their business online. So with proper education about digital marketing, they can come up with good online presence.
- And every company should hire a good influencer so that he represents the brand in the most effective way. This will help the brand to build a emotional connection with their customers.
- And the future marketers should spend their time more on social media marketing instead of focusing on outdated tools. This will help the marketers to reach customers in real time. And even the cost involved for promoting will be less. So it is both effective as well as efficient to take your business online.

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## Conclusion

So, from the study we can conclude that having a digital presence for your brand is very crucial. Companies will survive in the long run if they have good online reputation. The company which will create good relationship with customers using different digital tools will be the winner.

As we know mainly the young population of India is very much active on every social media platform. So, it is very important to have your presence where most of the population resides.

If you can convince this population through your digital marketing efforts then half of your job is done. So lay down your plan and work upon it