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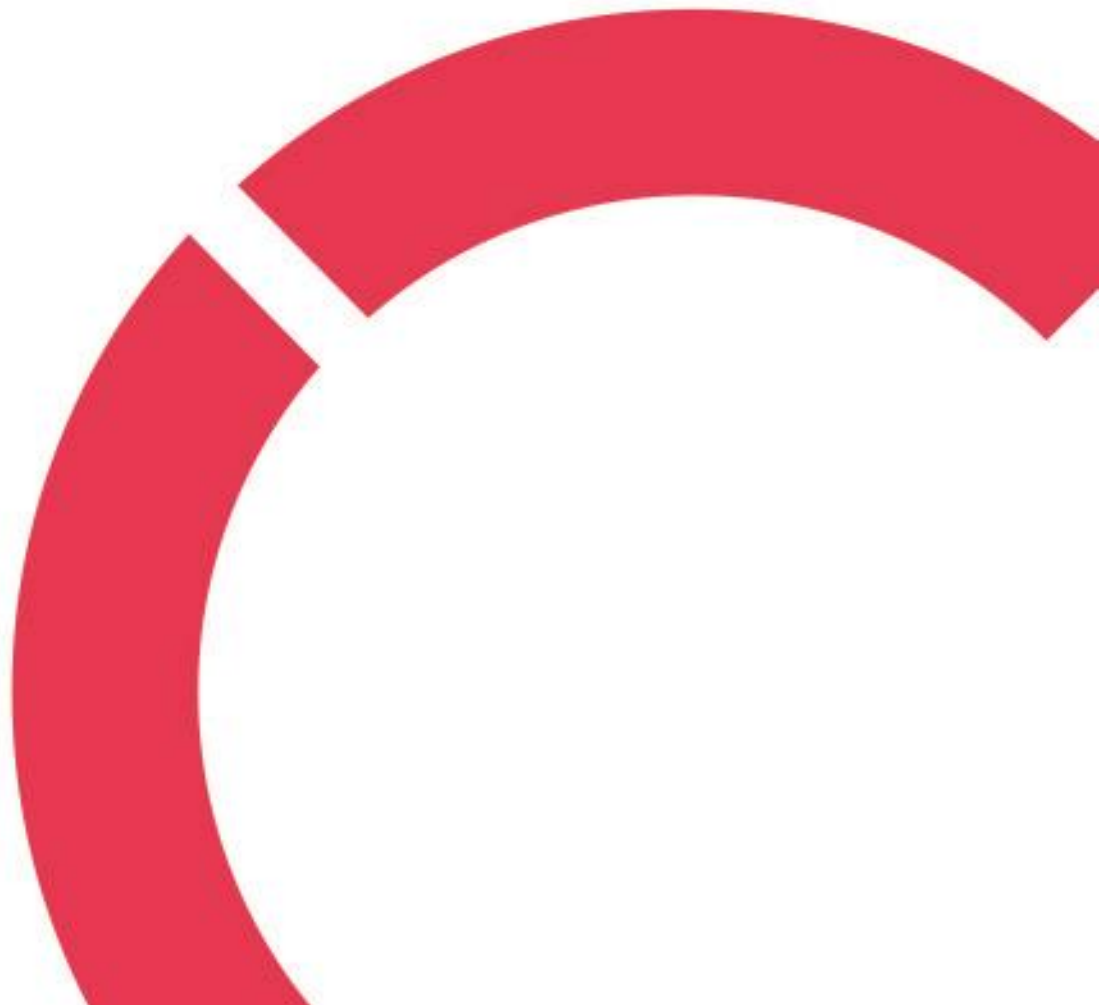
**USE OF SOCIAL MEDIA IN MARKETING**

**Thesis**

**CENTRIA UNIVERSITY OF APPLIED SCIENCES**

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**ABSTRACT**

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<p>The main objective of this thesis was to present how social media is used in marketing. Social media plays significant role in the marketing strategy and helps to develop close relationship between business and customer Since the launch of internet audience have become rapidly dependent upon social media seeking different marketing content and information.</p> <p>Business organizations are using social media to advertise their products. Social media is utilized for different marketing segment and communication responsibilities, business research, prediction, public relations with strong communication.</p> <p>In this thesis different social media networks, business application, importance of social media in business strategy were discussed. If the business (company) is faced with different obstacles, social media is the best and the most important marketing strategy for developing an organization's position.</p>		

<p><b>Key Words</b> Business application, Customer attraction, Facebook, LinkedIn, Social Media, You Tube.</p>
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## 1 INTRODUCTION

Nowadays most people consider social media an essential way for daily life. It seems they are engaged with effective platforms such as Facebook, Instagram, LinkedIn, Twitter and YouTube. Using different platforms of social media indicates positive reflection towards user's character and attitude. (Alalwan, Rana, Dwivedi & Algharabat 2017.) Technology of social media have changed the marketing and communication channels in different category like messaging application, video call and online chats. With the use social media technology more task can be complete in often time, with less effort. (Slavin 2017.)

Social media is an effective way which helps organization to achieve their marketing goals; mainly in terms of customer participation, relationship management and communicating services. Social media helps to communicate with new and current customers. If business company is not using social media channels, users are unable to communicate with huge number of customers. With the use of social media platforms, business company can communicate with target customers. It does not matter where the customers are because use of social media platforms helps to reach and communicate all over the world. (Cotriss 2020.)

It is good to choose two or three social media platforms which are more popular like Facebook, YouTube, Instagram and post high quality information about business and products. Rather engaging with more number of social media platforms and posting low quality content, always take the way to achieve failure from the business. Focusing on limited social media networks, allows time to concentrate through customers response and users can make more conversation with their target audience. (Hartshorne 2022.)

The main objective of this thesis is to describe how social media is used in marketing by using several tools of social networks. Most of the business corporations use digital marketing strategy for the growth of the company. With the help of different social media networks and business applications, organizations get opportunity to develop their marketing strategy. It is important to know about connections between social media and social networks. Social networks reflect as e-service, claims, and links that are used by people sharing similar profession, norms and values, path of living life or style in terms of social networks. As per the sequence of communication, business user's allow to expand networks and make conversation with more people. Social networking as per using social media refers to

contact directly with each other and co-operating with individual specialists with whom they are close and want to be in touch with.

It has not been long period that social media made specific platforms. In the latest context, there is huge value regarding social media networks that storm whole world to expand, becoming something valuable within business, that could not be intangible to ignore. Social media is the way for communicating, sharing thoughts, services, providing information through social media channels. It helps to be in touch with everyone with whom users want to communicate all over the world. Also, social media is powerful communication medium for customers, employees and investors that make comfortable to communicate from their own place. (Coleman 2014.)

Social media is characterized as expanding and un-editing methods of communication because most of the business industry impose various rules and regulations. For example, organizations create privacy policy, terms and conditions for their business secure. So, that users followers should follow organizations rule and regulations. Those users who have internet access are able to register by creating social media accounts. Such accounts are being used for sharing the content that they are willing to share to other ones, and such sending forms extend to anyone who view their pages and profile. (Hudson 2020.)

Social media is used by small, medium, large companies to promote the business brands, information, and several services through businesses' clients. By the different forms of social media channels customer easily gets connected with their interested brands (PICTURE 1.) If businesses ignore the excellent resource of social media platforms, marketing missed up the opportunity to develop user's marketing strategy. (Thakkar 2021.)



PICTURE 1. Social media marketing (Thakkar 2021)

Social media frequently use ``filters`` that give permission to users to scroll the browser of content. All the information that arrives on it and arrangement which appears on it are influenced by social media organization and rely on techniques that are engaged within user's personal detail profile. The feed appears on the content from ``following`` clients and companies who made payment while advertising their information or material. Hence, social media develop several types of browser sites and channels tools. The effective way for successful social media is to manage and direct as an extended version towards marketing strategies. Respect to audience, care, loyalty and effort provides marketing civilization. (Hudson 2020.)

## **2 SOCIAL MEDIA MARKETING**

Social media marketing is the form that implements content within social media webpages to advertise goods and services, develop community among target market and increase customer communication. Due to modern technology period, social media marketing is changing in functionality and channels day by day. The main purpose of social media marketing is to develop and attract target audience to the place where they can be, throughout the framework of their social media relationship with one to another and company products. Social media marketing is the term that helps to expand the organization business strategy. Changing business strategy depends on the social media networks which is mostly used by customer. (Baker 2018.)

Business sectors have been sharing their essential content on social media to drive visitors on the sites and purchase ultimately. Nowadays social media has upgrade as a simple source for information distribution. Company uses a software tool to examine business distribution, communications and sales perspectives on social media to determine how it works on social media analytics. (Baker 2018.)

### **2.1 Content marketing**

Content marketing is the significant technique of advertising. It is the procedure for developing and distributing information to attract and keep customer close. It is the form to create and share postings, videos, lectures, emails, and seems like the business owner want. It is not just to produce quality products in content marketing. Every information should be mentioned simple, clear and logical by understanding how the customer desires. Though it is good if the content posting by organization helps to develop the company business and achieving goal. (Alkasingh 2022.)

Content marketing systematically helps to build and maintain good relationship with both present customer and potential customer. Most of the clients review company business strategy as a collaborator committed through development and trustworthy source of information and guidance. Thus, they will be attracted more and choose potential organization when they want to purchase goods.

## **2.2 Advertising and sponsorship**

Advertising is a form of non-privacy and personal, government funded verbal and graphical marketing communication that offers or sells a material, service, or any idea. Generally, advertising is perceived as sponsored communication which belongs to owner. There are common procedures of advertising like publishing on magazines and papers, television, radio, webpages and different terms of social media networks. Comparing with public relations prospective, product chosen by organization, produce and distribute the exact message seems as advertising path. Creating new and modern type aids and keeping that several aids in different social media networks are included overall in advertising cost. (Alkasingh 2022.)

A company donate goods or cash to registered users account to advertise or sell something. Such method of collaboration is known as social media sponsorship. Sponsor may be person or business which contributes funds to next one social media presence as an ambassador, unique brand, or an official account throughout the compensation of advantages. (Alkasingh 2022.)

## **2.3 Influencer marketing**

Influencer marketing is a mainstream form of online marketing. The user who is able to create a loyal audience through social media is known as influencer. Influencer might be youtuber, journalist, popular photographer on Instagram, or any group member. However, through the influencer audience may be convinced to purchase the right product through the content production.

Influencer marketing works with an online influencer to advertise any of goods and services. Certain collaborations between brands and influencers become less concrete rather than to raise basically customer loyalty in influencer marketing. By the help of social media marketing, business company can identify on any of the social media platform. Followers who are mentioned as the customers, who comment on the post that is mentioned in business sites by identifying the brand, enjoying and sharing the products. Those followers help to develop further by care planning and participation in a highly divided group of all the products champions. (Alkasingh 2022.)



## 2.4 Social media management

Social media management refers to directing the social media networks by developing and sharing the essential content, staying on top of contacts and mentions, creating different more followers and influencers, summarizing and evaluating the results from the operators (PICTURE 2.) In the starting phase of social media management there may not be a large number of followers, after some specific period there may be rising to gain loyal followers. Therefore, the amount of revenue of the business sectors can grow up. Thus, social media marketing helps to gain more revenue on investment.



PICTURE 2. Social media management. (Alkasingh 2022).

Social media manager is a strategist who is used to generating and planning information, communicating with several followers, maintaining eye contact in social media industry, and reflecting on profile activity. (Sonnenberg 2022.)

## 2.5 Paid media marketing

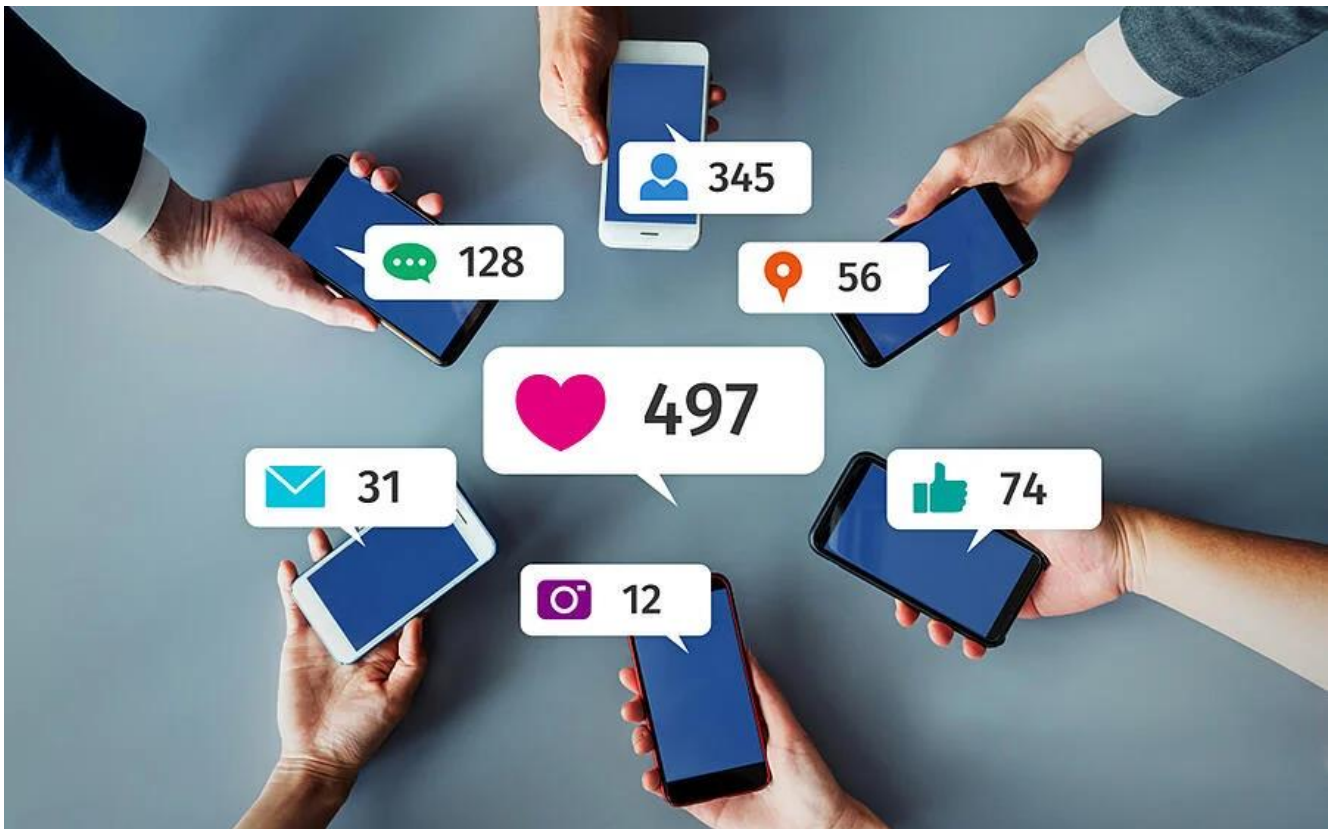
Paid marketing responds to informal product which are managing by paid recruitment company. It defines that it is necessary to pay for company advertising. Nowadays the way for paid advertisement has been grown up which seems as requirement through online corporations. Consequently, it is necessary

to make advertisement on products through broader audience. Paid media is known as the component of brands marketing communication strategy to increase press and hold rates, sales, and exposures.

There are different terms of paid media marketing like Google ads, social media ads, prints ads. Business demands increase when the initial products may be published on the websites, social media profiles and any other platforms of business entity. Those users who have not purchased anything from a company for a while but who are interested in company goods and services form as the primary market for the purpose of advertisements sponsor as a paid marketing strategy. Marketing basically focuses on specific consumer, sales prospects or existing customers. (Alkasingh 2022).

### 3 SOCIAL MEDIA MARKETING FOR BUSINESS

Social media helps to communicate through online along with interconnecting with customers, sharing view towards them within a certain and perfect time. Social media helps in business through several ways. It makes easy to reach with customers, customizing online networks, buying, and selling products using online services. Every comment and review through business process can be viewed by social media networks (PICTURE 3.) Such customers opinions can be very helpful to improve business procurements. Every customer is using social media networks and providing business policy recommendations however it makes easy to grow up the business sectors. (Henderson 2020.)



PICTURE. 3 social media as business (Henderson 2020.)

Those social media applications which are shown in the above picture 3 can download to user's mobile, laptop, tablet or through internet access browser. with the help of social media, it makes easy to find out and capture important information. Right customers can be attracted through social media business with the essential and appropriate information at the perfect time. So that the customer can recognize the right products and brands with appropriate quality. As the business prospective most of

social media corporators trust upon positive influence of social media channel to their company as revenue and sales. Mostly, the essential concept for companies is engaging by 36 percent and conversations by 35 percent. (Henderson 2020.)

### **3.1 Telling story**

Different terms of social media like Facebook or Instagram profile that intermediate within an online business is powerful path that helps to communicate with different customers. It helps to develop through personal customer connection efficiently. It is the easiest way to share every thought and experience to all the followers. As well, it provides the offers to motivate customer mind through mentioning every achievement and failure. By interacting with several audience through social media tools, it makes easy to increase strong branding and understanding bit better about customer needs and satisfactions. (Henderson 2020.)

In truth telling story is strong pattern for business organizations. If the story is interested as a real, that story become viral from one to another customers. Therefore, in such case business organization can develop rapidly like improving customers loyalty, developing marketing strategy and increasing profit. Telling simple and real story are interesting. So, audience believe that users is telling truth story which helps to build strong relationship between business users and customers. Strong relationship between business and buyers implements essential role in translating through potential customer to obedient, loyal and regular customer. Strong relationship with audience helps to find out the exact meaning of products whether customers are satisfying or not. This is because of all social media channel. (Thompson 2018.)

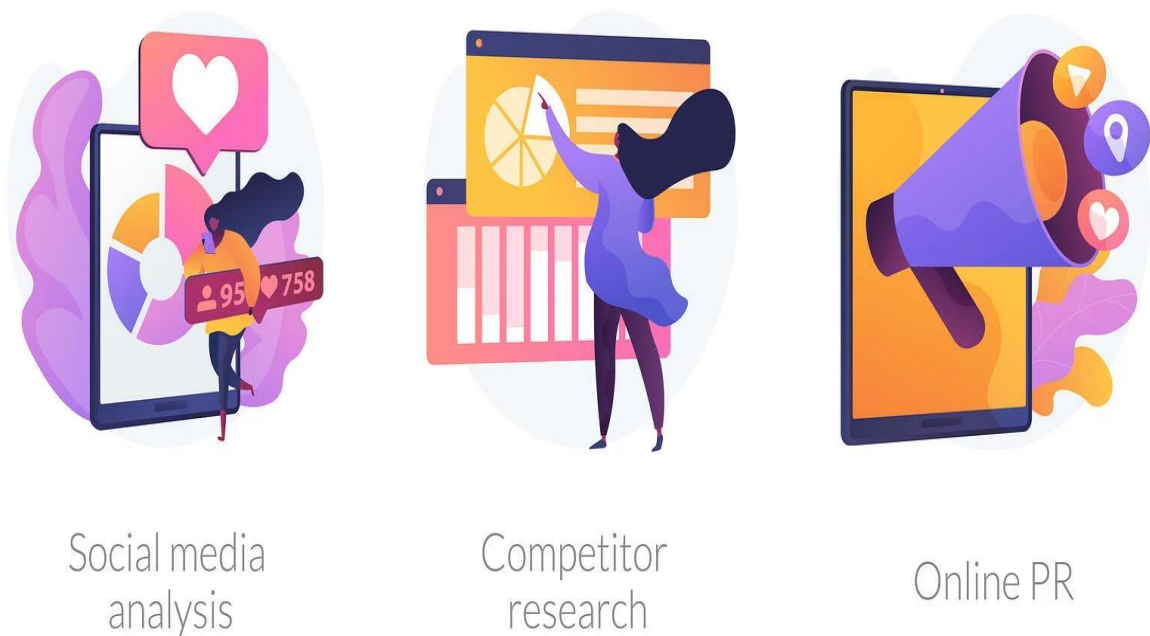
### **3.2 Stay top of mind with the people who matter the most**

It is very essential for business to stay top of mind with the customers. User can be in touch with customers by using different platforms of social media networks like Facebook, Instagram and LinkedIn. The essential matter to develop business enterprise is that business owners should focus properly while leading through social media networks and developing the image of their brand. users should always present the image that shows positive vibes and respect the customer's feedback.

Social media is the way that gives opportunity to connect with user's followers and fans. Most of the customers like attractive brand with interesting contents. Therefore, users should always make their profile attractive. So that customers can view and share with each other. By seeing entertaining and informative contents, user's followers feel glad to view user's profile. Thus, business users can expand their business by being in most of the customers minds. (Newberry & Mclachlan 2021.)

### 3.3 Competitive advantage

Because of the public access on business profiles through social media networks, it can be a potential opportunity as a businessman. It helps to know your opponent clearly and appreciating with the ways they apply to draw in customers. It helps to visualize the information that users are sharing on their social media profiles and make comparison with each other which are going through better ways (PICTURE 4). (Henderson 2020.)



Social media  
analysis

Competitor  
research

Online PR

PICTURE 4. Learning about competitors (Henderson 2020.)

By analysing the competitor`s profile and viewing through all the views which are asked by customers, though owner can be able to absorb those raising question into digital marketing strategy. Also, it is eligible by going through their posts, comments that they are posting, and finding how they are being cooperative with audience (FIGURE 4). The main matter is considered every question which are asked by audience members and examine how you can respond being as a business owner. Research about audience grade deeply through understanding and awareness. (Henderson 2020.)

Depending on such comparison it makes easy to respond through asking question more effectively and reminding to institution and audience concerning facts knowledge from which you are not mostly aware previously. You can study through customer service and able to interact by comparing them and analyse how you can develop for doing better than competitors. (Henderson 2020.)

### **3.4 Learn the buying pattern of ideal customers**

Social media has become a crucial tool for consumers for online. Social media networks are visible to everyone, providing chance to observe online activity of different customers or potential clients. It is no any surprise that business organization are using social media networks to know more about target audience, interest, desire, wants and disapprove. Consequently, they can develop other best marketing strategy to attract more customer. By learning several themes, it enables to focus on the sections of designing content which can be followed, improving digital marketing strategy of organizations. (Fitzgerald 2019.)

Social media helps to connect people and share the information. So, with the help of social media, a company get great opportunity to visualize in which customer are interested mostly. So, company can create the contents which is related to audience needs, and sustainable development on social media sites. Social media networks access to reach through various categories of people who see company webpage and which content is liked mostly on organization social media profiles. Businesses can develop the strong marketing strategy and creating content which is more compelling. ((Fitzgerald 2019.)

### **3.5 Bring Successful Conclusion**

Social media is very important tool which helps to run the business strategy smoothly. Having a business within the age of digital era is becoming extremely beneficial if entrepreneurs, managers, and bloggers are using different opportunity of digital marketing networks. Secret key to create powerful and attractive information may connect smoothly through business target audience and can be upgrade highly influential as social media networks.

Only a well thought out plan is not sufficient; it might be unsuccessful if strong plan is not carried out with proper way. Thus, it is required to implement attractive material to impress customer way how they can see even before they point out the information by studying. Graphs and charts are used to visualize the terms like social media status, video, simply or professional image that represent company products. By using such kinds of statistics at the right time, it makes possible to develop more audience wherever organization increase their target customer who are interested towards business products. (Henderson 2020.)

Company should focus on organization's development life cycle before the customer start to be close. Communicating with target audience is necessary to make strong and long-lasting relationship with customers. If the company can gain loyal customers with strong connection, then the business organizations can achieve profit. Try to understand the customer wants and satisfy those who are unhappy about the organization service. Though company get a great chance to improve their faults that are arising when making of making customer happy and delivering goods to customer in the way the customer are expecting from the organization.

### **3.6 Growing an audience with a small budget**

Social media is one of the effective ways to run the business as digital marketing. With the help of various advertising tools, social media make it easier to take advantage and market different products in affordable way. By the help of social media there is great opportunity to publicize your company without any kinds of ads or by using any other advertising technology. Due to these kinds of opportunity, organization can get chance to develop their business website in a simple method by posting and sharing interesting content, relatable and essential information towards your audience. (Henderson 2020.)

To boost business ranking, relevant keywords should be taken into digital marketing. In the case to improve, digital marketing game strictly digital competition has always been as highest peak. After having effective social media marketing procedure in the right place, then it assists company to increase volume of their profiles on proper venues, which help to direct the consumers to company webpages. Most of the different companies and websites have developed huge followings without committing any of the single payment regards online advertising. The organizations have rebuilt an appropriate content way to engage through their audience. This can be visualized if the organizations do not have a maximum budget for the purpose of promotions, though there is possibility to enhance your products as economy growth by engaging with high marketing efforts on these social networking. (Henderson 2020.)



#### 4 NETWORKS OF SOCIAL MEDIA USED IN MARKETING

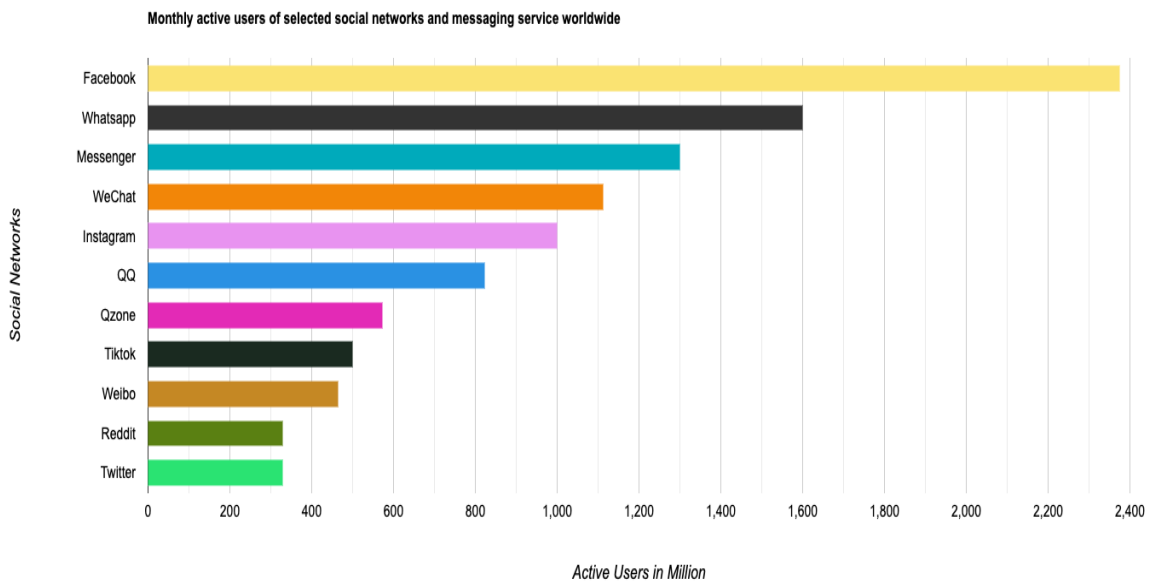
There is a simple definition regarding marketing on social networks, which is the form of marketing that takes place on social media platforms. Only connecting with classic marketing technology is not essential however most the steps are included in social media networks. Network management actively helps to develop and process the organization's view and plan genuinely regarding various products. Because of daily exposers of products to customers who are regularly on social media, it provides essential opportunity for business. It also creates real challenges towards organizations because of a volatile environment which is bit noisy and crowded (TABLE 1). (Walsh 2022.)

TABLE 1. Social media platforms compared in worldwide (Walsh 2022).

		MAU*(Monthly Active Users)	Revenue	Launched	Headquarters
1	Facebook	2.9 billion	\$85.96 billion	2004	Menlo Park, CA
2	YouTube	2.2 billion	\$28.8 billion	2005	San Bruno, California
3	WhatsApp	2 billion	\$5.5 billion	2009	Menlo Park, California
4	Instagram	2 billion	\$ 24 billion	2010	Menlo Park, CA
5	TikTok	1 billion	\$11 billion	2016	Culver City, CA
6	Snapchat	538 million	\$1.06 billion	2011	Los Angeles, CA
7	Pinterest	444 million	\$575 million	2005	San Francisco, CA
8	Reddit	430 million	\$289.9 million	2010	San Francisco, CA
9	LinkedIn	250 million	\$12.4 billion	2006	San Francisco, CA

10	Twitter	217 million	\$5.42 billion	2003	Mountain View, CA
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The total numbers of social media users were around 4.65 billion worldwide estimated by the digital 2022 April Global Stats hot report. (TABLE 1). Most of the users who are using social media as a primary source of content corresponds to 58.7 percent of world’s population. Social media gathers most of the information for collecting news to lifestyle steps, making decision on product research. Not only in U.S. also 84 percent of Americans involve in one social media network (PICTURE 5). More than 1 billion people use social media in China, despite 415 million people still have rough internet access. (Walsh 2022.)



PICTURE 5. Different networks of social media (Reno 2021)

Most of the social networks are devised by using a different technological strategy. The essential matter to realize is that mostly network of social media seems to have unique purpose and publication structure. Social media networks include different forms of networks channel which help to grow the business sector of organizations. (Reno 2021.)

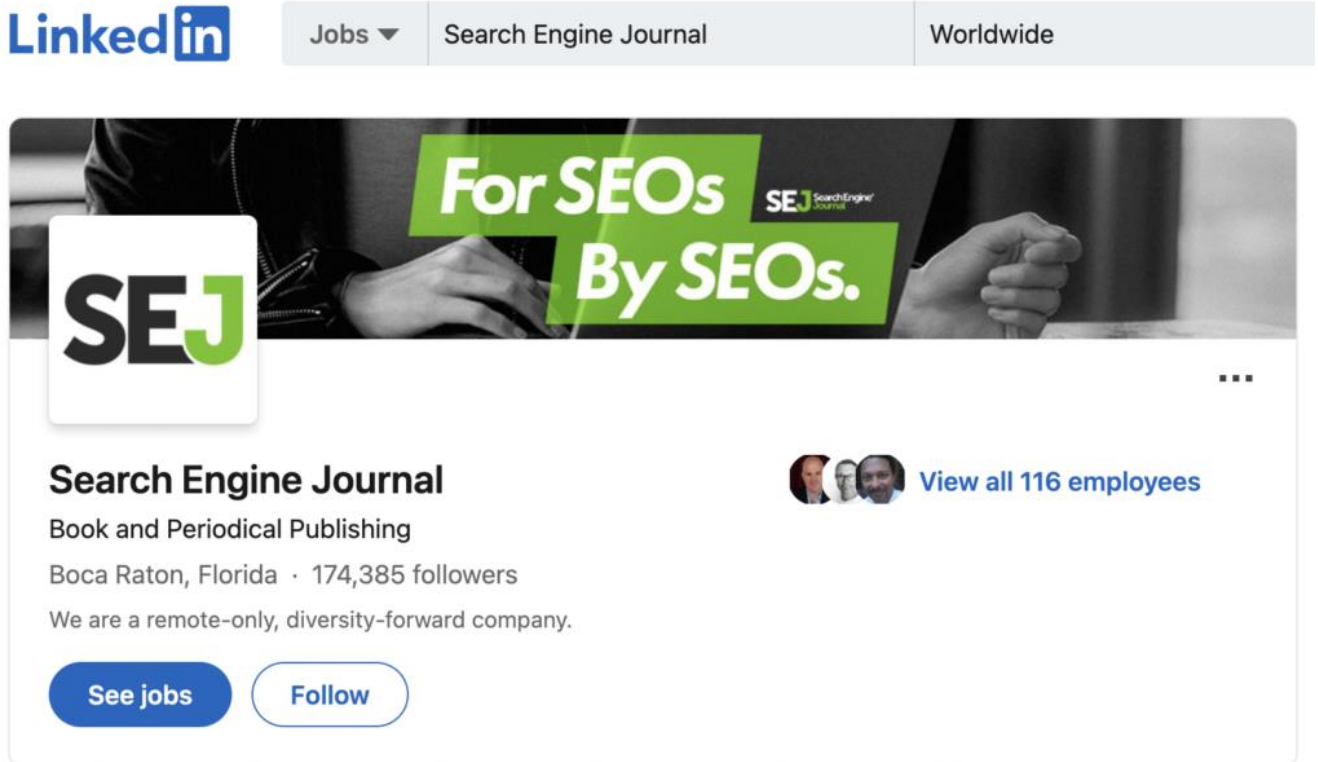
## **4.1 Facebook**

Facebook is biggest and most popular social media networks in the world which used to allow businesses through every size either paid or free marketing possibilities. As comparing with total population worldwide, more than third population are using Facebook, that has 2.7 billion active members in a month. Since Facebook was launched on February 4, 2004, it has made rapid changes to meet the requirements among its users. some examples of the changes are the purchase of WhatsApp and Instagram. (Maina 2018.)

By the help of this networks business company are able to organize their own events, create groups which they prefer, and different pages. Additionally, Facebook also offers customized advertising possibilities mostly for those who desire to boost company awareness within particular segment of audience. It makes easier to companies if they are willing to communicate with their personal customer privately through messenger as audio, video, voice message or text. There are some of the largest sectors on Facebook like wealth management, ecommerce, tourism, entertainment in games, music, new technology, different goods and automakers. To share the business post Facebook helps to drive through target audience as Facebook ads. (Maina 2018.)

## **4.2 LinkedIn**

LinkedIn is most popular social media networks for business entities. Approximately 700 million of people are registered in this network and around 300 million of users are active in a month. LinkedIn was founded in 2003, which enables to look for a job, advertisements, receive message and responding. Most of the users are able to post personal resumes and communicate with different people whom users want (PICTURE 6). Once, if people open a LinkedIn account, they are able to join with other users whom they want be connected with. LinkedIn is a targeted network by most of the users because there is no limited for joining with a specific group of several professionals which entitles to make wider through businesses sectors. (Walsh 2022.)



PICTURE 6. Example of LinkedIn (Walsh 2022).

LinkedIn is becoming more essential platform for the businesses that helps to post content and subscribing for advertising of the organizations. Profiles of LinkedIn users even have access to update progress report which visualize the user's current portfolio and further arrangements. Users profile can be observed by the individuals who are not registered into LinkedIn. By observing the profile, businesses can hire the people for organizations to market the business source (PICTURE 6). (Walsh 2022.)

### 4.3 Twitter

Twitter is a free online social media networks where users publish short posts that are referred to tweets. However, tweets include services like text, audio, video, pictures or any links. For the purposes of using Twitter, it is necessary to have a smartphone and internet. Though the Twitter application, sites, twitter.com can be accessible.

Twitter is popular as a web version which provide access that contributes up to 140 characters. In the latest it allows users to post additional kinds of information. While comparing with Facebook, Twitter

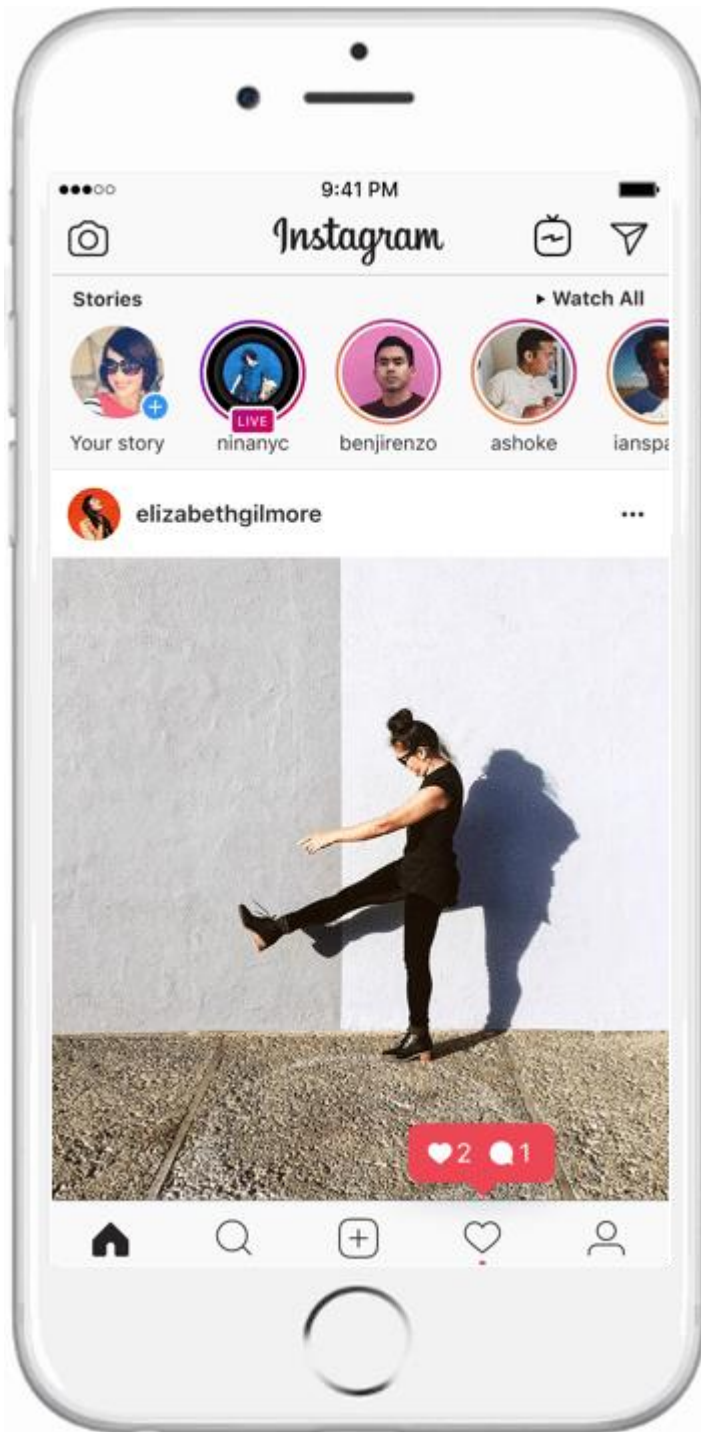
is less popular because only 330 millions of people are active in a month. Generally, people are still using Twitter, though it become helpful for communication like participating in company for the purpose of discussing or answering questions from users to customer service. (Maina 2018.)

#### **4.4 Instagram**

Instagram is an application where users can share video and pictures without any cost. It allows users to post photographs and videos that the users have access to share with their followers or a specific friend. They have access to react on image, mentioned comment, like the Instagram post which the users' friends are sharing. The users should be above age of 13. So, it gives permission to open an account by registering valid email address. (Maina 2018.)

Instagram provides the possibility to set up business profile as a specific brand, which grant to access full statistics of profiles and post. Also, access capability to schedule Instagram upgrades as using third-party software. Everyone can offer new product and possible to increase brand awareness in Instagram. About 130 million Instagram users are interacting by shopping through related content in each month. By the help of Instagram channels, businesses have chance to engage with new customer in a warm, sincere way while advertising the potential brands and products. (Maina 2018.)

Graphically Instagram on every hand is better than other terms of social media networks. Instagram is the best media for displaying content whether a company benefits from appearance from the business's products. The best tools to publish through social media platforms are video, images, and graphics. On the other side business marketing plan will ultimately determine the types of content which will be published and how often occasionally to post such information. There is no evidence, guarantee how social media platform works for other people through businesses, developing towards strategy first will help to stay focused through company objectives and most significantly within company audience (PICTURE 7).

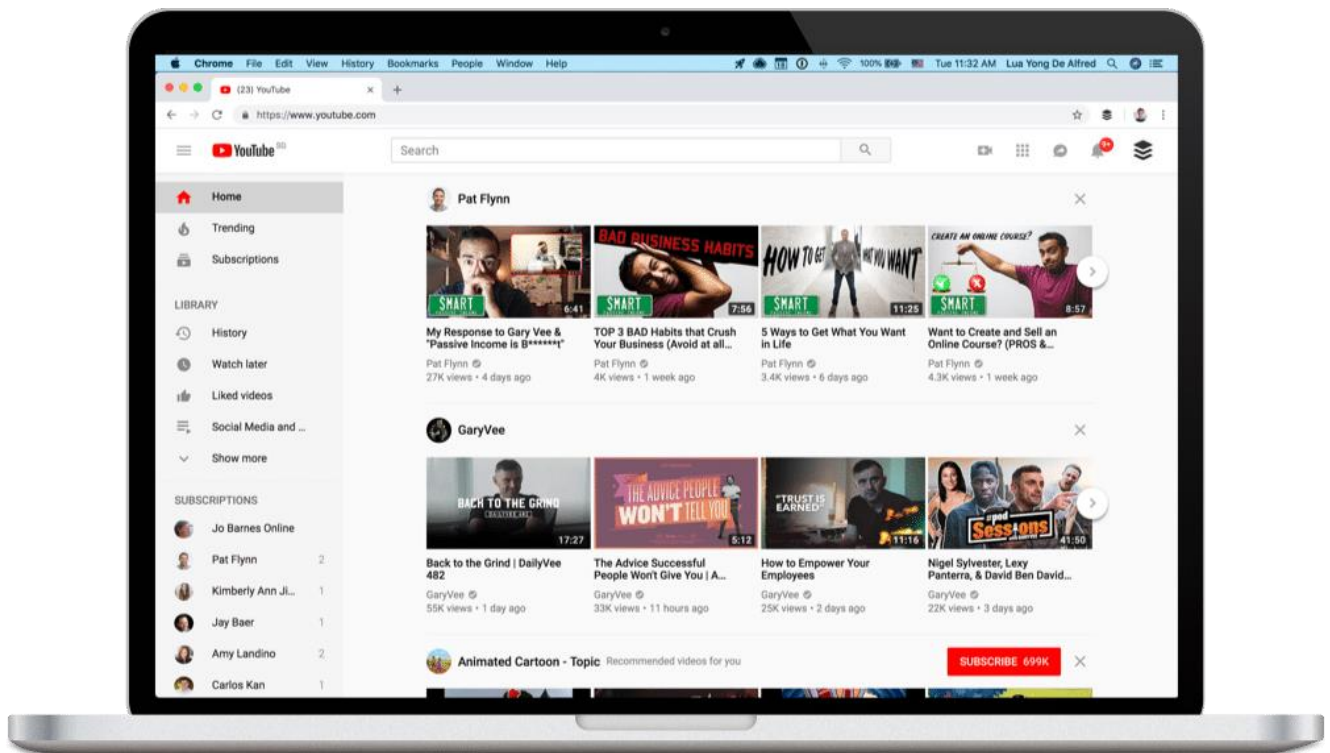


PICTURE 7. Example of Instagram (Lua 2019.)

Instagram is known as social network platform where businesses can advertise the products, communicate with potential customers. After the Instagram released the feature for shopping, promotion and marketing in 2018, the maximum return on investment within product-based businesses has upgraded more than ever. Various advertisement is being used to interact with more audience and linking product information that makes easy to sells from Instagram directly. (Walsh 2022.)

## 4.5 YouTube

YouTube was the first social media networks to share videos where registered users can upload videos with anyone. In the worldwide it is the second most used networks with 2.2 billion of active users in a month. All age groups get a significant client base on YouTube. It encompasses difficult as 65 plus category. You Tube offers programs in every category, which includes home improvements, playing game, providing education, listening to music. However, video consisting of rapidly expanding towards marketing entities (PICTURE 8). This is known as the popular platforms where majority of businesses should be invested. Interact with more audience and linking product information that makes easy to sells from Instagram directly. (Walsh 2022.)



PICTURE 8. YouTube channels (Lua 2019).

Still more people view the YouTube channel and start to watch different motivational videos without creating an account, which covers more effective information than googling. Consequently, YouTube can be used by any business organization who want to advertise through videos and attract more customers. In the worldwide YouTube is available about fifty languages which makes perfect in learning how to do something new matter, following to favourite artist, viewing attest music and videos and more. Anyone with a computer, mobile phone with an internet connection can be watched of others and share their own. (Maina 2018.)

## 5 RESULTS OF USING SOCIAL MEDIA IN BUSINESS

Because of significant branded opportunities and excellent rate of returns on capital, social media is growing towards dynamic tool through marketing sectors. There are uncountable opportunities for businesses and organizations that helps to promote goods and services in social media marketing since more than 3 billion inhabitants regularly view digital marketing campaigns. It provides different opportunities to find goods and services, communicate with target customer, be close with favourite audiences and respond them as soon as possible. Therefore, social media is known as the great path to make judgement through company competition by leading the social media webpages. Companies have several options to express organizations originality and true prospective that can be created within social media advertisement. Mostly, business company employ a platform which communicate and attract the marketing consumer during an effort to raise customer loyalty. (Bhat 2018.)

In the digital age it seems difficult to assume how and where the products will be presented without social media. By the help of social media, it is possible to be connected with different consumers and easy to advertise the brands in different ways of marketing strategy which were unimaginable to merchants about previous period. In the beginning of 2000s, social media was slowly gaining popularity towards Facebook and YouTube and people are depending upon marketing strategics like email, newspaper, television, radio, and consumer magazines to increase business recognition and operating income. Passing 2010s, marketing strategy is upgraded by connecting with different forms of social media networks. Thus, it helps to spend more shift advertisement on new social media which results more different and easier. Slowly, businesses start to give more time through marketing budgets as social media platforms.

Social media has incredibly large chance to increase customer loyalty, that seems as most important tools and top priority to most of the marketers within a positive impact through consumers choice from business products. The way to serve the customer need in best path, browse the internet personalized experience, enhance to build strong relationship within customer and businesses, helpful marketers should indeed or response to consumer feedback and co-operate within different channels. Social media is the term which fosters interaction and offers unusual opportunity to customer in order to engage, however classic marketing and advertising methods which are the separate way of social media channels. Such channels help to cooperate and depending upon business message whether to made win over a consumer. (Cover 2021.)



In these digital marketing moments customer prefers to post on social media rather than to call or speak with employees of call centers. Issues that the customers have faced, comments, rating about the products, like or unlike of products are posting through social media channels. However, companies take effort to act quickly. None of the brands want to keep bad reputations on front of consumers. Therefore, businesses start to find out the best and fastest solution to improve company weakness. The main reason with just improving the solution will not be the benefit within customers, it also visualizes that how businesses are reactive through the product. Showing caring through customer in real time with perfect way and businesses being as proactive made good effect on brand within social media viewers (PICTURE 9). (Bhat 2018.)



PICTURE 9. Effect on Customer Service. (Bhat 2018.)

Social media has been frequently thought as the form of sharing information one to another. Also, commonly used as an online formulation of expression advertising. Almost all the government sector, business corporations, civil society groups, and other specific organizations, are using social media as a marketing entity through communication, offices and specific departments within direct connections with customers and other partners. (Stamoulis 2021.)

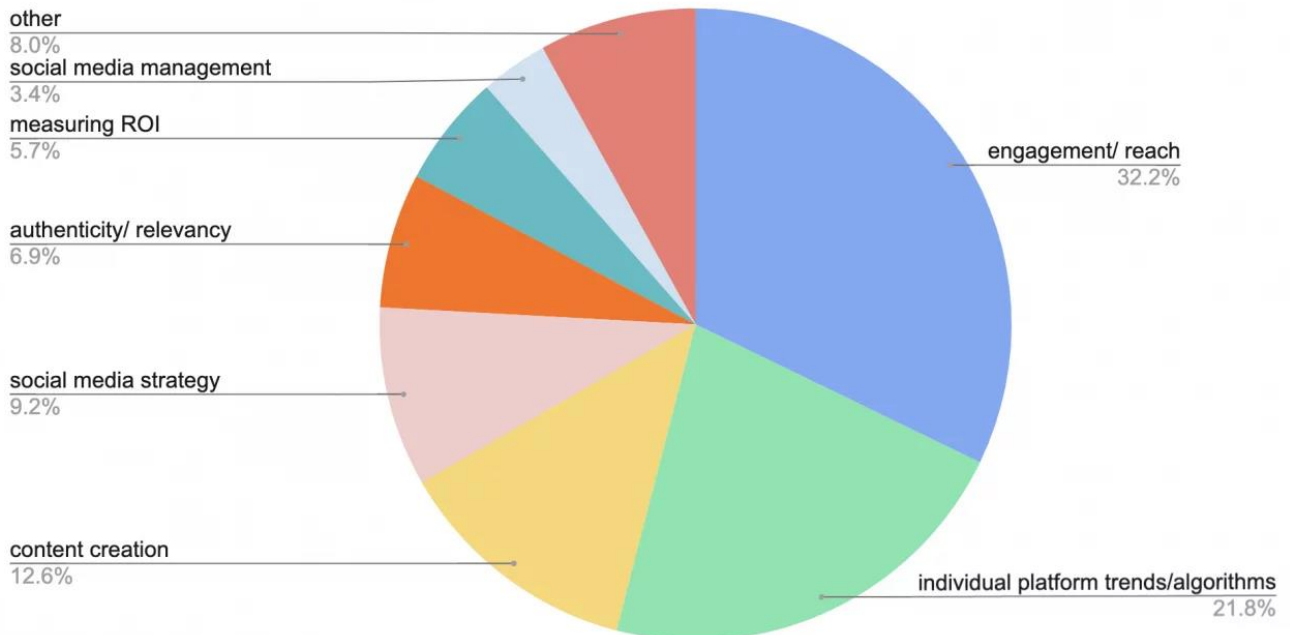
There seems to be some issues with the application of social media marketing within competency contributing through small and medium sized enterprises success and promotes to their future growth. By the use of social media networks, customer satisfaction and effectiveness in marketing generally being

positively developed. Participations and regular trips gain favourable effect within customer and active participation. If the business company are able to provide truth information on the prospective formulation, though social media being as the effective tools in marketing sectors. Although, the effectiveness of social media comes under the system and rules employed in social media marketing. Thus, successful social media marketing will be highly advantageous that can lead to improved developing and promoting of business brand sales statistics. (Ai-Mohammadi & Gazzaz 2020.)

Individuals can give feedback on product and services that social media marketing transformed consumers into entrepreneurs and enormous pressure on companies. Such criticism can be viewed as one of the significant issues that organizations must be concentrate. By the help of social media customer can express their opinion regards products brand which is recognized as more trustworthy than company does for promotion. The main difficulties are wasted capability of social media which is seen as strong pattern. (Carpentier 2022.)

## Social Media Challenges

planable



PICTURE 10. social media challenges of SMMs. (Wijaya, Sisca & Chandra 2020.)

For social media marketers, smart automation solutions which carry out necessary task by including content collection, improvement and distribution are seen as common knowledge. The size of the marketing platform setting, planning and effort make difficult to be adjusted within limited time. So, it is

necessary to apply the proper effort at appropriate time. By applying a social media management tool like social bee, that help by assisting with posting through social media networks while saving around 8 hours per week, is one of the approaches to tackle with the problems (PICTURE 10).

Social media is continuously changing. However, time has been running, people are becoming smarter and more active. So, marketers need to find a unique way to attract new customer to the business sectors. In every period social media strategic change though the marketers also need to make changes in their business marketing strategy. Therefore, designers assume that it became bit difficult to gain success in social media marketing without keeping up with the changing innovations and adjustment towards each channel. Companies need to tackle with each social media network differently that based upon how the businesses can gain benefit. In the digital marketing segment if the businesses stop to ruin through social media for marketing though companies can go to failure path. (Krishna 2019.)

To determine the success of marketing strategy, evaluating the return on investment is very essential. If the business wants to develop the marketing statistics, marketers need to evaluate the outcome of their marketing campaigns. Marketers search for new option to the process, easy and simple to use social media marketing tools, which are accumulated by digital features to measure the actual marketing strategies. To resolve the arising obstacles businesses, need to use best social media tool which can set to measure the company marketing performance by identifying with key performance indicator (KPIs). In the digital marketing strategy organizations wants to build up more followers to attract new and more customer. If the company cannot post right concept, attractive pages followers may be decrease. So, the company needs to follow the famous brands account where most of the people can view the brand profile and can be attractive. Company needs to amend the business profile informative and sharable with helps to interact with target audience. (Krishna 2019.)

By using social media channels, sharing interesting content towards audience is usually best strategy. Several platforms of social media channels are best way to attract the target audience from company brands. Every social media channel used by organization indicates that the company is expanding the communication services, and each of the message posted to a social media account should take as important email. So, the company customer can use the messaging service for suggestions.

One of the great challenges for the businesses is the lack of general resources which includes time, money and manpower and this challenge can be tackled with the use of digital marketing. The companies are posting through public content, that indicates the marketer really do not remain to answer to the

opinions and queries which are asking by followers. As well using robots instead of way rather than human as formal speech. Every business needs to be personable and genuine by using social media platforms even the labour from conventional industry or medical sites. Business always reminds to carry on conversation to the potential clients. However, using different emojis, slang, and idiom are perfect way to communicate with clients. Being active to comment through followers leave, even the queries is simple. So that people can believe that there is real and supportive person behind the screen, whom can clients believe. (Calus 2018.)

To boost sales and amending social proof, corporations can employ within user-generated content (UGC) through social media strategy. By posting some kinds of pictures, attractive videos, and reviews customer have been probably appreciating. With the permission, company are able to use several pieces of information to demonstrate effectively towards target market that the customers absolutely love company brands. For highlighting the customer satisfaction on ongoing brands any users can continue by using different social media platforms like TikTok, Instagram, Facebook stories, and other platforms. (Calus 2018.)

It is not simple and easy to make a social media promotion successful. For the success of social media advertising strategy, engaging through the audience is most crucial aspects. Business social media strategy should focus through engaging with audience more. To make the marketing components effective, research towards what the audience are expecting from company services. Many of the campaign can be visualize through business social media account, it is important to observe such promotion to get attention by the audience which helps to develop the company social media effort. (Krishna 2019.)

## 6 CONCLUSIONS

The aim of this research was to illustrate how social media is used in marketing. In the digital marketing period social media plays an important role regarding multiple and prevalent cultural revolutions. While observing through past decades social media has firmly rooted in the daily lives of the ordinary people. The main reason being deeply close with social media strategy is quickly distributing information among millions of consumers. By the help of social media platforms strong communication can be developed. In this digital period around 90 percent of teenagers are using smartphone as well 45 percent who are using internet regularly. Rather than visiting in the markets, customer is willing to order through online which helps to envelope the business sectors rapidly. Every meeting and recording are organizing by online however, people can talk from their own places. Therefore, social media networking is helping to sustain global communication. (Kobiruzzaman 2020.)

Social media is an essential way that helps to connect with different audience, advertise company brand, and develop business strategy. In the age of 21<sup>st</sup> century, social media is known as essential and challenging platforms. Therefore, it is very important to be aware of best practising and considering with arising challenges while setting up business account before using in the marketing sectors. Social media is a sector where business is booming and challenging path which will be focusing on customer satisfaction. Users are unable to approach to consumer if the business strategies are not strong enough because the audience have high expectations and significant demand. Therefore, strong research framework is very essential to grow up the business tactics effectively and defeating with social media obstacles. It is good to implement strategies which is based upon organization target audience. The main factors for business grow up is giving audience with more concentration and providing higher quality content through social media websites.

The goal of social media marketing is to develop and maintain strong relationship with important individuals like key influencers and target audiences. By keeping up to date with customers through media, many of the users of social media platforms can view the user's comments and become easy to know about customers' interest. When developing relationship with key influencers, users should pay attention to their interest and talents that each part can gain benefit. While maintaining good relationship with users target audience, users always should make sure about communicating with audience is

two-way. So, that customers can feel that users are not communicating only to know the audience interest also customers feel like users are taking care and listening customers' voice.

In my opinion, social media is important tool for daily living life and also, for developing business strategy. Nowadays around 90% of people are using social media platforms. As talking about business strategy, people are following through modern technologies. Most of the people wants facilities like buying products, selling, delivering to their living place. By using different platforms of social media networks like Facebook, Instagram, WhatsApp, TikTok; people want to do shopping, viewing products, brand information, rating about the products. Rather visiting personally with one or two customers, communicating with a greater number of customers at a time is beneficial for business users. All the information about brands can be post in users' profile, each comment and review from customer can be seen. So, the business users can develop their business strategy as per customer comments. So, this is only possible by using social media networks. Therefore, social media is being as basic needs for daily living life.

As discussing whether social media is good or bad for business, different minds of people have several opinions. While writing this thesis I have also my own opinion; social media provide a great chance to communicate with different people at a time. Business company can connect with several audience at a time in a certain period. With the help of social media, business company does not require to advertise by going on customers home, visiting one by one customers. Social media provides huge opportunity to build strong relationship with customers, easy to communicate with regular customers when the users want, advertising and posting information about product through social media where every follower can see. Social media networks help to restrict the gap between company and current or potential customers.

As concluding, consumers get opportunity to gain new and modern technology knowledge with the help of social media. Different networks of social media applications are useful for marketing strategy to integrate through digital marketing concepts. most of the social media sites provides business accounts which illustrate through details on the statistics. As keeping business account secure, keeping trustworthy information, taking times to review, and determining post from which audience can enjoy helps to develop the business strategy successful. As considering through business prospects social media is beneficial tool when businesses can face with challenging prospects.

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