

A STUDY ON SOCIAL MEDIA MARKETING SERVICES

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

By

Hemprasath.G

Register No - 40410069



DEPARTMENT OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

**Accredited with Grade “A” by NAAC I 12B Status by UGC Approved by
AICTE JEPPIAAR NAGAR, RAJIV GANDHI SALAI,**

CHENNAI - 600119

April – 2022



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with "A" grade by NAAC | 12B Status by UGC | Approved by AICTE

Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai – 600 119

www.sathyabama.ac.in

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **Hemprasath.G - 40410069** who carried out the project entitled "A Study On Social Media Marketing Services" under my supervision from January 2022 to March 2022.

Dr. A.Palani

Internal guide

External Guide

Dr. BHUVANESWARI .G

Dean – School of Management Studies

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

Hemprasath.G (40410069) hereby declare that the Project Report entitled
“**A Study On Social Media Marketing Services**” done by me under the guidance of
Dr. A.Palani is submitted in partial fulfillment of the requirements for the award of Master of
Business Administration degree.

DATE:

PLACE:

Hemprasath.G

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneswari, Dean - School of Management Studies** and **Dr. A. Palani, Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr. A.Palani** for his valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the project.

Hemprasath.G

ABSTRACT

Social Media Marketing is very important and it is among the most successful tool and technique in the field of every type of advertising. It is already known that how various marketing tools and techniques can be increased number of selling articles is the main aim of every businessman. No doubt it can raise the profit of a various companies exponent. The main aim of this study is to examine aimed to examine how social media marketing will affect the final consumer behavior among person who mostly use social media websites and also to find out the forecasted relationships among various social media marketing activities, customer activities and behavior of the consumer

The implementation of Social Media websites is emerging continuously to give the satisfaction of the social needs of websites users, at the mean while time it has also increased the opportunities for corporate to advertised their products and services in a personalized way. The past record shows that social media has contributed significantly in changing the thinking of customers in buying process. Organizations can't under estimate the growing importance of social Networking sites with reference to consumer behavior and how its effecting to consumer behavior.

The Social Media have changed the power structure at the place of the where good sold and purchased online. It describe their attitude and possible role playing as part of company marketing planning and identifies different way of managing them as marketing tools and technique. A passive focus is on the social media how its changing the mind of the consumer behavior where as the active focus is using the social media marketing as direct marketing and as tools of personalizing goods. In the modern era the using of Social websites using by all consumers has mostly increased and usages of Social Networking Websites has extensively effect on the these consumers in various ways. To understand this we can see that how internet has made amazing contribution to the changing life style on account of its abundance and diversity of information. Internet and Electronic Marketing adoption and showing that electronic marketing adoption or rejection is based on rational consumer behavior. Internet penetration in almost whole of the world is increasing.

TABLE OF CONTENTS

Chapter no	Topic	Page no
Chapter 1	INTRODUCTION OF THE TOPIC	1-35
Chapter 2	REVIEW OF LITERATURE	36-39
Chapter 3	RESEARCH METHODOLOGY	40-43
Chapter 4	DATA ANALYSIS AND FINDINGS	44-60
Chapter 5	CONCLUSION AND SUGGESTIONS	61-63
	ANNEXURE • BIBLIOGRAPHY • QUESTIONNAIRE	64-70

CHAPTER-1

INTRODUCTION

Social media marketing

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media.

Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public. On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope (e.g. more active or passive use) and the establishment of a firm's desired social media "culture" and "tone."

When using social media marketing, firms can allow customers and Internet users to post user-generated content (e.g., online comments, product reviews, etc.), also known as "earned media," rather than use marketer-prepared advertising copy.

Social media marketing tools:

Besides research tools, various companies provide specialized platforms and tools for social media marketing:

- Social media measurement
- Social network aggregation
- Social bookmarking
- Social analytics
- Automation
- Social media
- Blog marketing
- Validation

Different Methods of Social Media Marketing

Social network marketing is popularly called as Internet marketing. Today you can find many ways for internet marketing. Many people who enter this online marketing are less worried because of its guaranteed success. If you see in Internet totally all types of products has been marketed online without much effort. Internet attracts many business people to promote their business online. Social network marketing is grown to such a height that today many people can't earn without it.

Some of the most recognized network marketing tools are Face book, My Space and LinkedIn. Twitter became regular place for people who have newly entered the field of social network marketing.

1. **Blogging:** When you start Blogging or posting your data about any product, you can see less response from clients. Later it will become big business via blog. Websites and blogs are most powerful tools for social network marketing when matched with other networking tools. Blog is an amazing tool which provides many other facilities in addition to just marketing your business. It also helps you to communicate with other clients in case if you have any problems.
2. **Personal website or blog:** It is important to have private website if you are a freelancer. Your website will help your clients to know about you and it will make them clear that you are a serious freelance marketer and help to make huge revenue via online marketing.
3. **Article selling:** It is also best and cheap internet marketing method. It is a mode of advertising our trade just by writing articles and attracting endless number of users across world. We usually sell our articles to different article database websites and article directories. Today it provided free business to many advertisers and publishers and they are really benefited through their articles.
4. **Email sending:** Electronic mail sending is the best way to marketing. Collect list of email addresses through portfolio websites and email about your business to all internet users. Your Email should be attractive in such a way that your recipient will be impressed to get back to you.

5. **Use social networking websites:** Social networking websites like Twitter, Facebook can be used to promote your sales. These provide best platform for all who are thinking of online marketing.
6. **Video promotion:** Use several video distribution websites for your marketing. These websites upload your service to the whole world. All that you need to do is film a video about marketing and send it to video uploading sites like YouTube. It seems it is the easiest way of marketing than any other modes since many people will be interested in view videos rather than word form of advertisement.
7. **Press Release or media release:** It attracts several public clients and increases relationship among them.
8. **Search Engine Optimization:** It improves the traffic to your website by providing quality web content. It uses RSS feeds and many SEO techniques.

Social networking websites and blogs:

Social networking websites allow individuals to interact with one another and build relationships. When products or companies join those sites, people can interact with the product or company. That interaction feels personal to users because of their previous experiences with social networking site interaction.

Social networking sites and blogs allow individual followers to —retweet or

—repost comments made by the product being promoted. By repeating the message, all of the user's connections are able to see the message, therefore reaching more people. Social networking sites act as word of mouth. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company.

Through social networking sites, products/companies can have conversations and interactions with individual followers. This personal interaction can instill a feeling of loyalty into followers and potential customers. Also, by choosing whom to follow on these sites, products can reach a very narrow target audience.

Engagement

In the context of the social web, engagement means that customers and stakeholders are participants rather than viewers. Social media in business allows anyone and everyone to express and share an opinion or idea somewhere along the business's path to market. Each participating customer becomes part of the marketing department, as other customers read their comments or reviews. The engagement process is then fundamental to successful social media marketing.

Example-

2008 Presidential Election

The 2008 presidential campaign had a huge presence on social networking sites. Barack Obama, a Democratic candidate for US President, used Twitter and Facebook to differentiate his campaign. His social networking site profile pages were constantly being updated and interacting with followers.

Kony 2012

A short film released on March 5, 2012, by humanitarian group Invisible Children, Inc. This 29 minute video aimed at making Joseph Kony, an International Criminal Court fugitive, famous worldwide in order to have support for his arrest by December 2012; the time when the campaign ends. The video went viral within the first six days after its launch, reaching 100 million views on both YouTube and Vimeo.

Implications on traditional advertising:

Minimizing use

Traditional advertising techniques include print and television advertising. The Internet had already overtaken television as the largest advertising market. Websites often include banner or pop-up ads. Social networking sites don't always have ads. In exchange, products have entire pages and are able to interact with users. Television commercials often end with a spokesperson asking viewers to check out the product website for more information. Print ads are also starting to include barcodes on them. These barcodes can be scanned by cell phones and computers, sending viewers to the product website. Advertising is beginning to move viewers from the traditional outlets to the electronic ones.

Leaks

Internet and social networking leaks are one of the issues facing traditional advertising. Video and print ads are often leaked to the world via the Internet earlier than they are scheduled to premiere. Social networking sites allow those leaks to go viral, and be seen by many users more quickly. Time difference is also a problem facing traditional advertisers. When social events occur and are broadcast on television, there is often a time delay between airings on the east coast and west coast of the United States. Social networking sites have become a hub of comment and interaction concerning the event. This allows individuals watching the event on the west coast (time-delayed) to know the outcome before it airs.

Social media marketing mishaps

Social media marketing provides organizations with a way to connect with their customers. However, organizations must protect their information as well as closely watch comments and concerns on the social media they use. A flash poll done on 1225 IT executives from 33 countries revealed that social media mishaps caused organizations a combined \$4.3 million in damages in 2010. The top three social media incidents an organization faced during the previous year included employees sharing too much information in public forums, loss or exposure of confidential information, and increased exposure to litigation.

An example of a social media mishap includes designer Kenneth Cole's Twitter mishap in 2011. When Kenneth Cole tweeted, "Millions are in uproar in #Cairo. Rumour is they heard our new spring collection is now available online at [Kenneth Cole's website]". This reference to the 2011 Egyptian Revolution drew objection from the public.

General Social Networking Statistics:

62% of adults worldwide now use social media

Social networking is most popular online activity, with 22% of time online spent on channels like Facebook, Twitter and Pinterest

65% of the world's top companies have an active Twitter profile

90% of marketers use social media channels for business, with 93% of these rating social tools as —importantl

43% of marketers have noticed an improvement in sales due to social campaigns

72% of marketers who have worked in social media for three or more years said that they saw a boost in turnover due to social channels (the longer you're working in it the better you get)

91% of experienced social marketers see improved website traffic due to social media campaigns and 79% are generating more quality leads.

The average time spent by marketers on social media is 1-5hrs per week for those just getting started and 6+ hours per week for those with 3+ years of experience

The most popular social networking tool for marketing is Facebook – being used by 92%, followed by Twitter (84%), LinkedIn (71%) and blogs (68%)

LinkedIn is 4X better for B2B lead generation than Facebook and Twitter

Only 10% of marketers are actively monitoring social media ROI Only 22% of businesses have a dedicated social media manager 23% of Fortune 500 companies have a public-facing corporate blog

58% of Fortune 500 companies have an active corporate Facebook account, 62% have an active corporate Twitter account

47% of customers are somewhat likely to purchase from a brand that they follow or like

SWOT ANALYSIS: SOCIAL MEDIA

Strengths:

Large market reach or penetration and it's Very useful if you are setting up a digital engagement strategy (to new people, young people). Social media builds a conversation and converse with others and build close networking bonds which share quick information exchange. It lets you follow and connect with people/groups that interest you – but are not necessarily your friends (as with Facebook). Authors, celebrities, co-workers, colleges, organizations etc. The campaigns are generally Cost-effective in the sense most of the platforms are free. They just demand time, there is a Human factor: Your —brandl becomes more HUMAN. Media exposure can be another strength of this. While Twitter is in a strong market position in micro-messaging. Facebook is the only real competitor here – and they attract users for different reasons. It helps to Build strong, long term relationships through online social networking, a t a faster pace than just relying on traditional face-to-face networking and Gets tons of publicity. The industry Has developers creating hundreds of applications around its API. It is totally RSS-enabled.

Weaknesses:

Tough to train or convince management team/group members on social media principles as a lot of —Why Bother! from most mainstream (i.e. Facebook users) people are there. The industry has low retention rate. Only 40%.Lacks tools or resources to track and monitor social media campaign results. There is concern about information leakage, liability, security, and management also.

Effort vs results: Even if it is more measurable than other channels, it is difficult (especially for small business operations) to balance the effort put on social media against the results obtained

Consistency: Engaging with your audience at a direct level means more efforts in terms of keeping a consistent message/ corporate image

Making up for mistakes: The time-frame to correct errors that affect your audience is less. Because you are heavily exposed, your company has to take action more promptly than if you weren't (especially if people are having conversations about your brand, you will have to engage and clarify)

Blocked at many work sites: management sees it drops productivity; hurts bottom line

Opportunities:

- Creating/joining online presence on sites where the company currently doesn't exist, Great opportunity for individuals and organizations to connect and exchange information. It opens a New target or niche markets that are untapped: students, the public.
- Partnerships with other groups, organizations, schools, government, etc Penetration into a new geographical market quickly
- Recruitment of interested new members, students, public support and allows you to build short and long term relationships with prospects. It humanizes the 'brand' and makes the recruitment process more personal.
- Can gain deep insights into real-time trends, news, and all of us; —be the pulse of the internet as said by Founder Biz Stone
- Integration into real-time games, media, and apps. We've barely scratched the surface so far on what's possible. Twitter as real time infrastructure.
- It may become the dominant way for businesses to communicate with their customers as quick delivery, branding opportunities, and enhanced marketing opportunities are there.
- Being present where stuff happens: People research for info/products/services online and value more the opinion of other individuals than whatever a company may say about their own offer. If your company is present in an interactive environment like social media, the opportunities for engagement, conversion and most importantly clarification of doubts regarding your brand, are countless.

- Developing a following/ audience those auto-nurture itself: Your efforts in Social media, together with the effort of your following may mean that your audience becomes your best sales people
- Talent coming your way effortless: Because of the possibilities of exposure that Social Media allows for, interacting here may mean that future talent (in the shape of employees, partners or, you-name-it) will come your way through the power of connecting online!
- Reach out to certain groups that traditional media didn't allow you to: Because Social media is for everyone, sooner or later you'll come across people you never thought of as your client. This opens the doors to building new relationships but also to valuable feedback that can help you develop your products or services more intelligently

Threats:

Competitor is going after the same space or same audience with similar campaign and the question also arises whether the current campaign sustainable, can it continue? There can be threat of Attitudes on privacy: while lately it seems everyone is willing to share the most intimate as well as mundane details of their life – there could easily be a backlash against this trend. We've all heard of a few embarrassing stories about over-sharing online, and a few high-profile examples might make people rethink their habits. Micro-messaging may just be a fad. There's nothing inherently awesome about 140 characters. It got too much publicity in a short time. May get burned out and getting dangerously spammy/porn spammy. The market doesn't have solid revenue model (future advertisements?)

Other social networking sites (MySpace, Tagged, Friend feed, identical, others) may grow and steal market share and Acquisition by a bigger player (Google) may disappoint early adopters and loyal users.

Role of Social Media Marketing in Business :

Creating and developing a website is important for any business. Along with having a website, you need to expand your online outreach to social media platforms. Social networking sites such as Twitter and Facebook are essential for maintaining a competitive edge. Companies that do not have active social media accounts risk missing out on numerous marketing opportunities.

Interaction with Target Market

One of the key advantages of social media for businesses is that it enables you to interact with your customers. Going through the tweets and Facebook updates that are posted by your customer base gives you insight into what they need. This is useful for helping your company formulate marketing strategies that address their needs.

Improve Responsiveness

Social media eases the process of providing and receiving feedback. If your customers have concerns or problems with what your business offers, they can let you know in a timely manner. Social media gives customers a convenient and accessible way to express what they feel and gives companies a chance to respond. With such platforms, businesses are able to view complaints and assure their customers that their problems will be dealt with.

Competition

If your competitors are already using social media accounts for marketing and engaging their customers, you need to ensure that you are keeping up with the digital marketing strategies that are being implemented.

In the competitive world of business, more and more companies are capitalizing on the benefits of social media. In order for you to be able to boost online traffic to your site and increase sales, you need to stay ahead of the competition while providing your customers with the best products and services.

Effective Marketing

The social networking nature of platforms such as LinkedIn and Twitter generates interest among followers who are more responsive to them than a blatant marketing approach. You can use social media creatively to advertise your products and services without making your customers feel like they are overwhelmed by your marketing campaigns.

Advertisements strategically placed within informative posts are an effective way to spread the word about your business. Social media spreads awareness about your business while giving you the chance to constantly remind them about the products and services that you offer.

Find Customers

Hashtags and keywords are useful for helping you identify potential customers who are interested in what you are selling. After finding prospective customers, you can simply direct them to your account where they fill out more about your business.

Affordability

Managing your social media accounts is a cost effective way to promote your business by using affordable social media marketing campaigns that strengthen your company's online visibility. Social media does not require an extensive budget, which makes it fair for small businesses that are competing with well-known brands.

Database

DBA services provide service delivery solutions that are flexible enough to meet the diverse needs of different companies. Emphasis is placed on the management and support of databases from remote locations while catering to the specified needs of various customers. Services are available for different database environments to provide a dependable, secure and expert approach to database management.

Social Environment

A social networking forum efficiently creates a social environment for you and your customers. Such a forum enables you to acquire important feedback regarding your business. Social media serves the purpose of making it easier for consumers to find out and distribute information about different brands, products and services.

A significant percentage of customers that relies on the internet to search for products have discovered specific companies through social media. If the opinions and reactions of your consumers matter to you, going social is necessary.

Informative

Social media is informative and gives you access to what your competition is up to as well as what customers are posting online about products and services. This gives you better insight into the market and various factors that affect your industry.

Online Presence

Social media has gradually evolved into an integral aspect of people's daily lives. From sharing details about lunch to ranting about bad service, people discuss virtually everything about their lives. Several people visit social networking sites each day and businesses need to maximize on their online presence.

Statistics indicate that the way people utilize social media and interact online influences their purchasing decisions. With more consumers choosing to make their purchases online, their approach to shopping has drastically changed. This makes it necessary for retailers to incorporate social media and adapt to the changes that have affected advertising and marketing in general.

Importance of Getting Social

Social media sites let you know what is popular. They also provide a platform for people to talk about pertinent issues and what they prefer. Social media was initially personal but has extended to the business realm. It plays an essential role in marketing strategies by increasing traffic and serving as a part of your SEO strategy.

Businesses need to work on their social skills and how they interact with their customers online for the best results. Success in social media marketing involves being strategic and innovative. Social media drives traffic with referrals and the additional advantage of taking up a considerable amount of time spent online. Marketers are becoming increasingly aware of the need to allocate time and resources to social media sites.

Communication and Branding

- Communication is vital for the success of any business and engaging your customers regularly helps to enhance your image. Social networks allow you to interact and deal with your customers on a personal level.
- When your brand gets involved in conversations, customers view it as approachable, responsive and accessible. This type of exposure positively influences how you are perceived and makes customers more receptive to the information that you share.
- Both social profiles and websites can help improve your branding efforts. Your existing and prospective customer base will be able to identify your brands' characteristics based on how you interact on social media.

Social Media for Business Growth

A significant amount of social media activity is carried out through mobile devices. Make sure that your social media strategy is compatible with mobile devices to guarantee a worthwhile user experience. Social media sites continue to gain popularity at a rapid rate and it is important for small and growing businesses to use them to advertise and market what they offer.

What is the Scope of Social Media in India?

The scope of social media in India is immense and increasing rapidly. It is the 10th biggest economy and also has the 2nd largest population in the world. A survey in 2019, which includes the top businesses admitted that 15-20% of their marketing budget is allocated for social media advertising. From that, it is understood the importance of social media in brand advertising.

There will not be any person who doesn't know what social media is. Isn't it? But many individuals may not know how it is important in digital marketing and how social media marketing can enhance career growth. Based on the Statistic analysis it is been found that the number of users of the social network in India will be 258.27 million. It is a drastic rise from approximately 168 million users in 2016.

India is encountering development in the number of mobile users; regardless it contains just 16 percent of the nation's aggregate populace with access to the web. In addition, it is assessed that India's web clients will end up noticeably the world's biggest web base, after China and the US.

As smartphones and internet develop in the nation, more organizations will concentrate on giving a consistent shopper involvement with promo offers, mobile updates, events and contents based on the conduct and interests. Moreover, with the ascent of WhatsApp and Facebook for organizations, brands will concentrate on additionally improving their advertising efforts to speak with clients specifically where they are destined to be discovered i.e. on their smartphones.

The normal Indian spends over 28 hours of the week online, which is a cause of immediate access to a world of data and media readily available. For utilizing the web for different purposes in life, Indians will keep on relying more on Digital mediums to search for items and associate with brands on the web. With the developing requirement for visual information, brands will keep on relying on recordings and pictures which attract the population.

Social Media Marketing uses Apps, Smartphones, Email, Computers, and Social Networks to associate and market a message to their potential or existing clients. As more Indians interface with each other through social stages, brands will use these stages to recount stories, catch

consideration and at last, pitch their products or services to individuals. From culture and decisions to gender and orientation, the key parts of marketing a brand or a business will keep on evolving digitally in lieu of the present circumstances and future industry trends.

There is no lack of TV, Radio, Outdoor and Print Marketing and Advertising in India and it is more improbable that these customary mediums will go terminated at any point in the near future. The scope of social media marketing in India will keep on benefitting from the innovative, financial and social changes in the nation and Indian organizations should have a strong marketing methodology set up to receive maximum benefits.

Why is Social Media Marketing a Must for Every Company?

- **Internet, Internet Everywhere!!**

As per statistics for the years starting from 1993 till 2015, internet usage by the world population has been tremendously increased and now 40% of the population is using the internet. i.e., 3.42 billion users.

It was less than 2% of the world population in 1995. Thus based on these statistics, it is a compelling statement that the scope of social media marketing India will have a bright future in the coming years.

- **Audience Targeting**

Traditional marketing was not able to target a specific audience with demographics and details. Do you agree with this? Definitely, yes. The marketing of any product aimed at mass marketing earlier. But today with the emerging trends of digital marketing, there are so many personalized methods to target the audience.

- **Smartphones Era**

Every day, mobile phone users are increasing and as per the report by 2019, the number of mobile phone users will be 5.07 billion. This year it is 4.77 billion users worldwide. Check the difference within two years!! And most of the mobile phones now are smartphones that allow customers to get connected with the business anywhere and anytime.

- **High ROI with Less Cost**

Social media marketing is a platform that provides high ROI with very less investment. This is why many small and medium scale organizations rely on social media for their marketing methods.

“Social Media Marketing (SMM) refers to processes that focus social networks and applications to publicize brand awareness or to promote specific products”, states Techopedia.

Social Media Platforms :

What comes to mind when you talk about social media platforms? Facebook, Twitter, WhatsApp, Google+, LinkedIn, YouTube and Instagram. Correct?

The ascent of social media is another important pattern that has been a standout amongst the most persevering medium of Digital Marketing far and wide. From Facebook and Instagram to Snapchat and YouTube, the advertisers have begun making and distributing customized content, stories and channels for entertainment as part of their marketing system.

With the brands having their own app and website which is not mobile-friendly specific, there arises an overlap with those that have mobile-friendly sites and apps. This is because the brand which has mobile-friendly sites indicates that they are specifically looking for a separate channel of engagement. All the marketing channels of social media are popular but different from each other in marketing through their unique models.

At present, India is the second-biggest client of Facebook and YouTube on the earth and if this pattern is to be accepted, traditional marketing mediums like TV, Print will soon initiate social media marketing as being each brand's pack of marketing cards.

1. Facebook

- Facebook has more than 2 billion active users per month and is one of the best media to connect with friends and family through videos, posts, chats, etc.
- Marketing through Facebook builds trust and it motivates the users to site sign up instead of selling directly.
- The model of marketing through Facebook includes sharing videos, posts on a page, promotion of page, location, interest and demography based targeting and paid model for boosting pages and ads.

2. WhatsApp

- Months active users on WhatsApp exceeds 1300 million as it allows free instant messaging (personal and group) with more privacy.
- It is suitable for E-commerce, banks, individual service providers, travel and tourism companies.
- It maps users' behavioral data by using it as a data repository by Facebook. These are then used by businesses to focus on relevant products to leads. Partnerships with various businesses are allowed to communicate directly with users.

3. LinkedIn

- LinkedIn is a business networking site that has approximately 500 million users monthly and includes professionals and corporate to connect with each other through job postings and professional knowledge intimating.
- This platform is apt for corporate clients, B2B and small to medium-sized companies to MNCs.
- Marketing models include boosting the post and top menu bar ads.

4. Twitter

- Twitter is a micro-blogging site to connect with the world through tweets below 140 words and videos. It allows freedom of expression of reviews on present issues and has approximately 328 million active users per month.
- This platform is good for skilled B2C and B2B professionals.

- Brand image can be boosted with conversation and posts can be targeted using hashtags.

5. Instagram

- Instagram has more than 700 million active users per month and it is used for photo sharing and is linked with Twitter, FB, and Flickr.
- This is accurate for local businesses, B2C, travel companies, lifestyle brands for visual contents, and showcasing the company's picture through pictures.

6. YouTube

- This is one of the best video sharing platforms for local business, entertainment business, and B2C companies which have 1.5 billion monthly active users.
- Marketing models include entertaining and educative videos to enhance engagement and if the view is more, you will get more money.

7. Quora

- It is a social forum to ask questions and exchange answers for that with 100-200 active users monthly.
- This will fit for education institutes, skilled professionals, teachers and professors as it can establish authority over a subject through knowledge sharing.

8. Google+

- 440 million active users. It helps to post and share blogs, follows a community and connects with friends.
- This is quite good for local businesses, B2B, B2C, and SMEs.
- Marketing models on Google+ include sharing content to drive more traffic, networking through Google hangouts.

Some Social Media Tools For Marketers :

1. SocialDrift

Used by McDonalds, Sprint and major industry influencers with millions of followers, SocialDrift is an Instagram marketer's best friend. The platform automates Instagram interactions, which help to organically increase follower count. Users just need to provide SocialDrift with information about ideal Instagram followers, and the platform will use machine learning to engage users through likes, comments and follows. Because of this engagement, users will frequently follow accounts in return.

In time, SocialDrift can dramatically increase the number of high-quality Instagram followers through the platform's Instagram bot, named Securebot.

2. Buffer

Buffer offers a swift solution for businesses swamped by the multiple social media accounts they must manage. The application innovates marketing by allowing individuals and businesses to queue posts for their various accounts. Buffer works for several third-party extensions, in addition to the regular line-up of social platforms.

Furthermore, the app boasts many powerful tools like photo editing, group collaboration and detailed data analytics about social media performance. Essentially, Buffer can take a jumble of social media accounts, organize them and in the process make marketing more manageable.

3. Sendible

Are you a team managing social media for a lot of different clients? Sendible is the tool for you. Sendible has unique inboxes for each brand, accessible by any member of your team, so communication is streamlined. They also offer a content engine that suggests new material based on the topics of your profiles and followers. In addition, calendars are fully interactive. Who said teamwork has to be hard?

4. MavSocial

MavSocial is a management tool that focuses on graphics and videos for Facebook, Twitter, LinkedIn, YouTube, Instagram and Tumblr. You can schedule or preview content to any or all of those platforms. And if you've run out of content, simply reschedule. MavSocial also has features for engagement analytics, collaboration, galleries, image database and campaign creation. Choose from their 5 plans to get what works best for you.

5. Storyheap

Snapchat's introduction of Stories in 2013 has rapidly spread the feature across social media, with many other platforms joining the trend to reap some of its benefits. Storyheap is tailored for the Story feature, allowing brands to manage their Story straight from the web.

In addition, Storyheap offers in-depth analytics about the current and projected popularity of a brand's Story. For now, the app is limited to Snapchat and Instagram, but support for other platforms is in the works.

6. Unsplash

Having high-quality content and images is crucial; after all, nothing drives away a follower like poor quality. Unsplash is a database of gorgeous, high-resolution, watermark-free images that are free for use. You can use the search engine, or browse collections like “Still Life” or “Photos for Parent Bloggers.”

Once you find an image you want to use, you can either download it or save it in your own collection for future use. Unsplash allows anyone to have high-quality, high-resolution images.

7. Canva

Photo and video are highly influential on popular platforms like Facebook, Instagram and Snapchat. Consequently, marketing teams are often pressured to produce beautiful visuals and graphics to get attention and increase brand visibility.

Canva contains plenty of design tools, tutorials, templates and more, so users have the materials to create almost anything they can conceive. With Canva, marketing teams with limited experience can still generate stunning content and gather a larger following.

8. nTuitive.social

Marketers may often feel at a loss when it comes to conjuring up fresh content, but third-party algorithms can always be of assistance. nTuitive.social combines detailed data analytics with refined publishing and scheduling tools to ensure brands can consistently provide interesting content.

With compatibility across more than 20 platforms, the app monitors discussion of the brand, analyzes social media decisions and offers suggestions to increase audience engagement. nTuitive.social acts as a social media multi-tool for businesses trying to revamp their marketing strategy.

9. Grytics

While many of the resources in this list work on multiple platforms, others excel with one. Grytics, with its focus on Facebook Groups, is one such application.

The app gathers a wealth of information from the posts and members of specific groups. It then displays these statistics for businesses to manage these groups or tailor their strategies to better suit audience interests. Businesses using Grytics can successfully get the most out of any associated Facebook Groups.

10. Yotpo

On Instagram, consumers freely post pictures of brands and products they've engaged with. Wouldn't it be useful for marketers to be able to easily share these images of consumers using their products and following their brands?

Yotpo makes this a reality. Its Social Curation feature collects posts relevant to a brand and helps these businesses contact users for permission to use their posts in advertising. In addition, Yotpo implements a Shop Now feature in Instagram, letting users buy products seen in their feed. Yotpo helps businesses make their Instagram accounts more marketable to consumers.

11. Agorapulse

On the surface, AgoraPulse is a feature-heavy social media management app. Offering content scheduling and message tracking, the app greatly increases the efficiency for any business active on social media. However, its in-depth analytics and report-creation features make AgoraPulse even more effective.

Whether businesses need to measure their performance or just want to discuss their social media traffic with one another, AgoraPulse offers more than enough tools.

12. BuzzSumo

With social media attracting so much traffic from marketing teams and consumers alike, it would be helpful for marketers to be able to see how much attention certain topics and types of content are getting without wading through piles of data. BuzzSumo's data analytics allows its users to do that, with minimal hassle.

BuzzSumo's search bar takes in search words and returns a list of relevant links on the internet and social media. With so much easily accessible information, marketers can quickly determine the popularity of different types of content and adapt their marketing strategies.

13. Oktopost

Most businesses using third-party applications to enhance their marketing are seeking a comprehensive boost to all their platforms. Oktopost's features make this possible.

With powerful data analytics, post scheduling, content curation and discussion tracking, the application allows businesses to increase their productivity, while at the same time pinpointing any glaring weaknesses. Oktopost is an invaluable resource for businesses trying to increase their social media performance.

14. Quuu

Completely automated social media marketing is swiftly becoming a reality. However, there's still a place for hand-picked curations, which can resonate more with living, breathing consumers. Quu offers that experience.

Businesses using Quuu first select their interests from over 300 categories. Then Quuu sends users a list of recommendations for types of content to post in order to represent those interests. At that point, businesses can either manually post content or let Quuu take the wheel.

Importantly, all the content suggested by Quuu is hand-reviewed, meaning it has a better chance of connecting with humans.

15. IFTTT

Most of the platforms in this list offer similar tools, like post scheduling and data analytics; however, apps like IFTTT operate entirely differently. Running through platform-specific applets instead of catch-all features, IFTTT offers a much more specialized approach to marketing.

The app divides its applications into features specific to platforms like Google, iOS, photography and more. Simply selecting a few of these applets automates their processes, freeing up precious time for businesses. These features include automatically saving attachments to Google Drive, backing up texts and sending notifications for person-specific emails. With IFTTT's applets, marketing teams can increase their productivity and give themselves more time to create advertisements.

MARKETING TECHNIQUES

Social media marketing involves the use of social networks, consumer's online brand-related activities (COBRA) and electronic word of mouth (eWOM) to successfully advertise online. Social networks such as Facebook and Twitter provide advertisers with information about the likes and dislikes of their consumers. This technique is crucial, as it provides the businesses with a "target audience". With social networks, information relevant to the user's likes is available to businesses; who then advertise accordingly. Activities such as uploading a picture of your "new Converse sneakers to Facebook" is an example of a COBRA. Electronic recommendations and appraisals are a convenient manner to have a product promoted via "consumer-to-consumer interactions. An example of eWOM would be an online hotel review; the hotel company can have two possible outcomes based on their service. A good service would result in a positive review which gets the hotel free advertising via social media. However, a poor service will result in a negative consumer review which can potentially harm the company's reputation.

Social networking sites such as Facebook, Instagram, Twitter, MySpace etc. have all influenced the buzz of word of mouth marketing. In 1999, Misner said that word-of mouth marketing is, "the world's most effective, yet least understood marketing strategy" (Trusov, Bucklin, & Pauwels, 2009). Through the influence of opinion leaders, the increased online "buzz" of "word-of-mouth" marketing that a product, service or companies are experiencing is due to the rise in use of social media and smartphones. Businesses and marketers have noticed that, "a persons behaviour is influenced by many small groups" (Kotler, Burton, Deans, Brown, & Armstrong, 2013). These small groups rotate around social networking accounts that are run by influential people (opinion leaders or "thought leaders") who have followers of groups. The types of groups (followers) are called: reference groups (people who know each other eit her face-to-face or have an indirect influence on a persons attitude or behaviour); membership groups (a person has a direct influence on a person's attitude or behaviour); and aspirational groups (groups which an individual wishes to belong to).

Marketers target influential people on social media who are recognised as being opinion leaders and opinion-formers to send messages to their target audiences and amplify the impact of their message. A social media post by an opinion leader can have a much greater impact (via the forwarding of the post or "liking" of the post) than a social media post by a regular user. Marketers have come to the understanding that "consumers are more prone to believe in other individuals" who they trust (Sepp, Liljander, & Gummerus,). OL's and OF's can also send their own messages about products and services they choose. The reason the opinion leader or formers have such a strong following base is because their opinion is valued or trusted (Clement, Proppe, & Rott, 2007). They can review products and services for their followings, which can be positive or negative towards the brand. OL's and OF's are people who have a social status and because of their personality, beliefs, values etc. have the potential to influence other people (Kotler, Burton, Deans, Brown, & Armstrong, 2013). They usually have a large number of followers otherwise known as their reference, membership or aspirational group (Kotler, Burton, Deans, Brown, & Armstrong, 2013). By having an OL or OF support a brands product by posting a photo, video or written recommendation on a blog, the following may be influenced and because they trust the OL/OF a high chance of the brand selling more products or creating a following base. Having an OL/OF helps spread word of mouth talk amongst reference groups and/or memberships groups e.g. family, friends, work-friends etc. (Kotler, Burton, Deans, Brown, & Armstrong, 2013). The adjusted communication model shows the use of using opinion leaders and opinion formers. The sender/source gives the message to many, many OL's/OF's who pass the message on along with their personal opinion, the receiver (followers/groups) form their own opinion and send their personal message to their group (friends, family etc.) (Dahlen, Lange, & Smith, 2010).

The platform of social media is another channel or site that business' and brands must seek to influence the content of. In contrast with pre-Internet marketing, such as TV ads and newspaper ads, in which the marketer controlled all aspects of the ad, with social media, users are free to post comments right below an online ad or an online post by a company about its product. Companies are increasing using their social media strategy as part of their traditional marketing effort using magazines, newspapers, radio advertisements, television advertisements. Since in the 2010s, media consumers are often using multiple platforms at the same time (e.g., surfing the Internet on a tablet while watching a streaming TV show), marketing content needs to be consistent across all platforms, whether traditional or new media. Heath (2006) wrote about

the extent of attention businesses should give to their social media sites. It is about finding a balance between frequently posting but not over posting. There is a lot more attention to be paid towards social media sites because people need updates to gain brand recognition. Therefore, a lot more content is needed and this can often be unplanned content.

Planned content begins with the creative/marketing team generating their ideas, once they have completed their ideas they send them off for approval. There are two general ways of doing so. The first is where each sector approves the plan one after another, editor, brand, followed by the legal team (Brito, 2013). Sectors may differ depending on the size and philosophy of the business. The second is where each sector is given 24 hours (or such designated time) to sign off or disapprove. If no action is given within the 24-hour period the original plan is implemented. Planned content is often noticeable to customers and is un-original or lacks excitement but is also a safer option to avoid unnecessary backlash from the public. Both routes for planned content are time consuming as in the above; the first way to approval takes 72 hours to be approved. Although the second route can be significantly shorter it also holds more risk particularly in the legal department.

Unplanned content is an 'in the moment' idea, "a spontaneous, tactical reaction." (Cramer, 2014). The content could be trending and not have the time to take the planned content route. The unplanned content is posted sporadically and is not calendar/date/time arranged (Deshpande, 2014). Issues with unplanned content revolve around legal issues and whether the message being sent out represents the business/brand accordingly. If a company sends out a Tweet or Facebook message too hurriedly, the company may unintentionally use insensitive language or messaging that could alienate some consumers. For example, celebrity chef Paula Deen was criticized after she made a social media post commenting about HIV-AIDS and South Africa; her message was deemed to be offensive by many observers. The main difference between planned and unplanned is the time to approve the content. Unplanned content must still be approved by marketing managers, but in a much more rapid manner e.g. 1–2 hours or less. Sectors may miss errors because of being hurried. When using unplanned content Brito (2013) says, "be prepared to be reactive and respond to issues when they arise." Brito (2013) writes about having a, "crisis escalation plan", because, "It will happen". The plan involves breaking down the issue into topics and classifying the issue into groups.

CHAPTER-2

REVIEW OF LITERATURE

1. <https://prospacetechmedia.com/> :

ProSpace techmedia Pvt.Ltd. is a digital marketing agency which is fully dedicated to learn and understand about your business. They have years of experience in the fast evolving digital landscape for delivering quality digital marketing services to our clients from diverse industry verticals. Our team of experts brings the innovative business ideas that bring traffic and customers for our client's websites. Whatever we do, we always measure, analyses or innovate the requirements with proper knowledge of Digital Marketing. They believe in giving results that are above and beyond no matter what.

2. www.wikipedia.org :

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public. On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope (e.g. more active or passive use) and the establishment of a firm's desired social media "culture" and "tone."

When using social media marketing, firms can allow customers and Internet users to post user-generated content (e.g., online comments, product reviews, etc.), also known as "earned media," rather than use marketer-prepared advertising copy.

3. <https://www.socialmediatoday.com> :

Creating and developing a website is important for any business. Along with having a website, you need to expand your online outreach to social media platforms. Social networking sites such as Twitter and Facebook are essential for maintaining a competitive edge. Companies that do not have active social media accounts risk missing out on numerous marketing opportunities.

Interaction with Target Market

One of the key advantages of social media for businesses is that it enables you to interact with your customers. Going through the tweets and Facebook updates that are posted by your customer base gives your insight into what they need. This is useful for helping your company formulate marketing strategies that address their needs.

4. <https://avivdigital.in> :

The scope of social media in India is immense and increasing rapidly. It is the 10th biggest economy and also has the 2nd largest population in the world. A survey in 2019, which includes the top businesses admitted that 15-20% of their marketing budget is allocated for social media advertising. From that, it is understood the importance of social media in brand advertising.

There will not be any person who doesn't know what social media is. Isn't it? But many individuals may not know how it is important in digital marketing and how social media marketing can enhance career growth. Based on the Statista analysis it is been found that the number of users of the social network in India will be 258.27 million. It is a drastic rise from approximately 168 million users in 2016.

India is encountering development in the number of mobile users; regardless it contains just 16 percent of the nation's aggregate populace with access to the web. In addition,

it is assessed that India's web clients will end up noticeably the world's biggest web base, after China and the US.

5. <https://www.forbes.com> :

Some Social Media Tools For Marketers :

SocialDrift

Used by McDonalds, Sprint and major industry influencers with millions of followers, SocialDrift is an Instagram marketer's best friend. The platform automates Instagram interactions, which help to organically increase follower count. Users just need to provide SocialDrift with information about ideal Instagram followers, and the platform will use machine learning to engage users through likes, comments and follows. Because of this engagement, users will frequently follow accounts in return. In time, SocialDrift can dramatically increase the number of high-quality Instagram followers through the platform's Instagram bot, named Securebot.

Chapter-3

RESEARCH METHODOLOGY

Title of Research

A study on social media marketing services

Research Objectives

- To study the role of social media marketing.
- To study the different criteria of social media marketing service.
- To analyze the approach which helps to get more business.
- To know how to pitch a client and how to make client engage into conversation.
- To know the right way of creating a proper content for social media platforms.
- To study the growth of social media marketing.

Research Design

Descriptive research design :

Descriptive research has been used, it involves survey and fact finding enquiries of different kinds, the purpose of descriptive research are the descriptive of state of affairs, as it exists at present.

Sources of Data

Primary Data

Primary data has been collected from :

- Hundred responses from the questionnaire prepared.

Secondary Data

Secondary data has been collected from :

- Websites
- Online journals
- Published reports
- Review literature from published articles.

Collection Method

The data collection method used in this research is survey method. Here the data are systematically recorded from the respondents.

Sample

Conducted a survey of 100 samples to know the awareness and perception of Social Media Marketing.

Sampling Method

Convenience sampling method

- A convenience sample is one of the main types of non-probability sampling Methods.
- A convenience sample is made up of people who are easy to reach.

Data Collection Instrument

For the collection of data, we have used Structured Questionnaire.

Analytical Tools

Percentage analysis

Research questions are always answered with a descriptive statistic generally either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

Hypothesis Tested Tools :

- Chi Square test
- ANOVA

Findings :

To quickly summarize the advantages of the social media marketing as seen from the point of view of the user as well as the marketer. These findings are an outcome from the research. Also, they are from the view point of the marketers and its client's customers.

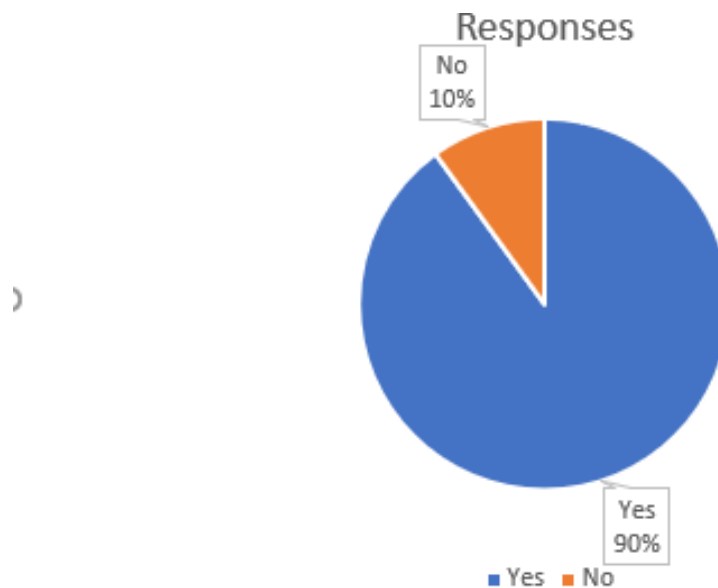
Limitations of the Study :

- The study is confined to Social Media Marketing Services only.
- The data collected for the research is majorly of primary data given by the Respondents. So there might be fluctuations in data accuracy.
- The study is done based on the responses from 100 respondents only.

Chapter-4
DATA ANALYSIS
&
FINDINGS

RESPONSES

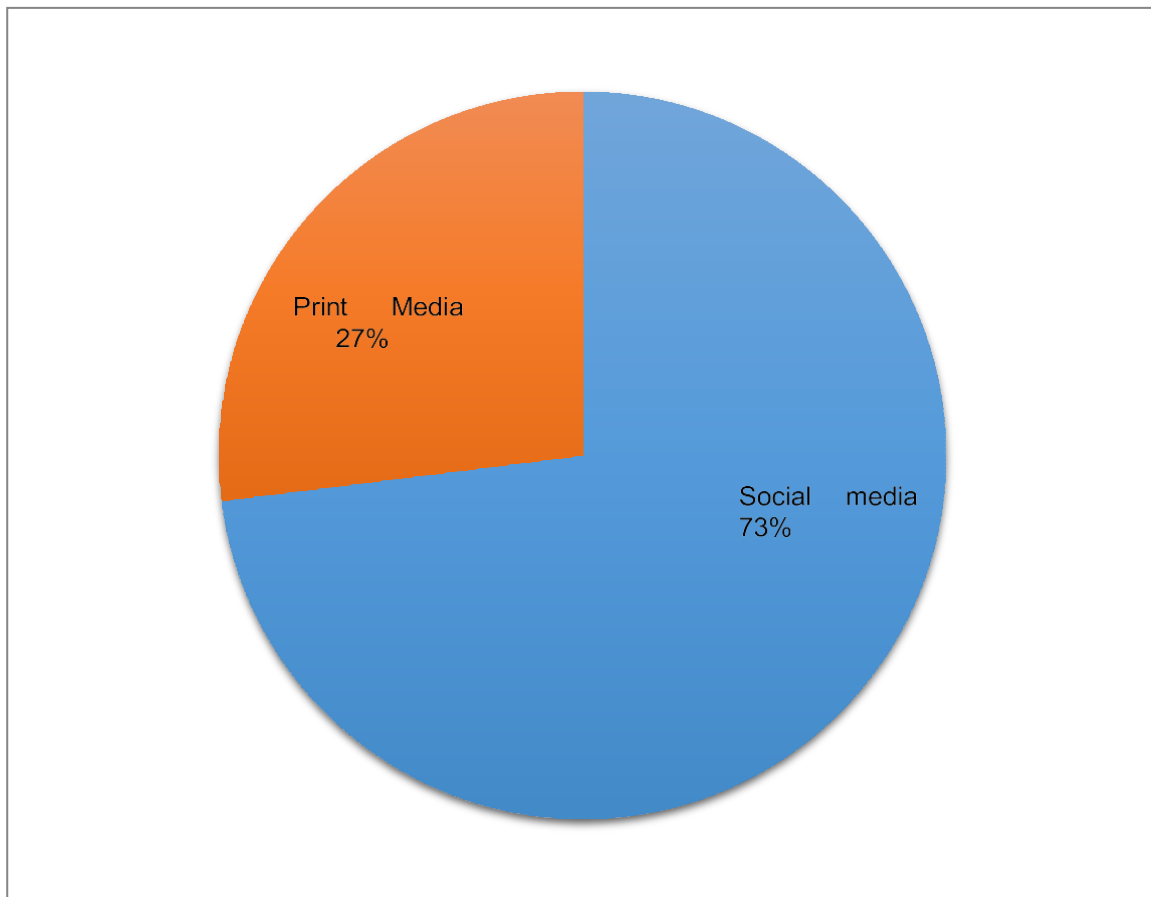
1. Do you think social media is the most sought after method adopted by entrepreneurs' young and old in the field of marketing, advertising, brand building, promotions?



Options	Number of responses	Percentage
Yes	81	90%
No	9	10%

Social media has taken over the world in every sense. In the field of marketing, advertising, brand building, promotions social media is the most sought after method adopted by entrepreneurs' young and old. 90% people agree with it but 10% of them still believe in the traditional way of marketing.

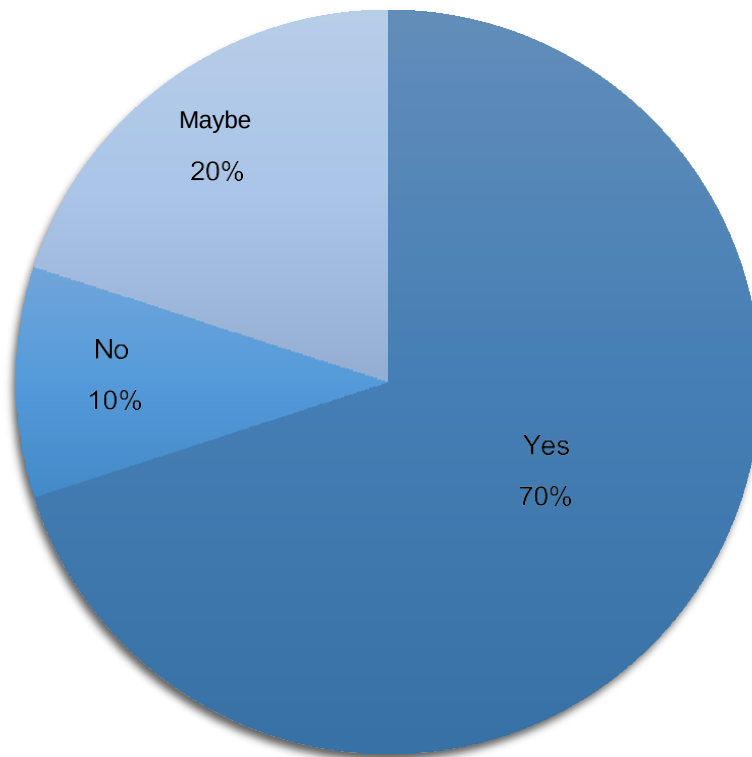
2 Which is the most effective solution for brand promotion?



Options	Number of responses	Percentage
Social Media	66	73%
Print Media	24	27%

Marie Swift suggests that placing an advertisement in the print media is not the best solution for brand promotion. The problem with traditional mass advertising according to Marie is that, these media appeal to a wide range of people who may not even be interested to know who we are. 73% of the people agree with it while rest is still thinking print media has its own significances. Someone said “print media is the only media which has the highest reach as it is read by the old and young population.”

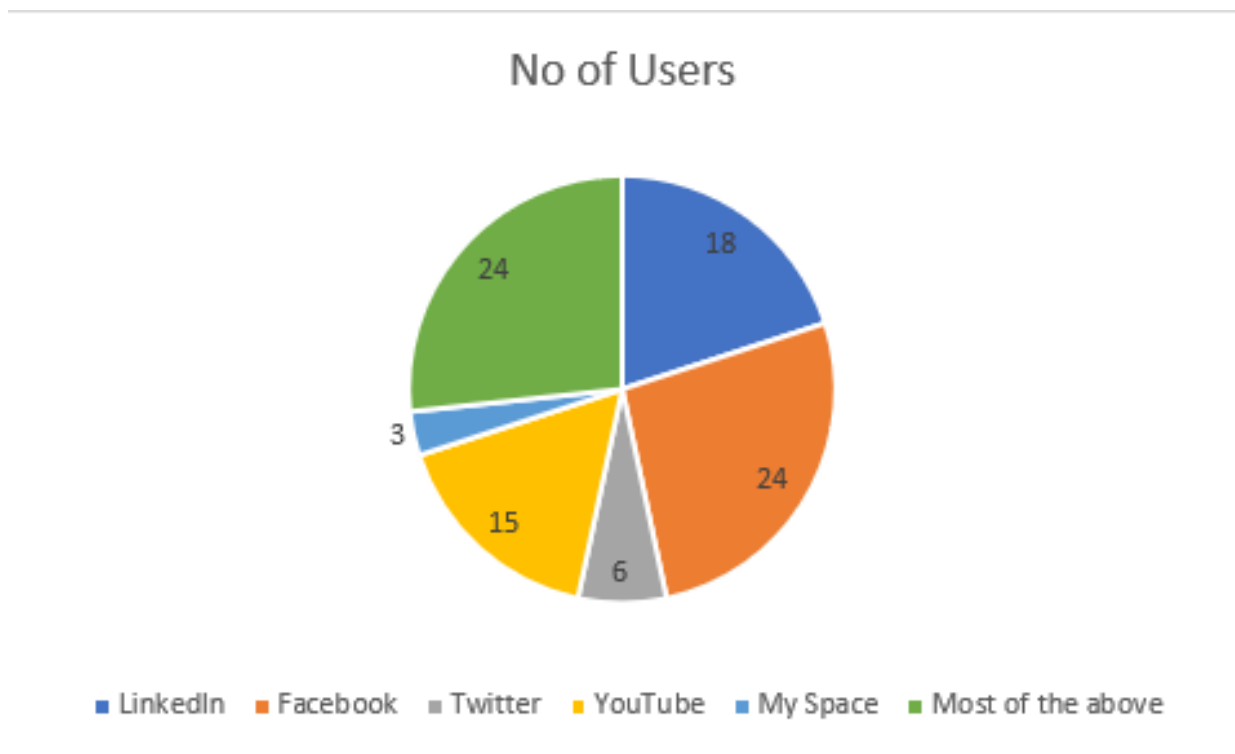
3 Do you think social media marketing will help the firms to find their potential customers?



Options	Number of responses	Percentage
Yes	63	70%
No	9	10%
Maybe	18	20%

Promotions and brand building must be done with people whom we think are potential customers for our business. This can be achieved by channelizing a greater part of promotion and advertising budget for activities such as networking, volunteering, hosting events and so on. Out of these methods, networking is the best that suits the need of the time. With the technological advancements in today's world, it is fairly easy to be connected with the outside world with the help of social networking sites. Yes, most of the people agree with it.

4 Which social networking site are you most familiar with?

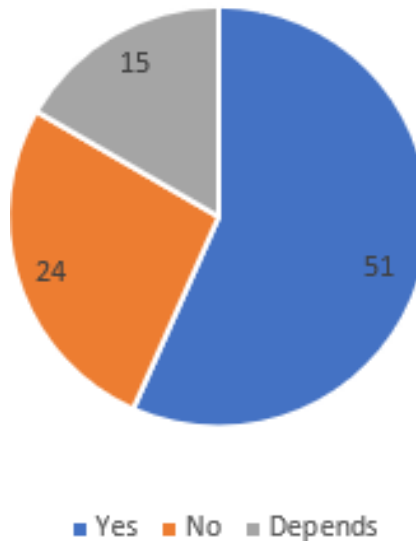


	Number of responses	Percentage
LinkedIn	18	20%
Facebook	24	27%
Twitter	6	7%
YouTube	15	17%
My Space	3	3%
Most of the above	24	27%

In today's world there are many social networking sites which are helpful for the mass marketing. The objective of this question was to find the website which is the most popular one. Most of the people are familiar with Facebook, LinkedIn then YouTube. Many of them are familiar with most of the social networking sites.

5 Do you think the relative cost is much lesser as compared with traditional advertising?’

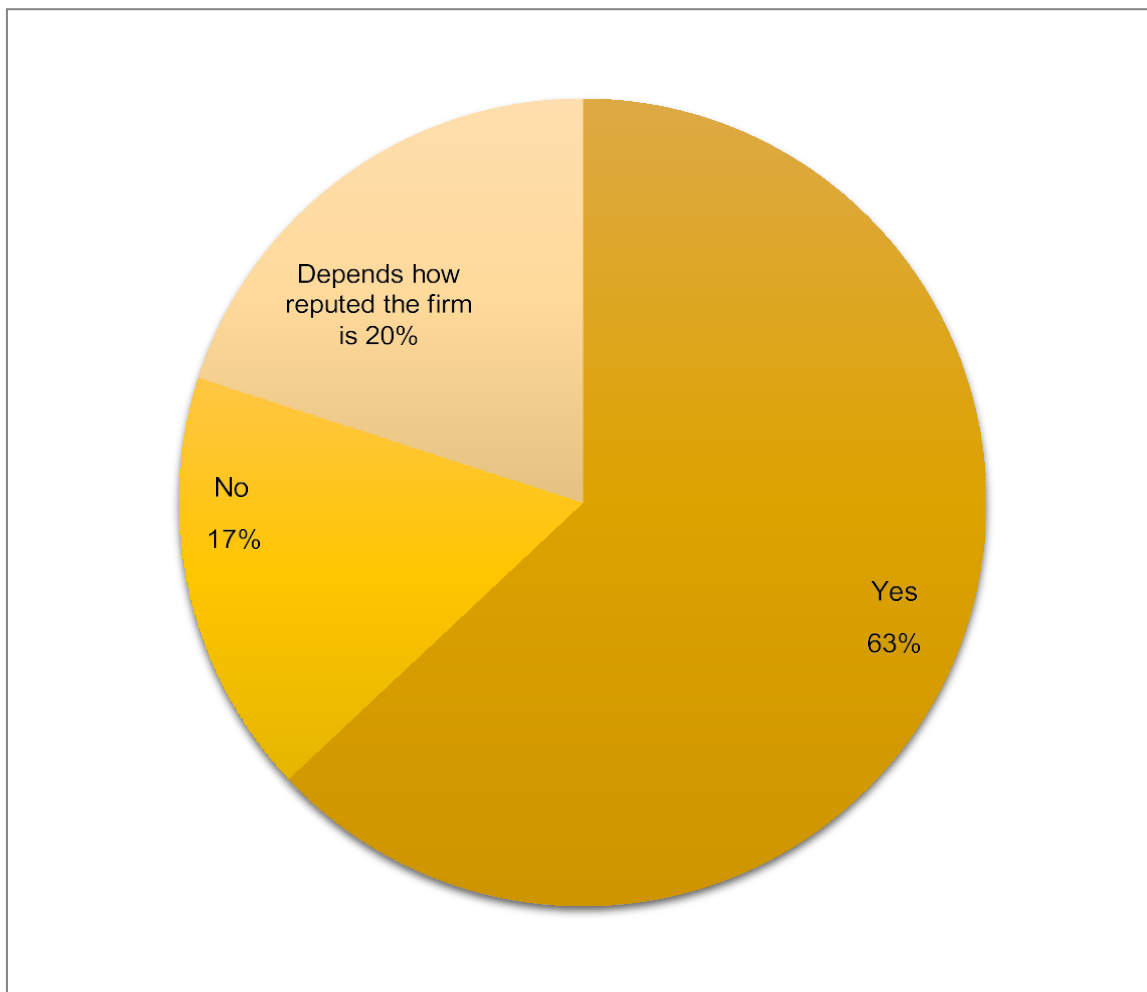
Number of Responses



Options	Number of responses	Percentage
Yes	51	57%
No	24	27%
Depends	15	17%

More than 50% people think relative cost is much lesser as compared with traditional advertising while more less than 30% think it is not. The studies say that the relative cost is lesser as compared thesocial media marketing with traditional advertising.

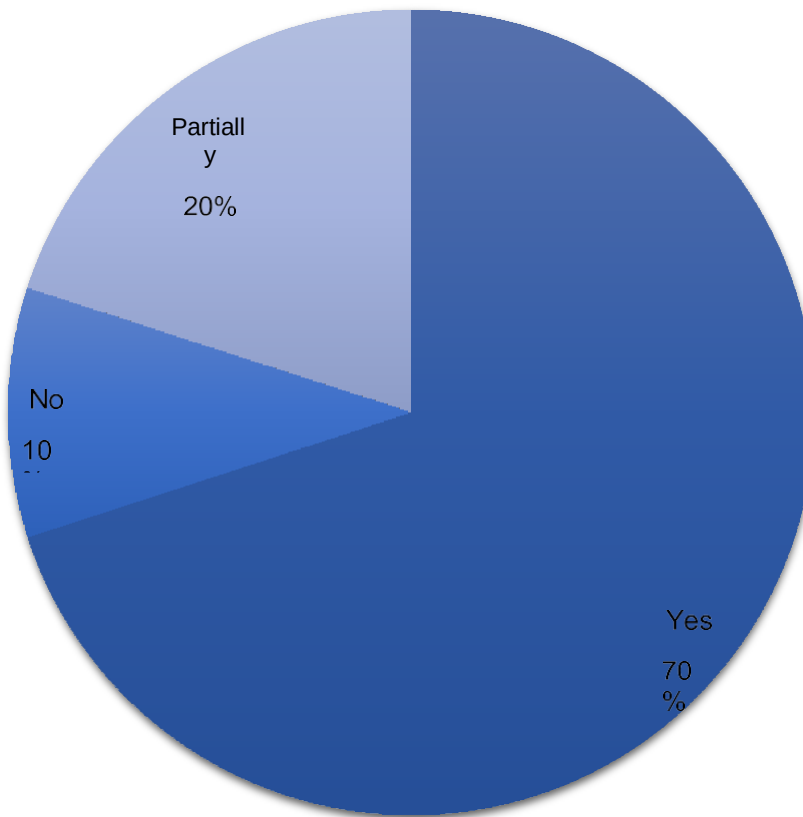
6 Is social media helpful for B2B firms in generating newsales/clients?



Options	Number of responses	Percentage
Yes	57	63%
No	15	17%
It depends how reputed the firm is.	18	20%

Social media helpful for both B2B and B2C firms in generating new sales/clients. 63% of the people agree with it. While others think in B2B everything is taken place in a formal wayso it's not possible to generate new sales through the social media.

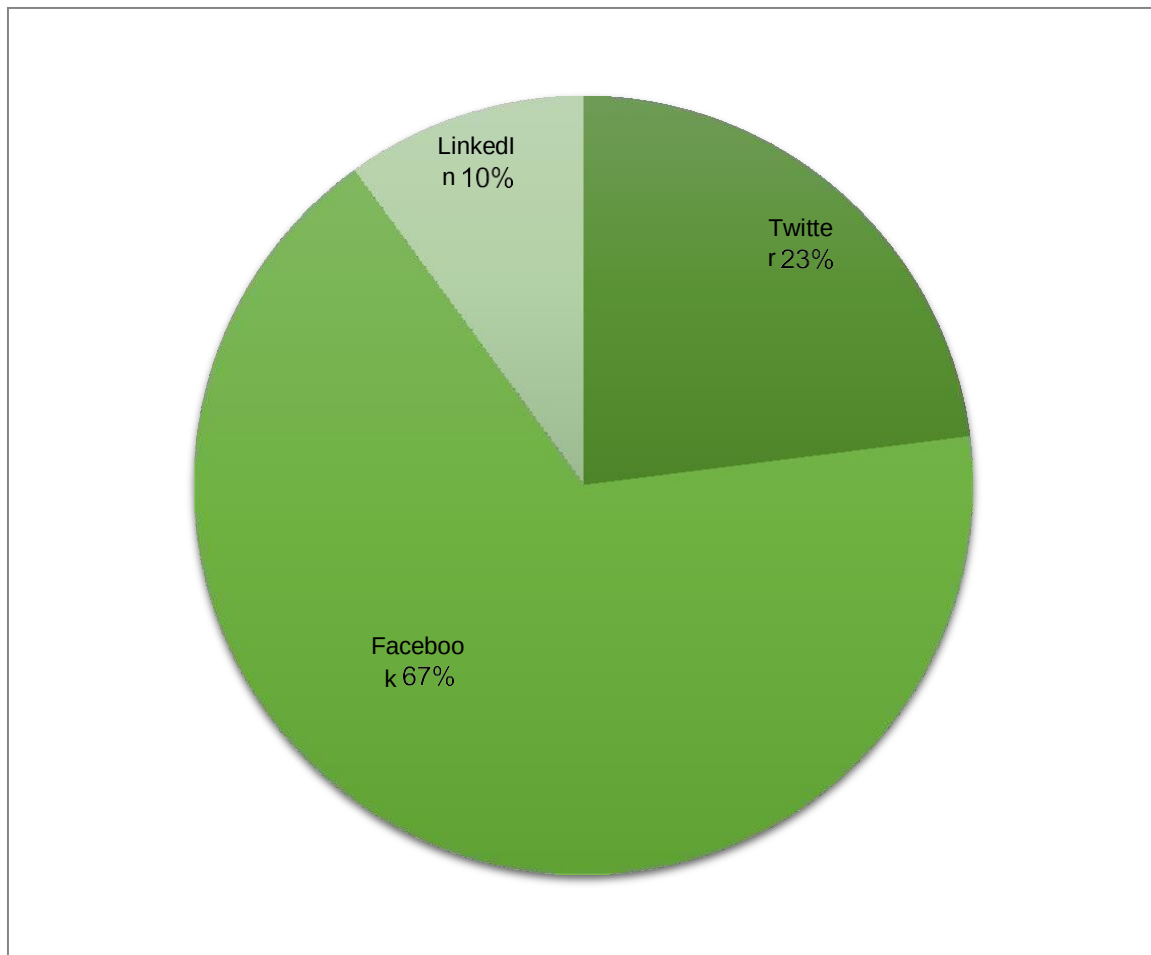
7. “Social media can be effectively used for various B2C clients to increase sales.” Do you agree?



Options	Number of responses	Percentage
Yes	63	70%
No	9	10%
Partially	18	20%

70% of the people agree with this because most of the people are familiar with social networking sites and they frequently visit these sites.

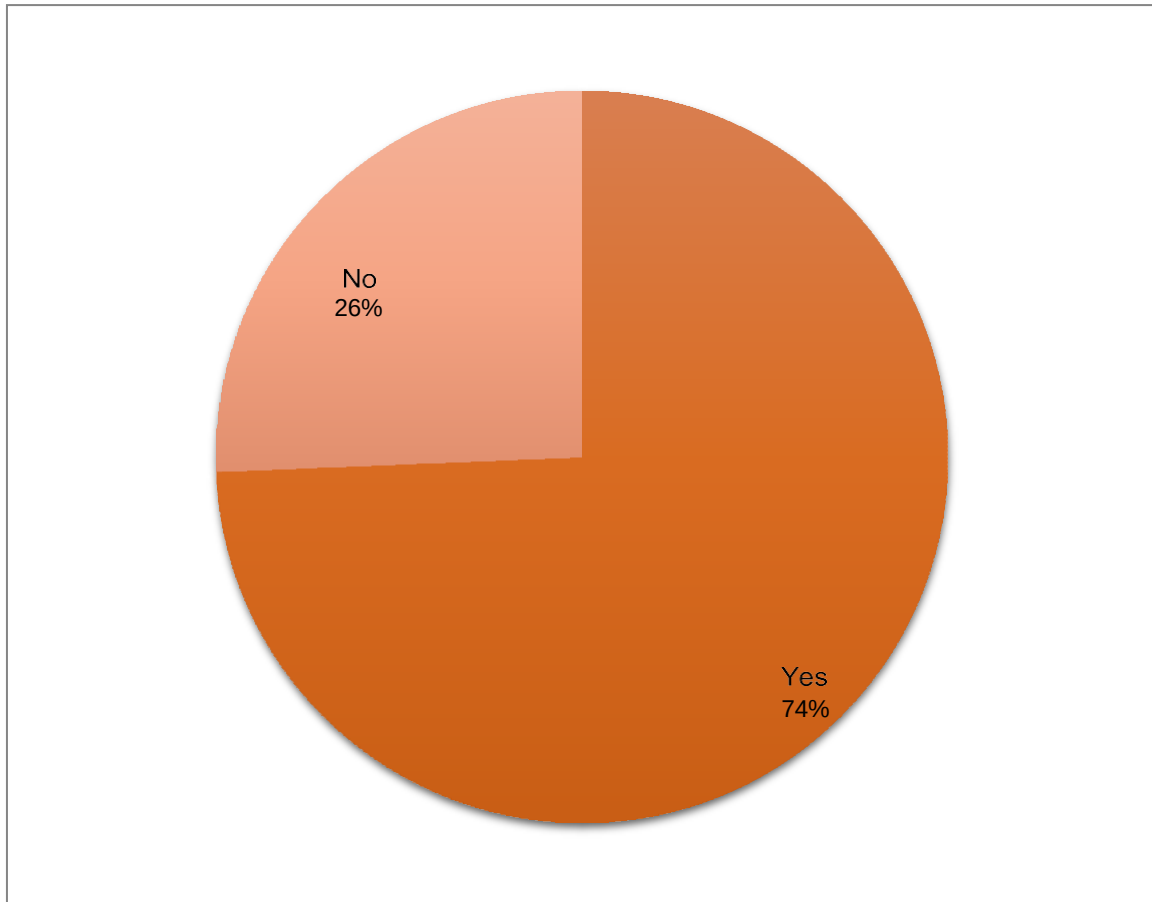
8 Which one do you think is the most effective social networking site for online marketing?



Options	Number of responses	Percentage
Twitter	21	23%
Facebook	60	67%
LinkedIn	9	10%

It shows that most of the people are familiar with Facebook in comparison with other sites like Twitter and LinkedIn. Cab providers like Ola Cabs and Taxi For Sure are more active in Twitter than Facebook. So it depends on different industries.

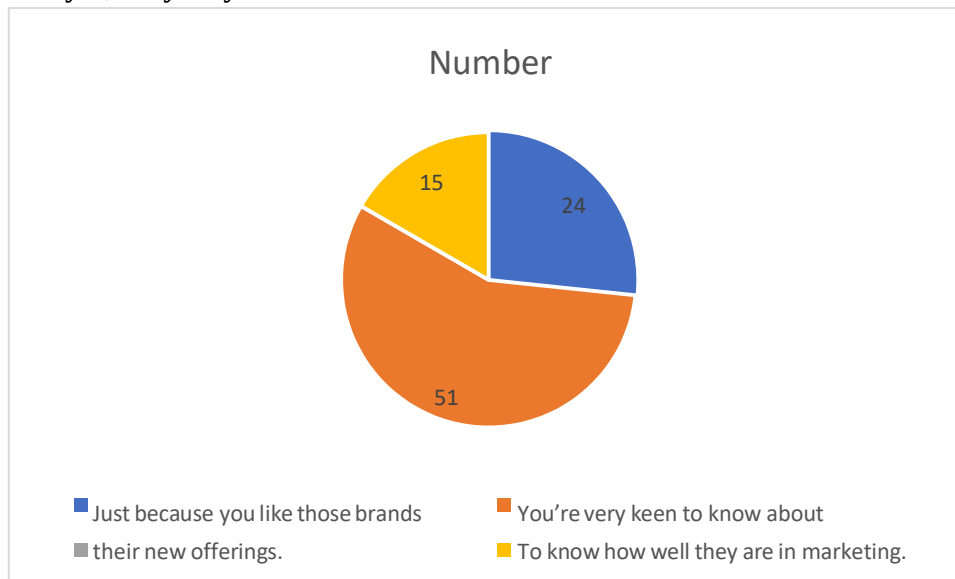
9 Do you follow your favourite brands on social networking sites like Facebook, twitter and LinkedIn?



Options	Number of responses	Percentage
Yes	78	87%
No	12	13%

Most of the people do follow their favourite brands in Facebook and twitter to know about their offerings and all.

10. If yes, why do you follow them?



Options	Number of responses	Percentage
Just because you like those brands	24	27%
You're very keen to know about their new offerings.	51	57%
To know how well they are in marketing.	15	17%

27% of people follow their favourite brands just because you like those brands. 57% are very keen to know about their new offerings while 17% follow to know how well they are in marketing.

CHI SQUARE

TABLE-1

HYPOTHESIS

Null hypothesis (H0): There is no significant association between age of the respondents with references to social media marketing services.

Alternative hypothesis (H1): There is a significant association between age of the respondents with references to social media marketing services.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
age of the respondents * frequently using social media	100	100.0%	0	.0%	100	100.0%

age of the respondents * frequently use social media Cross tabulation

Count		frequently use social media				Total
		1-2 Hours	2-3 Hours	3-4 Hours	More than 4 Hours	
age of the respondents	Below 20 Years	22	16	4	2	44
	20-30 Years	13	10	11	2	36

	30-40 Years	1	2	9	1	13
--	-------------	---	---	---	---	----

Table

	Above 40 Years	0	1	4	2	7
Total		36	29	28	7	100

INTERPRETATION

Since p value 0.002 is less than 0.05 null hypothesis is rejected alternate is accepted. Hence, there is significant association between age of the respondent and frequency use of social media.

HYPOTHESIS

Null hypothesis (H0): There is no significant association between the users agreeing that ads should appear on social media sites.

Alternative hypothesis (H1): There is a significant association between the users agreeing that ads should appear on social media sites.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Do you agree that the ads should appear on social media sites ?	100	100.0%	0	.0%	100	100.0%

Using, the users agreeing that ads should appear on social media sites * less time to take evaluating the users Cross tabulation

Count		less time to take evaluating the users				Total
		Highly satisfied	satisfied	Neutral	Dissatisfied	
users agreeing that ads should appear on social media sites.	Strongly agree	3	4	1	0	8
	Agree	5	16	5	3	29
	Neutral	10	34	10	2	56
	Disagree	2	0	2	0	4
	Strongly disagree	1	2	0	0	3
Total		21	56	18	5	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.383 ^a	12	.415
Likelihood Ratio	13.658	12	.323
Linear-by-Linear Association	.001	1	.976
N of Valid Cases	100		
a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .11.			

INTERPRETATION

Since p value 0.415 is greater than 0.05 null hypothesis is accepted alternate is rejected. Hence, there is significant association between the users agreeing that ads should appear on social media sites.

TABLE-1.

One-way**NULL HYPOTHESIS:**

H0: There is no significance difference between qualifications of the respondents with regards to familiarity with the social media sites.

ALTERNATE HYPOTHESIS:

H1: There is a significance difference between qualifications of the respondents with regards to familiarity with the social media sites.

Descriptives

familiarity make actual social media marketing services reduce the risk

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Student	54	2.4444	.90422	.12305	2.1976	2.6912	1.00	5.00
Employed	14	1.9286	.73005	.19511	1.5071	2.3501	1.00	3.00
Unemployed	22	2.2143	.65989	.07200	2.0711	2.3575	1.00	5.00
Others	10	2.4000	1.07497	.33993	1.6310	3.1690	1.00	4.00
Total	100	2.2778	.79008	.06207	2.1552	2.4004	1.00	5.00

ANOVA

familiarity make actual social media marketing reduce the risk					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.695	3	1.232	2.010	.115
Within Groups	96.805	158	.613		

Familiarity make actual social media marketing services reduce the risk

Tukey B		
qualification	N	Subset for alpha = 0.05
		1
Student	14	1.9286
Employed	84	2.2143
Unemployed	10	2.4000
Other	54	2.4444

Means for groups in homogeneous subsets are displayed.

INTERPRETATION

Since p value is greater than 0.05 then null hypothesis is accepted alternate is rejected. Hence, there no is significant difference between qualification of the respondent with regards to familiarity with the social media sites.

Chapter-5

CONCLUSION & SUGGESTIONS

CONCLUSIONS

Social media is working more as a search engine these days because people trust people rather than trusting companies. Also people think that it would be cheaper to buy from the people directly rather than going to the company website. Hence, an area of interest is searched on a social media and concerned people are found and communicated with. Social media marketing creates a positive effect on many business markets such as financial institutions, travel and tourism businesses, retail businesses, knowledge businesses, entertainment industry, and so on. Since the process of social media marketing saves money, time and is highly engaging and interesting social media marketing seems to be the next big thing to hit the world as a whole.

One of the biggest advantages of social media marketing as opposed to traditional advertising is that potential customers can be precisely targeted. For example, in Facebook, if a person specifies that his area of interest is interior designing; his home page would have advertisements of interior designers on it. Thus, it doesn't seem to be a hassle for the customer because they would definitely want to see those advertisements. As for the business owner, he/she needs to pay only if a person clicks on his/her advertisements. Thus it is a win-win situation for both the business owner and the customer.

Similarly small business start-ups should utilize the endless opportunities provided by social media sites such as Facebook, Twitter and LinkedIn. The biggest advantage for small business start-ups is that the amount of money to be spent on advertisements can be massively cut down and brand building can be done effectively. As in LinkedIn which is customizable, more than one products being sold by the same company can also be marketed. This works perfectly for B2B clients who cater to more than one product from the same verticals.

In fact social media sites themselves are changing at a fast pace to keep up with the marketing trend that is present today. Though LinkedIn was started for professional networking, it has added much functionality recently which makes it an attractive platform for business development. Likewise although Facebook is considered as a medium for personal space, it is changing at a rapid pace to cater to the needs of businesses as well. More companies are trying to market their products through Facebook. Twitter is least preferred social networking website used for business development.

Suggestions

From this report it can be concluded that social media presence is inevitable in the coming years. Not only that social media is useful as a marketing tool, it has become the order of the day to be present in social media. Therefore this report recommends all kind of businesses- small scale, large scale, business to business clients, business to consumer clients, manufacturing industries and so on to be actively present in the social media. An important fact to be kept in mind in this context is that most social networking sites have a cyclic growth. It starts from minimum, attains a maximum and goes down to a minimum again. Thus, this is the perfect time to invest time and resource in popular social media sites such as Facebook, Twitter and LinkedIn. Owing to the relatively small amount of investment, it is not a high risk investment as the usage of social media will come to a minimum only gradually.

In comparison with traditional advertisements, social media marketing caters to a more focused group of people and thus can yield better results. This does not mean that companies should stop using traditional media and start using online and social media alone for advertisements. This may result in disastrous results. An important thing to be kept in mind is that when we say one in every seven people are on Facebook, there can be millions of duplicate accounts and almost half of the total number of accounts is not being accessed every day. This limits the chances of meeting new prospects and thereby causes a hindrance for generating new business leads. Also still the remaining people of the world are relying on traditional media which means that we can't ignore them. Therefore the best solution is to combine both traditional and social media for marketing (Wakolbinger,). This will bridge the gap between those people who are active on social media sites and those who are still relying on traditional media. Companies must be careful in selecting particular adverts for particular media. A company which sells clothes may have to rely on social media for advertising their clothes for people of the age group 15-50 whereas they still have to depend upon traditional advertisements like TV, radio and print media for the rest of the age group population. Thus effective combination of social media adverts and traditional adverts will result in better results.

ANNEXURE

BIBLIOGRAPHY

Websites

1. <https://prospacetechmedia.com/>
2. www.wikipedia.org
3. <https://www.socialmediatoday.com>
4. <https://avivdigital.in>
5. <https://www.forbes.com>
6. <http://www.academia.edu/>
7. <http://www.studymode.com/>
8. <https://www.bluecorona.com/>
9. <http://businessdirectories.com/>

A Study On Social Media Marketing Services

MBA Final Project

Hemprasath.G

Reg.No - 40410069

* Required

1. Name *

2. Gender *

Mark only one oval.

☐ Male

☐ Female

☐ Other

3. Age *

Mark only one oval.

☐ Below 20 Years

☐ 21 - 30 Years

☐ 31 - 40 Years

☐ Above 40 Years

4. Occupation *

Mark only one oval.

- ☐ Student
- ☐ Employed
- ☐ Unemployed
- ☐ Others

5. Marital Status *

Mark only one oval.

- ☐ Married
- ☐ Unmarried

6. Do you think social media is the most sought after method adopted by entrepreneurs' young and old in the field of marketing, advertising, brand building, promotions? *

Mark only one oval.

- ☐ YesNo
- ☐

7. Which is the most effective solution for brand promotion? *

Mark only one oval.

- ☐ Social MediaPrint
- ☐ Media

8. Do you think social media marketing will help the firms to find their potential customers? *

Mark only one oval.

☐ Yes No

☐ Maybe

☐

9. Which social networking site are you most familiar with? *

Mark only one oval.

☐ LinkedIn

☐ Twitter

☐ Space

☐ Facebook

☐ YouTube

☐ Most of the above

10. Do you think the relative cost is much lesser as compared with traditional advertising? *

Mark only one oval.

☐ Yes

☐ No

☐ Depends

11. Is social media helpful for B2B firms in generating new sales/clients? *

Mark only one oval.

- ☐ Yes
☐ No
☐ It depends how reputed the firm is

12. "Social media can be effectively used for various B2C clients to increase sales." *
Do you agree?

Mark only one oval.

- ☐ Yes
☐ No
☐ Partially

13. Which one do you think is the most effective social networking site for online marketing? *

Mark only one oval.

- ☐ Twitter
☐ Facebook
☐ LinkedIn

14. Do you follow your favourite brands on social networking sites like Facebook, twitter and LinkedIn? *

Mark only one oval.

- ☐ Yes
☐ No

15. If yes, why do you follow them? *

Mark only one oval.

- ☐ Just because you like that brands
- ☐ You are very keen to know about their new offeringsTo
- ☐ know how good they are in marketing

This content is neither created nor endorsed by Google.

Google Forms