SNS FOR DIGITAL MARKETING

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Abstract

　　Social networking sites have become powerful platforms for marketing and promoting businesses. They offer a range of features and tools that allow businesses to connect with their target audience, build brand awareness, and drive engagement. To note here each social networking site has its own strengths and user demographics. Therefore, businesses should carefully select the platforms that align with their target audience and marketing goals. Additionally, it's crucial to maintain an active and consistent presence on chosen platforms to effectively leverage social networking sites for marketing. This paper discusses the use of Social Networking sites for Marketing.

Introduction

　　Innovation marketing or sell !Very true in the Internet world. Since the inception of internet, there have been lots of innovations and new applications in this WWW world . Those innovations have caused major changes in our everyday lives, which can be easily felt across a countless applications, like education, shopping, entertainment, learning, banking, investing, health and medicine and many more to name.With More people, particularly young people, are spending less time watching television and listening to the radio, and more time online. This has opened a entry door for marketing / advertisement also. In this paper we are trying to handle this issues with its advantages and dis advantage, comparison of traditional marketing with this SNSs marketing.

　　Since its inception in the early 1990s, the Internet has witnessed tremendous innovations, many new Internet-based applications and services have emerged over the past two decades. Table 1 illustrates the different Internet-based applications and services and their progress from the early static web pages (early 90s) to today's Web 2.0 applications, including online social networks and online collaboration websites. Also shown in Table 1 are the respective years of inception, example sites, and supporting tools for each of the representative services.[3].

Table 1: Progress of web-based services, plus examples and supporting tools

Web-based services	Year of inception	Example services / tools
1. Static Web Sites (SWS)	Early 1990s	The first commercial web browser, *Netscape Navigator*, was launched in 1995.
2. Interactive Web Sites (IWS)	1995/1996	Java applets, Java scripts, VB scripts, …
3. Search Engines (SE)	1995	Lycos, Yahoo, …, Google (1998)
4. Discussion Groups (DG)	1995	Yahoo groups, Google groups
5. E-Commerce Sites (EC)	1995	Amazon.com, e-Bay, …
6. Online Social Networks (OSN)	Early 2000s	MySpace (2003), LinkedIn (2003), Facebook (2004), Ning (2005), Flickr, YouTube, …

Social Networking Sites(SNSs).

One of the fastest-growing applications of the World Wide Web is the community of so-called Social Networking Sites. A social networking site is typically initiated by a small group of founders who send out invitations to join the site to the members of their own personal networks. In turn, these new members send invitations to their networks, and the networks grow to a virtual community having millions of users in it.

Social network services as defined by Boyd and Ellison (2007) define it as web-based services which allow individuals to Construct a public or semipublic profile within a bounded system, Communicate with other users; and View the pages and details provided by other users within the system[1]. SNSs are seen as the pool of knowledge. Knowledge flows through a social network. This highlights the main importance of a social network, it's a real flow of knowledge between people, groups or institutions with the same interest. Furthermore, it allows interdisciplinary connections when there are common members in such networks. This interdisciplinary connection enables the creation of new Concepts, development of new products and services, and Facilitates communication between different user in different areas and thus giving rise to innovative ideas. The main motivations of these sites are communication and maintaining relationships between the members. For this many tools like chat, messaging, wiki, email, video, voice, chat, file sharing, blogging, discussion groups, videoconferencing and many more are used. Thanks to web 2.0 . There are many SNSs available now day with different functionality, Robert Scoble's social media starfish explains the functions of SNSs in form of star fish with the commonly used available SNSs websites.
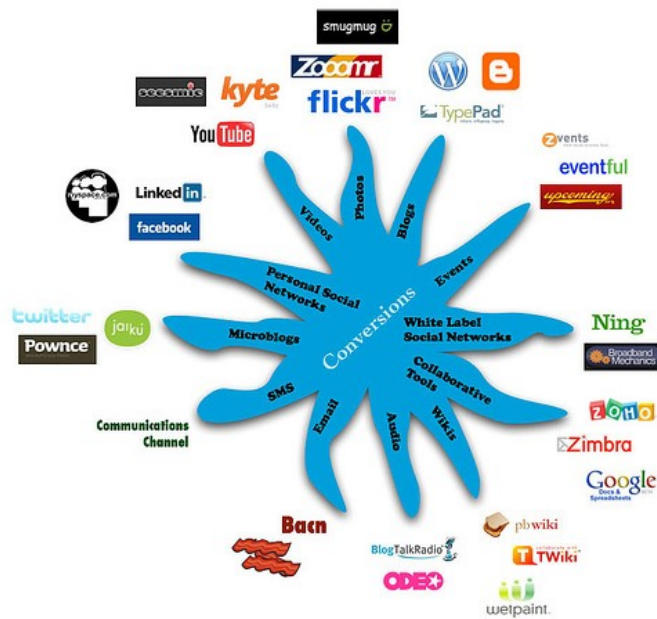
Robert Scoble's social media starfish:

Popular activities of these sites include updating others on activities and whereabouts, sharing photos and archiving events, getting updates . The more active profiles the more popular is the web site. The more popular the Web site, the more money it will be able to generate through advertising. A social networking site like Facebook has millions of active users. Access to that enormous user base is a valuable commodity. For that reason, advertisers might be willing to pay more for an advertizing on Facebook than for a comparable advertizment on a smaller social networking site. The market value of the site having more profiles is much higher as compared to the one having less users or profiles[5].

Traditional Marketing:

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others.[5]

The important elements contained as follows:

- Marketing focuses on the satisfaction of customer needs, wants and requirements.
- The philosophy of marketing needs to be owned by everyone from within the organization.
- Future needs have to be identified and anticipated.
- There is normally a focus upon profitability, especially in the corporate sector. However, as public sector organizations and not-for-profit organizations adopt the concept of marketing, this need not always be the case.

- More recent definitions recognize the influence of marketing upon society.

"Making and Keeping Customers" is the most important function of business...anything within a company that does not work toward that end, is a waste of time, and is thus promoting the failure of the company.The traditional Marketing work in the customer market is formally carried out by sales managers, salespeople, advertising and promotion manages, marketing researchers, customer service managers, product and brand managers, market and industry managers, and the marketing vice-president. With Offline advertising /marketing its has always been expensive and difficult to measure.

Four 'P's of Marketing

Elements of the marketing are often referred to as the "*Four 'P's*".

- Product - It is a tangible good or an intangible service that is mass produced or manufactured on a large scale with a specific volume of units. Intangible products are service based like the tourism industry & the hotel industry or codes-based products like cellphone load and credits. Typical examples of a mass produced tangible object are the motor car and the disposable razor. A less obvious but ubiquitous mass produced service is a computer operating system. Packaging also needs to be taken into consideration. Every product is subject to a life-cycle including a growth phase followed by an eventual period of decline as the product approaches market saturation. To retain its competitiveness in the market, product differentiation is required and is one of the strategies to differentiate a product from its competitors.

- Price – The price is the amount a customer pays for the product. The business may increase or decrease the price of product if other stores have the same product.

- Place – Place represents the location where a product can be purchased. It is often referred to as the distribution channel. It can include any physical store as well as virtual stores on the Internet.

- Promotion represents all of the communications that a marketeer may use in the marketplace. Promotion has four distinct elements: advertising, public relations, personal selling and sales promotion. A certain amount of crossover occurs when promotion uses the four principal elements together, which is common in film promotion. Advertising covers any communication that is paid for, from cinema commercials, radio and Internet adverts through print media and billboards. Public relations are where the communication is not directly paid for and includes press releases, sponsorship deals, exhibitions, conferences, seminars or trade fairs and events. Word of mouth is any apparently informal communication about the product by ordinary individuals, satisfied customers or people specifically engaged to create

word of mouth momentum. Sales staff often plays an important role in word of mouth and Public Relations.

Digital Marketing

With SNSs marketing gone are the days of face to face marketing ,offcourseConversation is happening, whether you like it or not. 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 is coming from a trusted, third-party source, as opposed to the brand or company itself. There are, at best estimate, at least 112 million weblogs in the blogosphere. Facebook currently has about 80 million active users (people who have accessed their Facebook accounts within the last 30 days). Flickr, the popular photo-sharing site, published its two billionth photograph earlier this year. That's where the money's going.

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. With emergence of channels like Twitter, the barrier to entry in social media is greatly reduced.

But its has to have its - C's Of cyber world which are compared with P's of marketing:

The Four Cs model is more consumer-oriented and attempts to better fit the movement from mass marketing to niche marketing.

- Product part of the Four Ps model is replaced by '*Consumer'* or Consumer Models, shifting the focus to satisfying the consumer needs. Another C replacement for Product is Capable. By defining offerings as individual capabilities that when combined and focused to a specific industry, creates a custom solution rather than pigeon-holing a customer into a product.

- Pricing is replaced by '*Cost'* reflecting the total cost of ownership. Many factors affect Cost, including but not limited to the customer's cost to change or implement the new product or service and the customer's cost for not selecting a competitor's product or service.

- Placement is replaced by '*Convenience'*. With the rise of internet and hybrid models of purchasing, Place is becoming less relevant. Convenience takes into account the ease of buying the product, finding the product, finding information about the product, and several other factors.

- Promotions feature is replaced by '*Communication'* which represents a broader focus than simply Promotions. Communications can include advertising, public relations, personal

selling, viral advertising, and any form of communication between the firm and the consumer.

Let's take a example of Social networking Sites (Oriflame-it's a brand name in a field of Cosmetics).

They have a turnover in crores even it's products are not available in shops. All marketing is based online shopping. And also they have a good communication with customers through connecting with mails .

Issues Of Digital Marketing

1. Privacy:

Privacy Concerns with social networking services have been raised growing concerns amongst users on the dangers of giving out too much personal information and the threat of sexual predators.

 Users of these services also need to be aware of data theft or viruses. There is an issue over the control of data—information that was altered or removed by the user may in fact be retained and/or passed to 3rd parties. This danger was highlighted when the controversial social networking site harvested e-mail addresses from users' e-mail accounts for use in a spamming operation.Privacy on social networking sites can be undermined by many factors. For example, users may disclose personal information, sites may not take adequate steps to protect user privacy, and third parties frequently use information posted on social networks for a variety of purposes.

2. Data Mining:

Data mining, companies are able to improve their sales and profitability. With this data, companies create customer profiles that contain customer demographics and online behavior. A recent strategy has been the purchase and production of "network analysis software". Facebook has been especially important to marketing strategists. Facebook's controversial and new "Social Ads" program gives companies access to the millions of profiles in order to tailor their ads to a facebook user's own interests and hobbies.

3. Access to information:

Many social networking services, such as Facebook, provide the user with a choice of who can view their profile. This prevents unauthorized user(s) from accessing their information. the social networking sites require you to login or provide a password. This prevents unauthorized user(s) from adding, changing, or removing personal information, pictures, and/or other data.

Example of Social Networking Site Doing Marketing

Key factors that ensure its success are its relevance to the customer, the value it provides them with and the strength of the foundation on which it is built.

Twitter, Facebook, YouTube, 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 interactions.

Social networking sites like Twitter, Facebook, YouTube and blogs allow individual followers to "retweet" or "repost" comments made by the product being promoted. By repeating the message, all of the users 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.

Advantage of Digital Marketing

1. Low Costs:it's cheaper to use online social networking for both personal and business use because most of it is usually free.

2. Builds Credibility:Despite having to do a bit of work, it definitely pays off as you can be tapped for an offer if someone catches wind of your products or services.

3. Connections:By using a social networking site, you can do what you can and get connected with these people to form a web of connections that can give you leverage if you play your cards right. As long as you give as well as you receive.

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