

Social Media Marketing: Recent Accomplishments and Future Challenges

Dr. Arti Chudamanrao Lokhande

Assistant Professor Loknete Vyankatrai Hiray
Arts, Science and Commerce College,
Panchvati, Nashik, Maharashtra
Affiliated to Savitribai Phule Pune
University, Pune, India

ABSTRACT

*Marketing with the help of social media is called as social media marketing. Beneficial use of social media require some planning and thought. Moving ourselves with the speedy developments in the social media technologies will benefit us in enhancing our brands, will help in boosting our profiles and surely even help in winning and innovating newer businesses and business concepts. Social media marketing has enabled firms to reach out to targeted customers very instantly effectively and easily with marketing campaigns, promotion of new services and products, building awareness for brands, chance of inter acting with potential customers personally. These all can be done with minimum spent of cost and time. At the same time, on the other hand, privacy, trust, copy right and security issues are acting as some challenges in the way of social media marketing. Since its inception, social media marketing has travelled many mile stones and simultaneously coping some difficulties for further smooth growth. **Methodology:** This research work tries to study accomplishments earned and possible future challenges for social media marketing, with the help of review of relevant literature. **Findings:** Customers have got a new role of content creators along with the traditional role of just being a consumer. Social media tools are facilitating customers to post their comments and experiences regarding products or services or firms. Thus creating a positive or negative image of the firms or services or products. **Implication:** Hence it is very imperative for the firms to be active and integrative in aligning their marketing activities and marketing strategies with social media. **Originality:** In this research work researcher very honestly conducted review of the literatures related with social media marketing and duly cited all the references used, while trying to understanding accomplishments and challenges before social media marketing.*

Keywords: Social media marketing, accomplishment, challenge, traditional marketing.

INTRODUCTION:

Now a days, no one in society is unaware or left off from the concept and effect of social media. Today life is heavily impacted by social media. Be it our daily routine, travelling, education, business activities, working, shopping, socialising etc. Like-wise in our life business and marketing is no exception. Proper use of social media and its different platforms can bring and actually bringing about various benefits as well as chances for growth by incurring less cost in less time. Social media can be used very easily and it is easily accessible from our smart mobile phones, lap tops, PCs and tablets from anywhere be it office, home or during travel. But this requires a proper perspective of what our business is capable of putting in social media and have realistic expectation about return from it. Social media marketing can be incorporated in the way of PR policy. Implementing this PR (Public Relations) strategy would mean getting people think and talk about our business and firm in a big positive way to increase firm's customer base by enhancing image of firm's products and services and putting positive brand image in the minds of customers. On the platform of social media customers also talk to each other. Managing this platform and engaging with customer's opinions is a great opportunity for firms and a vital part of PR activity. (Invest Northern Ireland, n.d.)

LITERATURE REVIEW:**A: Accomplishments:**

Social media is a very cheap and instant effective tool of campaigns. Traditional media of marketing like advertisements in newspapers, T.V., radio, posters and magazines are having concept of one way communication. On the other hand the social media marketing have the advantage of being a two way communication, as users of social media can comment on the messages sent by business or marketers to consumers. Social media strategy must possess a mixture of engaging content which is able to get responses from the users in order to get feedbacks from customers. So as they can be satisfied by response which will result in creation of a community who will be positive thinking about firm and interested in brands, products and services of and in result will also recommend to other members of society about the business of the firm.

Many big brands have used the social media to their big advantage. Renowned international name IBM handles more than 100 blogs, many Twitter accounts, publishes a cartoon video on You Tube, about dozen islands in Second Life, presentations are uploaded on sharing site SlideShare by many employees of the firm.

Dell uses the social media strength with IdeaStorm, which is a popular website for users sharing ideas for starting new products and enhancements, they also vote and comment. This has resulted the Dell in installing Linux in their computers and has addition of community support. Start of My Starbucks Idea Site was on the same lines by Starbucks.

Former US president Barack Obama so extensively used the social media for his campaigns that he was called first social media president. He had most popular Facebook pages and Twitter accounts, social media section on his website enabled his supporters to create their profiles and getting benefit of connecting with each other. MySpace, Flickr, YouTube, Second Space and LinkedIn also contained his campaigns. (Dan Zarrella, 1020)

Dwivedi et al, explained that actually social media marketing is a talk between businesses, or audiences or consumers or services or products which channelizes the positive communication among the parties for the purpose of educating from another's experience and opinions finally providing benefits to both. The research said that, social media has been put across many streams for the purpose of facilitation of interaction among groups, businesses, consumers, forums, organisations, societies, communities and like. (Dwivedi, Yogesh K., Kapoor, Kawaljeet Kaur, & Chen, Hsin, 2015)

Arif. Et al, in their research explored about the dependency of social influence, social need and convenience on smart mobile phones and university student's behaviour of purchasing in economy of Pakistan. They collected 337 samples by using survey method and non-probability purposive sampling method and for testing hypothesis they used structural equation modelling. The research proved that social influence, social need and convenience are remarkably affected by dependence of students on their smart mobile phones. They also found that smart phone dependence of students and their behaviour of purchasing are significantly related. (Arif, I., Aslam, W., & Ali, M., 2016)

Filo et al, give definition of social media as new media techniques enabling interaction and creation allowing for the growth and distribution of user-generated content in between organisations. (Filo, K., Lock, D., & Karg, A., 2015)

Aslam et al, evaluated the impact of UGC (user generated content) related with the brand, on behaviour of consumer by the way of social media (Facebook). Their research model was based on the SOR (Stimulus organism response) framework as proposed by Mehrabian and Russell (1974). The prime objective of study was identifying triggering of consumer response in clothing industry by UGC stimulus. In the research model, UGC was considered as stimulus, whereas behaviour related to online shopping, emotional appeal and pleasure taken as organism. Information pass, impulse purchase, intention to purchase in future, and engagement with brand were taken as response. A questionnaire based on five-point Likert scale was prepared and data from 572 Facebook using consumers were collected. Data collected was analysed with the help of PLS Smart 2.0. The research found that UGC impacts the responses and consumers are triggered to pass the information related to brand, impulse purchase, intention to purchase in future, and remaining brand engagement for newer updates.

(Arif, I., Aslam, W., & Siddiqui, H., Influence of brand related user-generated content through Facebook on consumer behaviour: A stimulus-organism-response framework, 2020)

With easy accessibility of digital media for the large part of society, consumers themselves are also distributing and creating the marketing messages. Social media is playing a very influential and commanding role in recent marketing communications and organizational performance in relation to brand image, brand meaning and brand identity creation. Individuals draw their personal descriptions merged with their social and cultural aspirations, hence today consumers are regarded as equity partners of the brand. Therefore, integrated marketing communications when further integrated with social media plays as a commanding platform in constructing,

developing and executing marketing communications to high degree of organisational aspirations among consumers. (Rehman, S. ul, Gulzar, R., & Aslam, W., 2022)

With the use of social media techniques, software systems and channels there is linking, creation, provision and exchange which are very valuable for the people related with the organisations. People are conscious about social media due to its benefit of making a direct contact and engagement with society. The ample contributions by the social media are helping organisations in their businesses in achieving newer customers and enhancement of experience of customers currently attached with organisation. This results in generation of higher profits and more sales revenues. (Artha Sejati Ananda, Ángel Hernández-García, & Lucio Lamberti, 2016) (M. Onur Gulbahar & Fazli Yildirim, 2015) (Movsisyan, 2016) (Wu, 2016) (Mayank Yadav, Yatish Joshi, & Zillur Rahman, 2015)

Social media platform provides a new and cost effective medium of communication with improved and secure customer interaction. This helps companies in carrying out marketing activities very successfully and efficiently in contrast with traditional method of marketing like T.V. radio and newspapers etc. (Peter S.H. Leeflang, Peter C. Verhoef, Peter Dahlström, & Tjark Freundt, 2014)

B: Future Challenges:

Social media provides an opportunity to create brand awareness and engages customers, there are some difficulties also in relation to the involvement and participation at the public platforms. A clear idea must be there about handling of negative comments, feedback and replies related to the business, because social media is a platform providing for two way communication, users can submit comments and feedbacks to the messages of firms. Social media marketers also have the challenge of having legal implications of practices of social media and developing a social media strategy for avoiding difficulties and problems. Due to promptness and quickness of social media customer expectations have shaped in the form of instant feedbacks and replies must be responded from firm in the form of continuous updates. Managing this is also a challenge for firms, as firms have to be online for 24 hours and daily for entire week, which may not be possible for an average sized firm. Small business have the problem of resource and not having an able person for managing social media handle will spoil time and energy, resulting in dis-traction of primary goal of business entity. (Invest Northern Ireland, n.d.)

Many big brands have also faced problems on social media like two employees of Domino's Pizza posted a defiling food video on YouTube, which was watched by 1 million times in few days resulting in thousands of comments.

Motrin published an advertisement for a product related to providing solution related to the pain experienced by women while carrying babies. Next day a small group of bloggers extensively discussed the issue on Twitter and expressed outrageous comments. They called to boycott the Motrin. Lastly Motrin, withdrew the advertisement and apologized. (Dan Zarrella, 1020).

Calin Gurau (2008), in this research investigated about the specialities of integrated marketing communication in the online environment. Researcher found that memory, interactivity and transparency of the internet compelled the business in adopting proactive and reactive behaviour in online communication and combining continuity and consistency with customisation and flexibility. The research identified the challenges and opportunities created by the internet for integrated marketing communication and proposed a model for adapting online messages to important company values, tactics and techniques of communication and target audience. (Calin Gurau, 2008)

Use of internet has exploded the world with the digital technology being converted into an important source of knowledge and competitive advantage for business, consumers and marketing. The majority of attention is paid towards the opportunities presented by the emergence of digital marketing but it is a fact that very less attention is given on the real challenges faced by the firm for being digital. In this study researchers presented some important challenges on the basis of a survey of 777 marketing executives conveniently sampled from global level. The of the study revealed that filling of 'talent gaps', implementation of 'actionable metrics' and adjustment of 'organisational design' are important issues and challenges for the firms. (Peter S.H. Leeflang, Peter C. Verhoef, Peter Dahlström, & Tjark Freundt, 2014)

CONCLUSION:

Content creators on internet, advertisers and marketers consider the social media platform as a basic and vital part of their communication system because common man's lives are transformed and affected by the use of internet. Social media can be used at any place and any time with the help of an internet connectivity in smart phones, tablets, laptops or PCs either in office, home or in transit. Customers have got a new role of content creators along with the traditional role of just being a consumer. Social media tools like blogs, photo and video sharing sites like Flickr and YouTube, social networking sites like Facebook, podcasts etc are facilitating customers to post their

comments and experiences regarding products or services or firms. Thus creating a positive or negative image of the firms or services or products. Hence it is very imperative for the firms to be active and integrative in aligning their marketing activities and marketing strategies with social media. This article tried to study the concept of social media marketing, accomplishments and future challenges. Social media marketing is very extensively and successfully used by marketers and firms for passing message to and connecting to potential target customers and markets. Though many firms are still finding proper ways for using this system. Many businesses as well as marketers do not getting the challenges and risks in the system. This field of social media marketing is so young and unable to evaluate and provide qualifications of social media experts for offering services on internet. Firms are require to have a good research on the practices of social media and must have required mastery for basic tactics and rules regarding the use of social media as an important tool for marketing before initiating and implementing this concept of social media marketing for survival in the field. Firms must have the goal of protecting firm's reputation, engaging customers, satisfying needs of customers and providing better quality of services and goods to customers.

REFERENCES:

- Arif, I., Aslam, W., & Ali, M. (2016). Students' dependence on smartphones and its effect on purchasing behavior. *South Asian Journal of Global Business Research*, Vol. 5 No. 2, pp. 285-302., 5(2), 285-302. doi:doi.org/10.1108/SAJGBR-05-2014-0031
- Arif, I., Aslam, W., & Siddiqui, H. (2020). Influence of brand related user-generated content through Facebook on consumer behaviour: A stimulus-organism-response framework. *International Journal of Electronic Business*, 15(2), 109-132., 15(2), 109-132. doi:doi.org/10.1504/IJEB.2020.106502
- Artha Sejati Ananda, Angel Hernández-García, & Lucio Lamberti. (2016). N-REL: A comprehensive framework of social media marketing strategic actions for marketing organizations., *Journal of Innovation & Knowledge*, 1(3), 170-180. doi:https://doi.org/10.1016/j.jik.2016.01.003.
- Calin Gurau. (2008). Integrated online marketing communication: implementation and management. *Journal of Communication Management*, 2008, № 2., 12(2), 169-184.
- Dan Zarrella. (1020). *The Social Media Marketing Book*. Canada: O' Reilly.
- Dwivedi, Yogesh K., Kapoor, Kawaljeet Kaur, & Chen, Hsin. (2015). Social media marketing and advertising. *The Marketing Review*, Volume 15, Number 3, Autumn 2015, pp. 289-309(21), 15(3), 289-309(21). doi:doi.org/10.1362/146934715X14441363377999
- Filo, K., Lock, D., & Karg, A. (2015). Sport and social media research: A review. *Sport management review*, 18(2), 166-181., 18(2), 166-181.
- Invest Northern Ireland. (n.d.). *nibusinessinfo.co.uk*. Retrieved from <https://www.nibusinessinfo.co.uk/>: <https://www.nibusinessinfo.co.uk/content/social-media-business-opportunities-and-challenges>
- M. Onur Gulbahar, & Fazli Yildirim. (2015). Marketing Efforts Related to Social Media Channels and Mobile Application Usage in Tourism: Case Study in Istanbul., *Procedia - Social and Behavioral Sciences*, 195, 453-462. doi:https://doi.org/10.1016/j.sbspro.2015.06.489.
- Mayank Yadav, Yatish Joshi, & Zillur Rahman. (2015). Mobile Social Media: The New Hybrid Element of Digital Marketing Communications., *Procedia - Social and Behavioral Sciences*, 189, 335-343. doi:https://doi.org/10.1016/j.sbspro.2015.03.229.
- Movsisyan, S. (2016). Social media marketing strategy of Yerevan brandy company., *Annals of Agrarian Science*, 14(3), 243-248. doi:https://doi.org/10.1016/j.aasci.2016.08.010
- Peter S.H. Leeflang, Peter C. Verhoef, Peter Dahlström, & Tjark Freundt. (2014). Challenges and solutions for marketing in a digital era., *European Management Journal*, 32(1), 1-12. doi:https://doi.org/10.1016/j.emj.2013.12.001.
- Rehman, S. ul, Gulzar, R., & Aslam, W. (2022). Developing the Integrated Marketing Communication (IMC) through Social Media (SM): The Modern Marketing Communication Approach. *SAGE Open*, 12(2)., 1-23. doi:doi.org/10.1177/21582440221099936
- Wu, C.-W. (2016). The performance impact of social media in the chain store industry., *Journal of Business Research*, 69(11), 5310-5316. doi:https://doi.org/10.1016/j.jbusres.2016.04.130.

