Social Network and its Role in Marketing

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ABSTRACT

Social network nowadays is among the best possibilities available to an item to get in touch with potential customers. Community social networking websites are the method to interact socially. These new media win the trust of consumers by linking them at a deeper level. Community online marketing is the new mantra for several manufacturers since early a season ago. Promoters are considering many different social network possibilities and beginning to apply new social projects at a higher rate than ever before. Community online marketing and the companies that utilize it have become more sophisticated. One cannot afford to have no existence on the social programs if the competitor is creating waves with its solutions and items. The blast of social network trend is as amazing as that and the speed at which it is improving is frustrating. International companies have identified social network promotion system, used them with enhancements to power their marketing social network promotion. This paper discusses about the ideas of social network and social network promotion and other aspects like the development and advantages, aspect and importance of social network in promotion methods. It also presents an outline on social network promotion in India.

Keywords— Social network, Social network marketing, Growth and benefits of social network, Social network marketing strategy.

I. INTRODUCTION

Social network is hot. Social network is now a trend. And for businesses it represents a marketing opportunity that transcends the traditional middleman and connects companies directly with customers. This is why early business on the planet – from giants like Starbucks and IBM to the local ice cream shop; are exploring social network marketing initiatives. A year ago, businesses were uncertain about social network. Now it’s here to stay and companies are rapidly adopting social network marketing. Much like the email and websites first empowered businesses, social network is the next marketing wave.

Social network marketing is marketing using online communities, social networks, blog marketing and more. It’s the latest buzz in marketing. India is probably among the first proponents of social network marketing. These days, the organizational cause has replaced the social cause as companies seek to engage with their audience via the online platforms.

The explosion of social network phenomenon is as mind bloggning as that and the pace at which it is growing is maddening. Trust and goodwill are the basis of social networking and by marketing in the realm of social network, these fundamental notions need to be adhered. It is probably the only marketing platform that encourages fool-proof communication and accountability among sellers as well as consumers. Global companies have recognized Social Network Marketing as a potential marketing platform, utilized them with innovations to power their advertising campaign with social network marketing.

II. SOCIAL NETWORKS

Social network is engaging with consumers online. According to Wikipedia, social network is internet – based tools for sharing and discussing details among human beings. Social network is all about networking and networking in a way that espouses trust among parties and communities involved. Any website which allows user to share their content, opinions, views and encourages interaction and community building can be classified as a social network. Some popular social network sites are Facebook, Twitter, You Tube, etc.

The meaning of the word ‘social network’ can be derived from two terms which constitute it. Press generally relates to marketing and interaction of ideas or details through publications/channels. Community implies the connections of people within a team or group. Taken together, social network basically relates to communication/publication systems which are produced and sustained by the interpersonal connections of people through the specific method or device. Wikipedia has a common definition of the term: Community Press is the democratization of details, transforming people from material visitors into material publishers. It is the move from broadcast mechanism to a many-to-many model, rooted in discussions between authors, people and colleagues.

Social network are media for social connections, using highly available and scalable publishing methods. Community social networking uses web based technologies to turn interaction into interactive dialogues. Andreas Kaplan and Michael Haenlein determine social network as “a team of Internet-based applications that develop the ideological and technological foundations of Web 2.0, which allows the development and return of user-generated material.”

Social network is the method to interact socially. They use web-based technology to quickly disseminate information and details to a wide array of customers. They allow development and return of user-generated material. They allow development and return of user-generated material. Facebook, Tweets, Hi5, Orkut and other social network
websites are collectively referred social networks. Social network symbolizes low-cost resources that are used to combine technology and social connections with the use of terms. These power resources are typically online or mobile centered like tweets, facebook, MySpace and You Tube. There are two advantages of social network that are essential to companies, they include:

1. Cost decrease by decreasing staff time.
2. Increase of probability of revenue creation.

Social network allows companies to:
   - Share their skills and information.
   - Tap into the wisdom of their customers.
   - Enables clients helping clients.
   - Engages leads through client evangelism.

Thus the advantages of social network include item achieve and interest, customer interactions through transactions, referrals and recognition management.

III. SOCIAL NETWORK MARKETING

Social Network Marketing makes use of social network sites to raise visibility on the Internet and to promote products and services. Social network sites are useful for building social (and business) networks, and for exchanging ideas and knowledge.

Social networking is part of a trend known as Web 2.0, which refers to changes in the way users and software developers use the Web. It is an active and collaborative use of the Web that enhances creativity and knowledge exchange. It is a more interactive and user-driven way to help users participate and collaborate on the Web through open applications and services. It is critical, therefore, that content is accessible to the user; the user should be able to create, share, remix, and repurpose content. Technologies that are accessible and affordable like Ajax (a method of building interactive applications for the Web that processes user requests immediately) and RSS (Really Simple Syndication) support Web 2.0 principles such as “user empowerment.”

Social Network Marketing uses Facebook, You Tube, Twitter, LinkedIn, Instagram, etc. on social networking sites to reach a large or targeted audience.

IV. BENEFITS OF SOCIAL NETWORK MARKETING

Significantly different from conventional promotion methods, Community Press Marketing (SNM) offers three distinct advantages. One, it provides a window to marketers to not only present items/solutions to clients but also to pay attention to consumers’ grievances and suggestions. Two, it allows marketers to recognize various professional categories or influencers among various categories, who in turn can become item evangelist and help in organic development of an item. And, three, all this is done at nearly zero price (as compared to conventional client outreach programs) as most of the social network websites are free.

Social network promotion allows in:
   - Generating exposure to companies
   - Increasing traffic/subscribers.
   - Building new organization partnerships.
   - Development of internet search engine results positioning positions.
   - Generating qualified brings due to better prospecting projects.
   - Selling more solutions and items.

   - Reduction in overall promotion expenses.

Companies in the west are investing progressively in SNM to get in touch with their clients. They are indulging in constant connections with their leads in to comprehend their needs and hence create items better. It’s the best way to learn from your clients about their needs and your own shortcomings. However, SNM is a very customized way of marketing and promotions can be targeted only to particular categories which have an interest in a particular domain, quite unlike conventional marketing.

V. ROLE OF SOCIAL NETWORK IN MARKETING

Word of mouth has always been considered one of the most powerful forms of marketing. Social network today is the ultimate word of mouth marketing. Getting people to connect with you online in the social arena helps spread the word about your products and services.

The Real Power – Consumers in Social Network

Connecting with your current consumers is one of the most powerful ways you can increase business online and off. Your current customers have the power to persuade your target audience to convert. Whether your company exists completely online, or has a brick and mortar presence, getting existing customers to comment on your posts is great leverage for your advertising. When past customers rave about your services or products on your social network pages adds powerful real person testimonials that others will believe far more than any tag lines or promises you can come up with.

Social Network Options

There are many different kinds of social network online today. Each has its own advantages in marketing and disadvantages as well. Forums that are related to your type of service or produce are a great way to connect with others who would be interested, but they have become very skeletal of spam marketing techniques, so using forums is a delicate matter. It helps to have a professional touch to get the message out while interacting on the forums in a positive manner that will gain respect instead of getting your account banned.

YouTube, Vimeo and other video platforms are a stunning new way to attract the visually stimulated public to your company. Videos that show your ability to perform services, show what different services can do for them or showcase products are great if they are done well. The downside to video media is even when there are comment sections, the most valuable feature is the video itself, and they do not lend themselves easily to communication with others. They can be used in conjunction with other forms of social network, however, to create very compelling campaigns.

The most popular form of social network are Facebook, Twitter, You Tube, etc. Companies such as Facebook, Twitter and even LinkedIn form the most popular versions of this new wave of social interaction with consumers. These have largely replaced the long version of the popular blog formats, and create a powerful network by encouraging short chats between linked accounts. Get a professional overview of your company’s online presence in the social media realm with Tucson strategic marketing company Strongpoint Marketing. Find out how you can improve your campaigns and get more followers who really increase your business with professional social network marketing.

VI. CONCLUSION
There is no escaping social network these days, either for people or for companies. Nowadays, it is impossible to separate social network from the online. The social network discussion is no longer considered a Web 2.0 fad—it is going on in homes, small companies and business boardrooms, and extending its achievement into the nonprofit, education and health sectors. From feeling excitement, novelty, bewilderment, and overwhelmed, a lot more people now speak of social network as basically another route or tactic.

Whether you are an individual, a startup, small organization or huge corporation, an online business and an ongoing discussion with your constituents is a baseline requirement—and will devote a while and skills. Companies are diverting resources and rethinking their conventional outreach methods. And as the social network trend dissipates into the vast ocean of connected encounters, the word itself will become an entry in dictionaries and encyclopedias and we will embark on a new era of information, accessibility and encounters unbound by distance, time or physical walls. It’s time that every organization adopts social network and takes it seriously.

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