



## Trailblazer of Social Media in Advertising World

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### ABSTRACT

Social media is all about handling with the shared information to carry out social interaction. In other words, it has been a drift from a one-to many-to-many model. The components which are used in the web based platforms can be passed down to instruct, trained and involved with the customers. Social media advertising is a very useful tool of communication. Advertisement is a medium considered to be very important in delivering the message to its target audience as a fastest medium in creating awareness about products among consumers. This paper will focus on the approaches of social media to manage advertisements. This paper will also discuss various factors to buy online through social media advertising. This study will discuss various success stories and also quote instances of failure of social media advertising. The present study is exploratory in nature and uses secondary sources of data collection.

**Keywords--** Social media, Advertisement, Online platform, Proactive approach, Strategic approach

### I. INTRODUCTION

Social Media is like a water cooler — People come to talk about the latest news as in the latest jaw dropping series of ‘Game of Thrones’ and also to make a connection. In other words, Social Media is like a feast party where thoughts are being exchange about brandishing products. Social media is emerging as a flaming fire and an engagement channel. Various incredible opportunities, such as patron services and eye-to eye discussions on social media platforms are embracing with features like facebook messenger, instagram and twitter messages. Engagement channel is the content which is created and shared across social platforms.

Social media is all about allocating of info to carry out social interaction. It has been a drift from a one-to many-to-many model. The components which used in

the web based platforms which are used to make conscious customers and keep them engaged. A social media advertisement makes the customers prone to be online, make the people aware about the jobs, and make the company’s willingness to experiment or take risks in their domain. The Social media includes various factors in it that is: you can build a brand and its identity, can increase awareness, can position the brand and also can build customer loyalty which will drive through word of mouth. Through social media, brands can generate new product ideas and increase the customer satisfaction through engagement and relationship building. Talking about, Social media advertising which is a very useful tool of communication. Advertisement is a medium considered to be very important in delivering the message to its target audience as a fastest medium in creating awareness about products among consumers. Also, online advertisements are quickly than any other intermediary in creating awareness among the consumers.

According to the report the Adex, digital advertising grows out at 20.4%. in 2017 in comparison to the overall average growth of 8.4%. Digital at 2017 have 11.6% share of the total market. With the same report it has been projected of total advertising Rs 53,918 crores as for 2017, which is expected to be Rs 58,422 crores in 2018 and Rs 73,711 crores in 2020. Digital at 2017 will have 11.6% share of the total market. This overall report also mark out that India is one the top markets’ contributing to global advertising spends. It is number four in the world after US, China, Indonesia in that order. Five of the largest contributors continue to be: China, India, Brazil, Indonesia, and Russia. It’s clearly the better times for India and with Demonetization, GST at the back of us, marketers are all set to spend ahead be it print, television and yes digital! Social media advertising is a binocular through which targeted customers on specific networks could see big brands in their feeds.

Social media advertising goals is to increase the customer base, generate leads, drive sales, build awareness, make money from content, and educate customers and to reach internal communication.

There are few parts of a social media strategy which is to identify the company goals, identify their target audience, should create a profile or brand and also to find which the social media is right for them. Options include:

<i>For Blogging</i>	Word press, LinkedIn publishing platform, etc.
<i>Micro blogging sites</i>	Twitter, LinkedIn, Facebook, Google+, etc.
<i>Video &amp; audio sites</i>	YouTube, Podcasting, Slide share
<i>Image posting</i>	Instagram, Pinterest, Twitter

## II. OBJECTIVES AND METHODOLOGY

The present study has following objectives:

- To identify the approaches used by big brands to manage the advertisements on social media.
- To identify the factors influencing the customers through social media.
- To explore the big hit stories of social media through various dimensions.
- To probe the social media fiasco stories through various dimensions.
- To examine the dynamism of social media trolls.

The methodology used in this research article is exploratory in nature. This research article views in the process of communication as a means of sharing information and experience between people. Thus, this article focuses on the reviews which have examined the impact of online advertisements among consumers.

## III. APPROACHES TO MANAGE ADVERTISEMENTS ON SOCIAL MEDIA

**Proactive approach** - Companies are very much eager to promote their accomplishments. They want maximization participation in campaigns, giveaways etc. which will communicate to the target group more effectively. They want to stay significant in their approach.

**Strategic approach** - Companies choose their associates wisely who have a positive temperament and can dress and act the part. As they have to maintain a professional image on online.

Social Media Advertising is highly fragmented with varied options of targeting, features and creative options. Hence the results can be varied. Advertising objectives should be tied back to the business objectives because tracking and measuring methodology must be put in place. It has a one of many touch points.

Talking about Digital, Digital is not social. Digital includes: cloud, mobile devices and apps, big data, analytics, security, internet of things/sensors, wearable technology etc. It's only through digital technology people lifestyle is changing.

## IV. FACTORS INFLUENCING CUSTOMERS TO BUY ONLINE THROUGH SOCIAL MEDIA ADVERTISING

There are various factors which influenced the customers to buy from online via social media advertising which are mentioned below:

### **Shopping mall's Advertising on online platform:**

Advertising through shopping malls is a predominant in the online platform. Reaching to the consumer gets ease when the brands advertise on social platform. Social media advertising of every shopping mall makes us visit to that place. That's the power of being social.

Mall advertising on social media's has unique advantages in terms of encompassing your target audience, making meaningful connections, and increasing sales. Much like television commercial, the internet or radio, malls draw attention to the mass audiences where brands can steadily communicate their message; but that is where most analogies end. Unlike radio or television, the mall is a point-of-purchase advertising mechanism where consumers can be borne on a wave of engrossment or enthusiasm generated by the brand message which sometimes get convert it into a buying event.

**Sweepstakes:** Sweepstakes are a very useful tool for obtaining a customer database. By simply contributing the particulars of the participators, they will be entered into a sweepstake for a peculiar prize. This will help to companies to obtain a database with high-quality leads. Carrying out a sweepstakes, company can offer customers the chance to win an alluring prize to all who have stop by the mall on a specific day and made a purchase. Such banners hit on the social media like boom. In this way, you will access an encyclopedic database with which to carry out a successive marketing campaign with the aim of imparting forthcoming affairs or promotions. Conquering customers will need to show case the confirmation of purchase when collecting their prize.

**Entertainment Spot Activities:** At times, we just get irked where to go in Delhi for hangouts. But with the support of social media you can look up to various places.

For example: Facebook pages, Instagram pages of LBB (Little Black Book) or So Delhi. So, LBB/So Delhi sits in the impression of serving and finding suitable data and picking up the customer's intent. Their revenue model is based on social media advertisements on Facebook, Instagram etc. In their feeds, promoted posts were mostly seen. However, promoted posts makes for less than 5% of what you examine and absorb on LBB/ So delhi. So every day, more over 200 new endorsements were there to elect from crosswise LBB. Almost in a term, it can easily have about 3K-5K recommendations to choose from. This includes not only the huge brands but also local food and drinks cafeteria's and fashion brands that have been keen to reach out to local public. Be it the miniature studio of aerobics, zumba, dance teacher or a local restaurant or Snapdeal, all have promoted themselves on LBB/So Delhi. Going ahead, it has been seen a lot of adjacent connects in between the channel that they have created with LBB which is information with intent to do agreement.

**Food and drink:** Food and Drink updates from social media advertising are always on demand. Cheers to the LinkedIn, Facebook of the real world, Starbucks on last month of 2017 have reached to their 100 store in India. And Starbucks sold their coffee's at Rs.100/- The world's largest brand selling coffee's and creating it an experience like no other with 26,736 stores across 75 years which stands at \$5.7B is the sole of the biggest iconic brands in the world created by Howard Schultz. While he created the brand years ago, he never knew how big it would become and that's the power of a brand where millions not just go to sip their cappuccino but it's been the home for friend, the roof for several small business entrepreneurs, a date zone or where thousands of deals and bonds have been witnessed. With its massive 100 anniversary, advertising campaign's through social media advertising got hundreds to halt in queues for their coffee and one that's not often seen in retail. With 25 stores added in last 18 months, it's sure getting more cups to sipped, but most definitely playing that most critical role for hundreds of startup dreams who have all made it their office for months now.

**Technology:** Technology, in this era has been boon to the world and has become a segment of our lives. Gifting now thriving through e-wallets became the new trend setter. A four time increase in 2017 was there for most. 10 years ago we gave our loved ones gifts, especially cash in nicely decorated envelopes on Diwali and occasions like Rakhi/BhaiDooj. Times have been changing last 2-3 years mainly and this year saw an exponential growth of nearly four times in 2017 festive season. The number of transactions of peer to peer gifting using e-wallets in 2017 season was: 2015- 2016: 603 million, 2016- 2017: 1.6 billion. The spurt of course is the maximum for companies like PayTM who have a service PayTMLifafa where people can also send a greeting message along with the money to their loved ones, to say even smaller players like Itzcash who

had a 40% hike just on BhaiDooj day last year. Mobikwik which seems to growing at fast pace too had a 300% higher number of transactions of peer to peer gifting cash on the last year festive season too. With Indian families getting dispersed far and wide across the globe now, but festivals and traditions never change, so it's the e-wallets who are making this a large business offering and creating products and services around the same too. Just that the good old envelope man also seems to running out of business and he'll need to find one for his glittering creative envelopes.

Hence Paytm Lifafa offering has reaped a lot of attraction within a short-lived of time. 'Lifafa', an endemic word that influence a robust sentimental connect and social purpose across generations. This helped them in further establishing the social media advertisements and make the people go-to platform to send money instantly.

## V. BIG HIT/FIASCO STORIES

### *BIG HIT STORIES*

Gaining achievement on social media requires you to string a number of needles together considering seamless experience. Social media is such persuading forces which compel the people to enter into this depth world. When, it adds the advertising element on top of that, a platform will be appearing where users will actively engage with such advertisements. Let's talk about such success stories on the social media advertising.

#### *Inspiration or a clean copy success story*

Indigo Airlines and Nerolac paints does cut paste their social media advertising job of the award winning WestJet airlines. Indigo Airlines have partnered with Nerolac paints for experiential, advertising marketing campaign. They just did this in last year Diwali and it's also being viral out on lots of social media platforms applauded by many. It's surely one of its kinds, experiential marketing campaigns using customer data and one that customers haven't really witnessed again in India. But then this one's a complete lift, and not even half as powerful of real time marketing campaigns ever done by WestJet which is the leading airline of Canada that help them spread Christmas cheer in 2013 and make 12,000 mini revelations to their customers happen in 24hrs. In it, Santa Claus come out on life-size screens at boarding gates in Toronto and Hamilton, Ontario and asks the boarding passengers what they wish for on Christmas Eve, while WestJet employees jotting downon behind the scenes. Once the planes depart, the employees go on a mad sprint of shopping, wrapping and labeling those gifts for the passengers. When the planes ground in Calgary, after some hours the gifts make a splendid entry on the baggage carousel - from socks to a big-screen TV.

In the same way, Nerolac Paints launched on-ground campaign at the Terminal 1 of the Chhatrapati Shivaji International Airport. The campaign name titled

was 'Making our world #AShadeBetter', which is utilized the baggage carrier belt at the airport. The aim of the campaign was conceptualized and executed by DDB Mudra Max agency was to present the sharpness and assortment of shades that Nerolac offers. The passengers had experienced the amazement as there were gifts waiting for them at the Nerolac Conveyer belt in the airport.

Through the presence of Social Media advertising, lots of customers preferred to go for Indigo Airlines, just to experience that what might come their way as the surprise.

#### ***Festive shopping has changed from malls to online***

For years, it have gone to malls, store to shop through Diwali and Christmas and with Christmas season catching up in India to the trends suggest that it's the online retailers selling more in Christmas season which is also when most of the largest retailers globally go on sale be it Macys, Harrods or another. Myntra's 'End of Reason sale' clocked in 5 crores within first 5 minutes of going live. The website endorsed 500% boost in movement over a normal day and sold over 2.4 million products on the first day. They witnessed phenomenal feedback from both existing and new users in the last year's edition of Christmas season end of season sale with the traffic to the platform increasing by 160 % over standard days. They had more than 8 Lakh customers order of 2.4 million products on 1<sup>st</sup> day of the sale and were on trail to boost sales by 50% over the last season too. To push up and get to this level of sale on day one Myntra had over 5.5 lakh Myntra shopping groups on social media which established this time and have devoted 27% of the revenues so far. So while the malls are all crowded, have massive Christmas trees and Santa's putting up the cheer and sales all over most stores, it's the online stores making the fast bucks because they have created a huge buzz on social media about the sales which created drift in the market.

#### ***Facebook- the social media is all set to build the community***

This success story is with the largest Facebook social media community built, the platform now seeks to get its new set of users from students/ children. They have launched a messenger service to start with where students can chat with their friends, classmates and parents that would be monitored by their parents and eventually it will lead them into creating social media profiles of the students which is also guided around by the parents and there will be security that the parents will have to be go through. Incidentally given the massive amount of bots all around too, they could very well make this new one clearly have the admission with the right set of terms and conditions/ profile picture/ school details and more. Clearly inching for that community where there is always a regular chatter, be it school projects, discussing trips, shopping online, research and more and will then land up having tons to content that students would like to watch too. This is how the impact of social media differs.

#### ***SNAPCHAT- a story teller***

Snapchat is a fine success story where people really want is to be entertained, engaged, and inspired. Snapchat is a product of storytelling. They take risks and tell short, engaging stories on the platform. Their marketing strategies were to offer rewards and coupon, people can preview the new products and company's can promote behind-the-scenes footage or photos. Snapchat Business Model whose main revenue source is advertising. It is used as selling advertising space, selling geofilters and Spectacles. It is paid by brands and companies to be part of the 'discover' feature and also to sponsor geofilter. With this customer engagement is more in the social media.

#### ***SOCIAL MEDIA FIASCO STORIES***

In Social media advertising, sometimes fails happen, so that companies can learn from someone else's mistakes. In the social media, big company's advertisements also get failed on social media. It barely takes a minute to address a tweet/post your picture on facebook. However, sometimes those similar tweets and posts can take a period to forget. Over the span, the share of social media marketing has been disasters. But there are a few that view in doubtfully than the rest.

#### ***ZOMATO was in a state of distaste***

One of the more progressive startups in these times and who has been getting tremendous funding has their recent advertising campaign plastered all around in the city is done in real bad taste. Yes colloquial and using abuse in terms of conversation has been around in India and globally but that taken on to become headlines in marketing campaign is a sheer no no. The Zomato advertisement, with letters that are precise for Hindi language got cursed and started spreading vigorously on Twitter and Facebook with people calling it cheap and churlish. It's appalling that the marketing head founders and in this case many investors too didn't find this campaign in bad taste, offensive would be a polite word. This advertisement campaign was on the billboards, and on above-the-line (ATL) campaign platforms.

#### ***From saffron thinking, yoga and having simple social goals this company Patanjali has been transforming India***

This year's winner at the Impact Person of the year 2017 is Baba Ramdev while there was an illustrious list of other nominees! Brilliant hearing his simple thoughts and yet as he tells us all that by 2020, Patanjali will have a turnover of 100,000 crores and has all the night to challenge all the global giants digitally. In inspiration for thousands it's been an evening to remember for years, but yes it's the new transforming India going digital. Patanjali is creating ripples and giving fidgety nights to many multinational's but this one is in terrible taste!! The new advertising of Baba Ramdev Patanjali beauty products which aims to take on some of the biggest FMCG beauty products. There have been many advertisements for many years trying to sell fairness creams given that Indians have

a liking to fair skin, but the new one pretty much takes the cake stating that "Dark Complexion is a skin ailment". Just about time that such sort of advertising be heavily curbed and that bodies like ASCI, AAI and others look into the same as there have been brands like Fair and Lovely and many now who have made crores of business with such products, but having this communication from a brand that wishes to disrupt all marketers. This is truly being disruptive and defiant advertising on social media platform.

#### **POWER OF SOCIAL MEDIA TROLLS**

IF YOU CAN DREAM IT, YOU CAN DO IT, BUT IT ALSO NEEDS A LOT OF LUCK TOO! Back in July 1999 the man that the world is now in awe of was working out of a dingy Seattle office on Amazon.com, the image of which has been trolling across social media is of Jeff Bezos which left a well-paying Wall Street job with no destination in mind. He adopt Seattle on the way, along with the notion that he would sell books online as reading is something that he was really fond of. The company's office was enfold in a small building near a pawn shop, but it had the number 1516, the picture that's been doing the bulbous now. Amazon's market value had beat \$30 billion (it's now at \$578 billion) and is the largest company in the world, starting off from selling books he now wants to build a cloud and is terribly creating business for the IOT generation and could well be on his way to buy Target, Tesco or any other. He always tells people around to soar up petrified and afraid every morning, his attitude hasn't changed all that much, and that's really what makes him what he is. Fast forward to 2018, and Jeff is the richest man in the world and an inspiration to millions.

## **VI. CONCLUSION**

Hence, this article concludes that all brands, be it a big and small, are firmly in social media today. Social media has turn into a mainstream tactic. Social media has validate itself, a useful tool for helping companies to create consumers notions about peculiar brands and has even triggered some social actions like Ice Bucket Challenge etc. Social media ads provide the most scalable content promotion and are proven to turn visitors into leads and customers. Social media advertising is an approach to target audiences on clear-cut system through demographic data so that targeted consumers can see your brand in their feeds. Sometimes, brands have gone wrong in spreading the advertisements on social media and sometimes they are massive hit. It is very important to communicate the right content to the right set of people at the right time. Lastly, when it comes to posting on social media advertisements, companies have to prepare for the defense approach to trolls. If the company notices that a social media post or advertisements may infuriate strong judgments or caricature, then it makes sense to formulate replies before time. You can buy likes, but not hearts if the social media

advertisements do not hit the consumer's psyche.

## **VII. WAY FORWARD**

Social-media advertising spend will grow rapidly through 2018. It's up 40% this year and will top \$8.5 billion, growing to nearly \$14 billion in 2018, a five-year compound annual growth rate (CAGR) of 18%. Social media advertisement spend has reached the mobile-leaning point. Spending on mobile social-media advertisements, including mobile app-install ads, will exceed non-mobile spend by the end of this year. In 2018, two-thirds of social-media ad spend will go to mobile, creating a \$9.1 billion social-mobile market. Mobile app-install ads and programmatic buying are also growth drivers. Analyses suggest that mobile app-install advertisements could account for anywhere from one-quarter to more than one-half of Facebook's mobile ad revenues. Social programmatic ad platforms are also growth engines. Company's need to develop a content strategy plan for social media advertising for that content should be both useful and usable by customers. They need to develop a plan for creating the type of content which they want and also a plan for getting the content published. Publishing or uploading content takes a dedicate effort.

Social media future will look like into:

**Hyper-personalization:** Everything in the world is going to become hyper-personalized. Big data, collected from customer's online activities and years of data, combined with artificial intelligence, will generate personalized suggestions where ever people will go and whatever they do, the companies will track the record of such activities.

**Utilization of major and micro-influencers:** Because most of the social platforms will be competing for positions in search and display advertisements, more and more brands will start to use major and micro-influencers for their campaigns depending on their budget. Influencer marketing will play a bigger role in social media advertising and the winning recipe is finding the right influencers for your brand.

**Viral campaigns:** Social media advertising campaign on a special topic can be spun to make it go viral. Social conversations around the topic will ignite more people to join and comment about your brand, spreading the word. There is nothing more powerful than "word of mouth" with a positive sentiment.

**In-depth and accurate analytics:** Even if former, social media advertisement may be economical, when dust assembles, it becomes a mountain. Companies need to make assured their spending is rationalized and bringing in output that are positive to their brand awareness and conclusively sales. Analysis of how the social media advertisement is working, conforming the social media strategy to fit to what is influencing, and making sure about the ROI is a must. For that, simply using a generic analytic tool will just not be good enough. In-depth and

accurate analytics service will be taken more and more into use.

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