

PROSPECTS & CHALLENGES OF

SOCIAL MEDIA ADVERTISING

**J.S. SYED MOHAMED SADATH
DR. S. SHANMUGASUNDARAM**



Prospects & Challenges Of Social Media Advertising

Volume I

Editors:

Mr. J.S. Syed Mohamed Sadath

Dr. S.Shanmugasundaram



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Editors:

Mr. J.S. Syed Mohamed Sadath, Research Scholar at the Department of Business Administration, Annamalai University, Chidambaram

Dr. S. Shanmugasundaram, Assistant Professor and Head, Department of Business Administration, Government Arts & Science College, Gudalur

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Impact of Digital Marketing with Special Reference to Social Media Advertisement

Gourab Das
Assistant Professor
Department of Commerce
Vidyanagar College
South 24-Parganas, West Bengal

Abstract

Digital marketing is very much effective tool in modern marketing era after the revolution of internet technology. People became more technology oriented and spend their time with social media. Social Media Advertisement is becoming more useful now days to market any product. This paper aims to show the pros and cons of digital marketing and the impact of social media advertisement over this platform. It can be said that social media advertisement is one of the key tool for the present scenario of marketing.

Keyword: Digital Marketing. Social Media, Advertisement, online strategy. Etc.

I. Introduction

Digital marketing is also known as data-driven marketing; it is the use of digital technology, mostly the internet, to promote products and services.

Digital marketing was developed from 1990's to 2000 era. As digital platforms are increasingly incorporated into the marketing strategy and every day's life performance, people use digital devices instead of physical shopping.

Digital marketing techniques contain

- 1. Search engine optimization (SEO),**
- 2. Search engine marketing (SEM),**
- 3. Content marketing,**
- 4. Influential marketing,**
- 5. Content automation,**
- 6. Companion marketing,**
- 7. Data driven marketing,**
- 8. Social media marketing,**
- 9. Social media advertising and optimization.**

II. Digital marketing objectives for online strategy

Digital marketing objective can be explained as: SMART (Specific, Measurable, Achievable, Relevant and Time Related); and these objectives make an organization more effective than its competitors.

The most five objectives which make the marketing strategy of an organization are ---

1. **Increase sales:** For top level digital marketing's objective is to increase sales to improve the revenues and easy measurement.
2. **Improve conversion rate:** This is another marketing objective that can be tracked by the Google Analysis. Here a goal is set up at first then by analysis to generate the report on conversions to track the traffic sources, companions, key words, landing pages, locations and so on.
3. **Percentage on return visitors:** Here the new versus the return visitors is a metric available to track the return visitors and their importance by giving them loyalty to make the business effective.
4. **Organic traffic volumes:** Natural traffic from search engine result pages is referred to as "organic traffic". It is considered as free traffic and is distinct from pay traffic. Many businesses attempt to improve organic visitor traffic by employing appropriate search engine optimization techniques.
5. **Reduce bounce rate:** Bounce rate means, whenever any People or buyers enter into the company's site and leave (bounce) without continuing or viewing other pages. It is critical since nearly every company wants its visitors to take a certain activity on their website, such as making a purchase, contacting them, or downloading something. That is, better marketers are those who have a lower bounce rate.

III. Literature Review

Rahman & Rashid (2018) explained the new dimension to advertising through social media. They explained the effects of social media advisement in general people, young mind in particular.

Appel et.al (2019) showed the interaction between buyer and seller through social media advertisement. Digital marketing is our need and it is the future of advertisement era in future.

Lakshmanan & Basariya (2017) analyzed that social media marketing will be one of the strongest part after the revolution of Information Technology. They also discussed accurate strategy and detailed analysis that will help to grow this platform faster.

Hajli (2013) discussed about the new opportunity created through digital marketing after advancement of IT. It has further analyzed the impact of this social media on customer retention, orientation, interaction with customer and marketer.

Kaushik (2012) discussed about the increasing popularity of digital marketing cum advertisement over traditional marketing system.

IV. Objective of the Study

- To throw some light on methods, pros & cons of Digital Marketing.
- To show the implication of Social media advertising.

Research Methodology: The paper is explanatory in nature. Only primary and secondary data are used in this work. Primary data are collected through Google form in the month of March. Total 200 respondents are taken into consideration. Secondary data are collected from different articles, journals, newspaper reports, website of different companies.

V. Methods of Digital Marketing

Digital marketing is fully based on the internet or social media, so to develop digital marketing some methods should be followed

- 1. Creating a website:** Creating a website for business is the first step to establish online presence. A quality website with great loading speed is a good host for online business. Quality content is what will make visitors come back and attract new visitors for making new digital marketing.
- 2. Starting a blog:** Starting a blog, is a great way of engaging customers and influence them to buy a product use the services. Blog not only attracts customers but also helps to build the good reputation and it also shares with a large numbers of people. So blog is a great platform for customer's feedback and it is of paramount importance that communicates with the customers.
- 3. Creating e-mail:** At the earliest stage of digital marketing, e-mail making include delivering personalized or targeted messages at a moment of time. Through e-mail buyers and customers can able to interact with each other.
- 4. Search engine optimization:** It is the most popular type of digital marketing, and it is used to increase a website's search engine exposure. This technique is used for website analysis and improvement by optimizing properly by using exact browser for search engine optimization.
- 5. Establish a social media presence:** Create a brand image across numerous social media platforms, such as Twitter, Facebook, and LinkedIn. This type makes a brand greatly popular in the recent years.
- 6. Viral Marketing:** It is the perfect blend of various elements of marketing and always involves publishing any element of content across multiple channels to assure that the content grabs the attention of the market and spread over the communities.
- 7. On-line advertisement:** It is the process of advertising on the websites by purchasing a banners space on a popular website. Through this advertising process many website may also survive.
- 8. Pay per click (PPE):** PPE is also known as Paid Search. In these techniques paid adverts are typically placed to the right or exact search results. This cost depends on the competitive users and bidding on exact and appropriate key word funding.

VI. Advantages and Limitation of Digital Marketing

Advantages

1. Digital marketing is an effective communication aspect for the companies to get the potential customers.
2. By using digital marketing direct advertising and awareness is generated.
3. Digital marketing makes the marketing more accessible and customer can access it at any time and any place.
4. Digital marketing expand their buyers and customers across the countries and beyond the geographical boundaries.
5. Digital marketing has become a beneficial career for individuals who are familiar with the digital marketing strategy.

Disadvantages

1. Digital marketing is closely related to internet, so if people cannot access internet then it is beyond their reach.
2. Though digital marketing highly depends on internet, marketers (non-comfortable person) may find hard to make their advertisement and start a conversation also.
3. Another drawback of digital marketing is that some motivated person or a group of person can misguide customers by giving wrong opinion or feedback (known as DOPPELGAN GER).

Advertisement in Social Media: Advertisement in social Media means giving the advertisement or publishing the video of a brand in social media. It became popular since 2012 when the life of digital world started.

Social media advertising focus on social networking services that utilizes social networking websites such as FACEBOOK and Twitter as a marketing tool. The objective is to create content that people will share with their social networks, allowing a company to expand its brand awareness and customer base.

VII. Objective of Social Media Advertisement

The main objectives of ultra effective social media advertisements are as follows:

1. **Increment of Brand Awareness:** According to the survey of 2016, brand awareness is the top most reason for marketers which they get from social media advertisement because today people spend hours in social media.
2. **Driving the visitors to company's website:** Social media advertisement is mainly driving the visitors to the company's website or blog, from where the companies get maximum customers.
3. **Generate new leads:** Lead generation is typically used by companies with a long sale processes. There are many ways to track company's social media lead generation method.
4. **Increasing sign ups to grow the revenue:** By using the social media the companies can track their audience by paying customers directly, which means how many visitors sign up or how much revenue is in company's social media channels.

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5. **Boost Brand engagement:** From the social media engagement of marketers makes the customers and sellers interaction that improves the brand perceptions, loyalty and word of mouth recommendations.
6. **Build a business community:** By tracking the audience numbers, the number of total followers and fans can be found and they also make a close community and chats which make an effective measurement of business explorers.
7. **Effective social customer's service:** By giving proper and good customer service on social media can help to increase revenue, customer satisfaction and retention. By using proper social media customer support a company can gain actual and effective feedback.
8. **Increase the press strategy:** Social media enable companies to get their own news and share stories directly with their fans and followers. Here the press and media play a key role in many businesses marketing strategy.

VIII. Advantages and disadvantages of social media advertisement

Social media emerged as a strong marketing strategy in the last few years. Here all type of organization (start up or established) can share their every news and offers on social media website. No doubt social media marketing is a strong promotional tool but it has some brighten and dark side also.

Advantages of social media advertisement

1. Increase brand awareness.
2. Increase inbound traffic.
3. Improve the marketing of search engine.
4. Increase conversion rates.
5. Better customer satisfaction.
6. Improve brand royalty and authority.
7. Effective cost consumption.

Disadvantages of social media advertisement

1. Inappropriate network choosing can spoil the media advertisement awareness.
2. Those who are not well skilled or cannot be able to use social media; they can't able to get the social media advertisement.

Analysis

Number of Respondents

Male	110
Female	90
Total	200

Age category

>21	60
21-30	85
31-45	35
>45	20
Total	200

IX. Chi-Square Test

- To assess the relationship between customer trust with usage of specific social media advertisement.

H01: There is no relationship between the customer trust and usage of specific social media advertisement.

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	186.286 ^a	8	.000
Likelihood Ratio	173.125	8	.000
Linear-by-Linear Association	45.120	1	.000
N of Valid Cases	200		

The above tables give the result of Chi-Square test of association of attributes between the customer trust and usage of specific social media advertisement. Several Statistics are reported here but the most commonly used is the Pearson Chi-Square. In Table 1 the p-Value is less than 0.05 percent level of significance. Therefore, the null hypothesis is rejected. In other words, there seems to be a relationship between customer trust and usage of specific social media advertisement.

- **To Assess the Degree of Relationship between customer satisfaction level and purchasing through social media advisement.**

H02: There is no significant relationship between customer satisfaction level and purchasing through social media advisement.

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	43.150 ^a	8	.000
Likelihood Ratio	43.263	8	.000
Linear-by-Linear Association	5.012	1	.025
N of Valid Cases	200		

The above tables give the result of Chi-Square test of relationship between customer satisfaction level and purchasing through social media advisement. Several Statistics are reported here but the most commonly used is the Pearson Chi-Square. In Table 2 the p-

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Value is less than 0.05 percent level of significance. Therefore, the null hypothesis is rejected. In other words, there seems to be a significant relationship between customer satisfaction level and purchasing through social media advisement.

- To assess the relationship between Age and response in social media advertisement.

H03: There is no relationship between the Age and response in social media advertisement.

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	52.187 ^a	8	.000
Likelihood Ratio	54.103	8	.000
Linear-by-Linear Association	19.152	1	.000
N of Valid Cases	200		

- The above tables give the result of Chi-Square test of association of attributes between the There is no relationship between the Age and response in social media advertisement. Several Statistics are reported here but the most commonly used is the Pearson Chi-Square. In Table 3 the p-Value is less than 0.05 percent level of significance. Therefore, the null hypothesis is rejected. In other words, there seems to be a relationship between There is no relationship between the Age and response in social media advertisement

X. Conclusion

It is observed that younger people are very much active in social media. Instead of sharing knowledge and ideas they utilize this platform for using the new product advertisement. People who are in lower age group are more tech savvy and the revolution of information technology will lead this social media advertisement to attract them. People are quite satisfied with the product category and their satisfaction levels are quite good after purchasing goods through social media advertisement. It can be said that digital marketing is the future of Modern marketing era and social media advertising is one of the main pillar of it.

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