

Social Media Marketing in Modern Technology

Dr. N. Deepa¹
Assistant Professor

Department of Computer Science,
Dr. N.G.P Arts and Science College, Coimbatore

Kavya. S.²; Harini. P³; Dharshana. R⁴
Student

Department of B.Com IT,
Dr. N.G.P Arts and Science College, Coimbatore

Abstract:- The social media marketing means to market our products or anything by using social media. The business peoples also promote their business and attracting the audience we can see many advertisements regarding to education, jobs, etc...by using this social media. In this modern field user create their own account in social media and easily marketing and reaching the target audience in short period of time. It is not only used for business purpose but also it helps to people stay connected and shared ideas, thoughts and build communication with others in a safe and secure environment.

Keywords:- Social Media, Creating Networks, Target, Secure Environment.

I. INTRODUCTION TO SOCIAL MEDIA

In the 1980s and before years the use of technology is very less there is no awareness to the public about the social media. On those days the usage of mobile phones also less count but after 1990s the technology was growing day by day and also consumption of mobile phones increases. By using the social media, it was helpful for entrepreneurs to

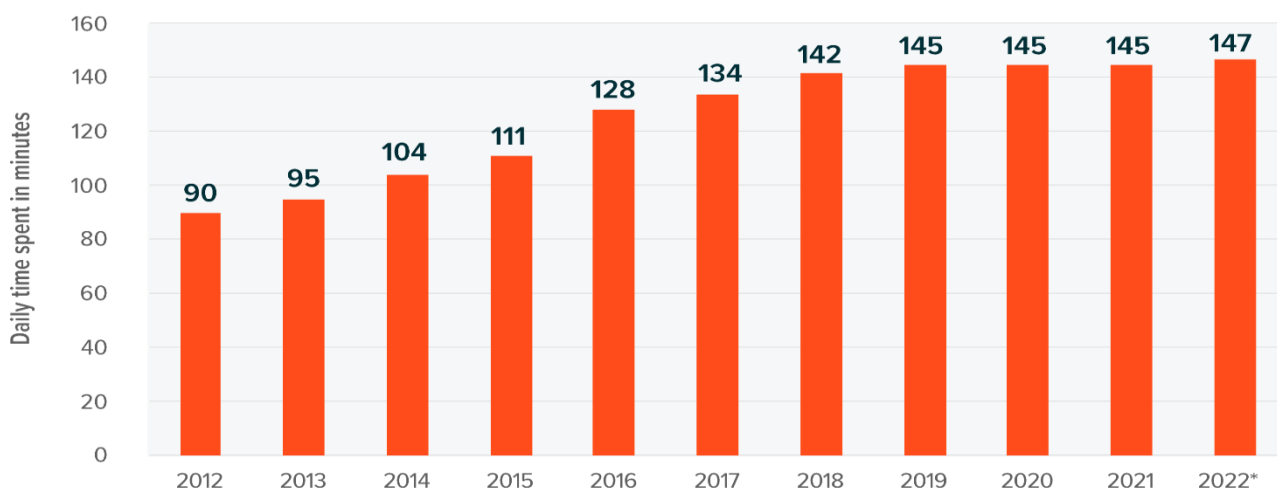
creating the awareness to the individual about their brand, and it reaches a larger audience. It has the tremendous growth in worldwide. In today’s world we can use Instagram, WhatsApp and more than social media apps globally.

II. SIGNIFICANCE AND GROWTH

The social media stages give a effective channel for coming to and locks in with a huge gathering of people and too time sparing. It makes a difference to increment brand mindfulness and acknowledgment. By utilizing social media promoting, we can create our profile and making promotions with respect to your commerce. You can pick up understanding into where you require to progress and what not to do by looking through your competitor social media posts. This can offer assistance you get a sense of how they position a item inside the advertise or which trends they are keying in on. Social media begun in the mid-1990s with the innovation of stages like geocities, classmate com and six degrees, com presently innovation stage like Instagram, twitter, etc... the worldwide social media advertise estimate was US Dollar 17.01 billion in 2022. It anticipated to reach USD more than 75 billion by 2030.

DAILY TIME SPENT ON SOCIAL PLATFORMS PEAKED DURING THE PANDEMIC

Sources: Global X ETFs with information derived from: We Are Social. (2022, January 26). Digital 2022: Another year of bumper growth.; Kemp, S. (2022, January 26). Digital 2022: Global overview report. Datareportal.



Note: *indicates forecasts.

Fig 1 Daily Time Spent on Social Platforms Peaked During the Pandemic

III. TYPES OF SOCIAL MEDIA MARKETING



Fig 2 Types of Social Media Marketing

➤ Advertising

It is a class of technological marketing. Transmission that uses public backing non-particular dispatches to develop or shoot a goods, service or generality. We can fluently deal our products by creating announcement in social media. If we can advertise a brand or product, we can identify that the brand is IN or OUT request. IN request means our surroundings have a advertency about the brand and making notifications like buy one get one offers, which will help to increase our product deals. OUT of request means there's no mindfulness about the product or brand to the public. In this situation creating announcement like reduce the client problems and chancing the result. It helps to increase the deals request. Total spending on social network advertising is gauge to reach upto \$220 billion in 2024.

➤ Content Marketing

This is a strategic marketing avenue it has the course of elaborating and categorizing content to attract some clients. Dispatch and videotape visual chops are most important in content marketing, and we should produce content not make an announcement. Content means giving applicable information about the product to the client and that information is useful to a client. Produce block posts, videos podcasts, emails, or infographics you want and partake in them.

➤ Influence Marketing

It is one of the in vogue social media showcasing sorts. A social network influencer is a discrete who retains earned devout followership through social network. This bellwethers can be a podcaster, web journal write, or personage from further section. For outline, if you distribute facial moisturizers, you may need to work with an influencer with a solid track record of victory advancing skincare products.

➤ Survey Sites

Review social systems are a prime case of social websites that affect your gathering of people but depend 100% age on them. Survey systems permit individuals to discover, audit and share data almost brands and their products.

➤ Book Showcasing Sites

Social bookmarking let us your spare web page so you can return to them afterward. This, destinations permit client to include comments, share bookmarks with others and, find modern substance. The best cases of book showcasing destinations as twitter, take, etc.

➤ Discussion Forums

Discussion shapes or online stage where people can inquire questions, donate answers and begin dialog on an assortment of subjects. Brands can visit shapes to lock in social tuning in learning what individuals are saying approximately them and getting criticism from clients and potential clients.

IV. SOCIAL MEDIA AT PRESENT



Fig 3 Social Media at Present

In early 1970s saw the conceptualization of social media. This social media stages that we are recognizable with started showing up two decades afterward within the 1990 and it was as it were a matter of time some time recently the social media changed into effective instrument within the world of business and marketing.

At display, ready to construct client relationship among social media marketing. It Plays a imperative part for commerce advancement and their development. By this social media we are able the client desires and their needs. In 2024, there are assessed to be 5 billion add up to social network clients around world. The normal individual employments 6.7 distinctive social systems per month. The number of social media clients around the world developed by 310 million individuals in between year January 2023 to January 2024.

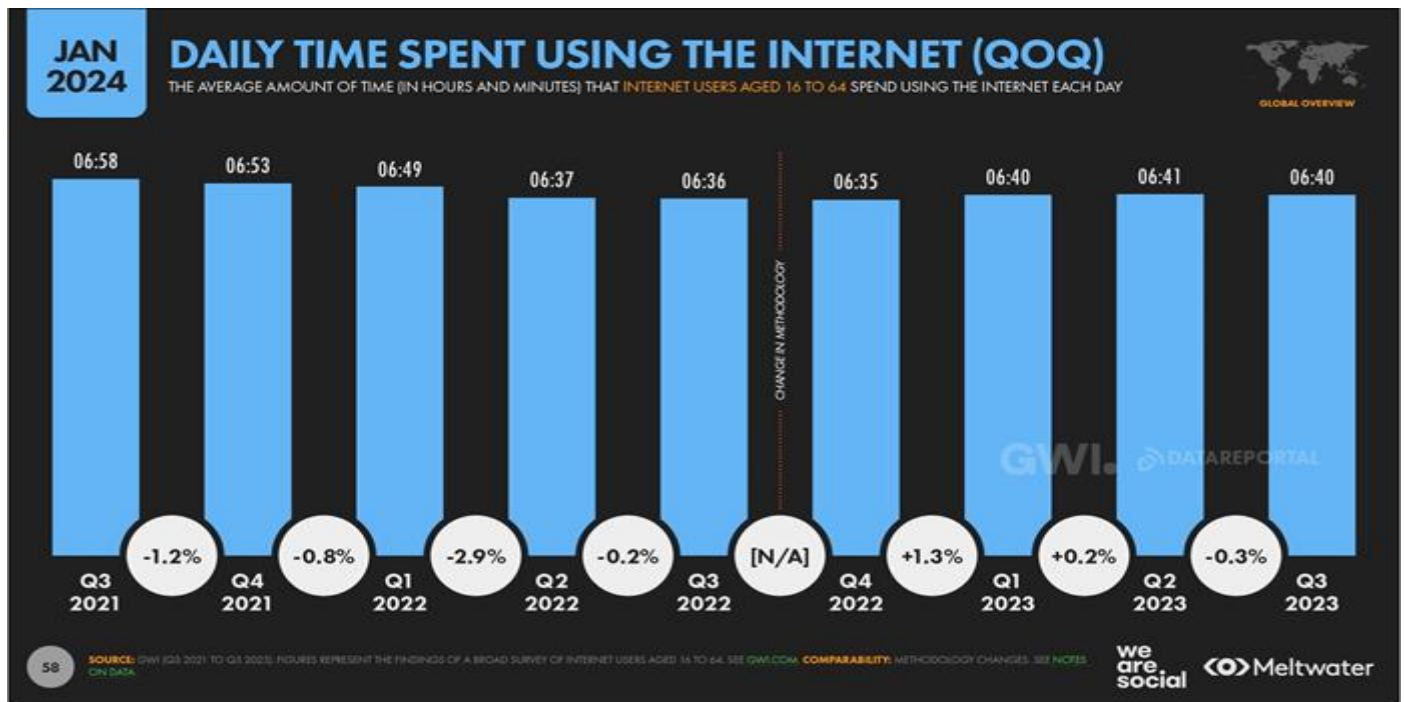


Fig 4 Daily Times Spent using the Internet (QOQ)

In digital era, people commonly used internet community apps and websites like Facebook, Instagram, Twitter, YouTube, Pinterest, LinkedIn, etc.... These are now trending forum to market and promote their products and services to business people.

➤ Facebook Statistics

Facebook is the most and commonly utilized stage by marketers around the world (89%). It has biggest real time social arrange in global with generally 3.03 billion month to month dynamic clients. The normal United Stater spends approximately over 25 minutes per day on Facebook.56% of Facebook clients are male and 44% are female.

➤ Instagram Statistics

After Facebook, Instagram sits the second place in worldwide with 80%. Instagram fetters with Facebook for the social media platform with the highest ROI. In 2023, more than 40% of marketers proposal to increase their investment in this social media platform. Beyond 25% of US Instagram users are between 25 and 34 years old. Instagram’s engagement rates are over two times higher than Facebook, but betrothal has become more competitive each year.

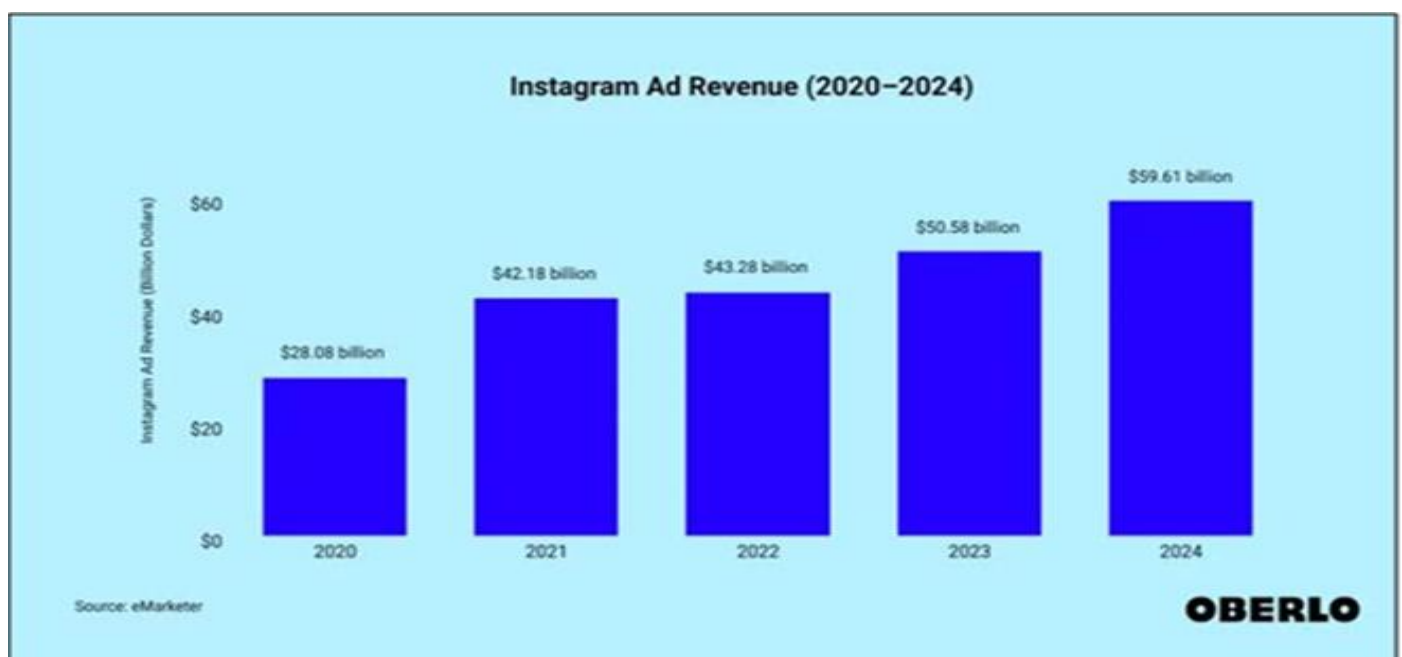


Fig 5 Instagram Revenue

➤ *Twitter Statistics*

Twitter boasts almost 619 million monthly active users worldwide. 55% Of Twitter users utilize stage induces the trending news. More than half (65%) of Twitter users are male (based on accessible sexual orientation information). 34% Of users arrange to spend less time on Twitter in 2024.

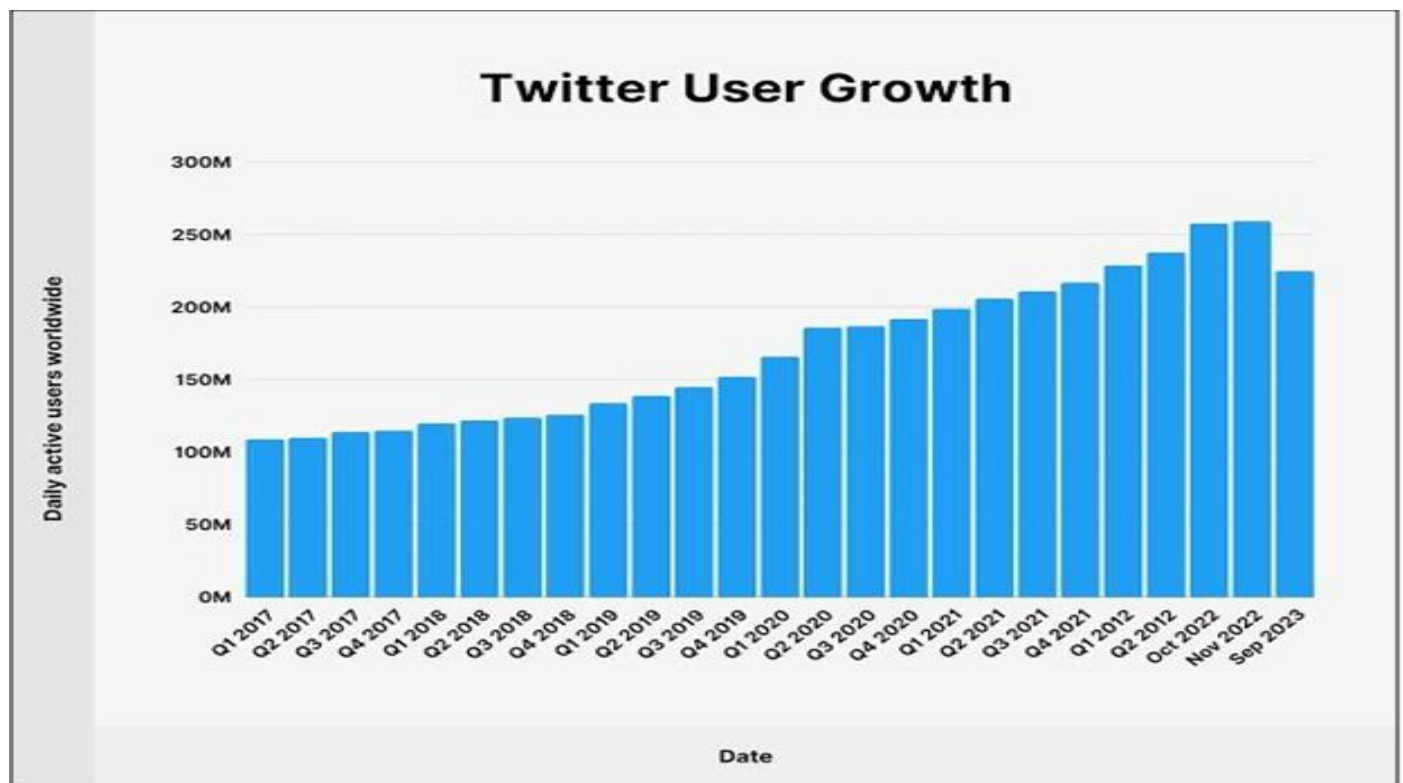


Fig 6 Twitter user Growth

➤ *Youtube Statistics*

In earlier years 2010 the YouTube has stepped into reaching the audience as well as subsequent years nearly 2014 it reached 1000 million monthly active users. It is one of the tremendous growth for YouTube. As Jan 2023, YouTube has about 2.6 billion clients around the world and YouTube shorts has more than 1.5 billion month to month dynamic clients. In excess of 85% of all visit to YouTube come from a mobile machine.



Fig 7 YouTube Monthly Active users

➤ *Pinterest Analysis*

The main purpose of using Pinterest is to gain ideas like recipes and more. Pinterest is also one of the growing social network platforms and the number of patron increased day by day in every year. Before 2020, they reach the audience nearly 500 million. In a couple of years they can reach more than 650 million in 2025.

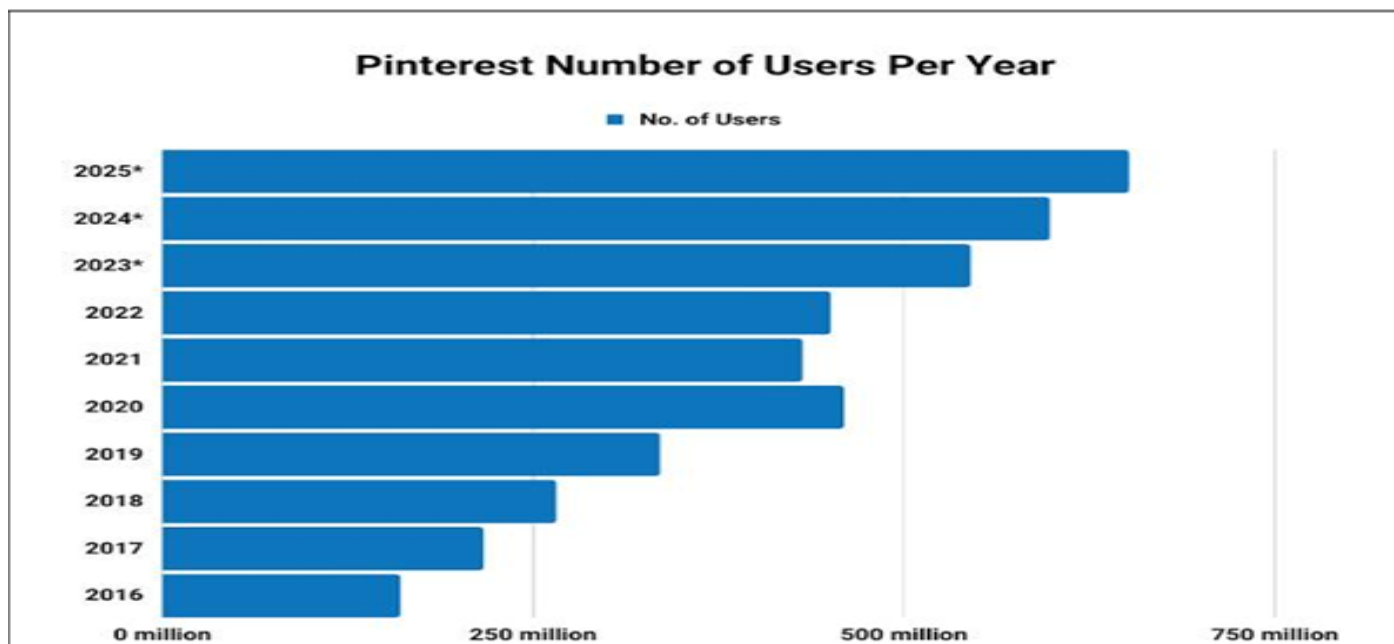


Fig 8 Pinterest Number of users per Year

➤ *Differentiation for Social Network Marketing & Web Marketing*

Table 1 Differentiation for Social Network Marketing & Web Marketing

Social Network Marketing	Web Marketing
Social website speaks to that innovation is on application that individuals utilize to create and keep up the discuss social organizing sites.	Digital showcasing is implies to advance your commerce through computerized stages counting both web based and offline channels.
It is fair one constituent of computerized vend.	Digital Promoting is not fair constrained to social media promoting efforts.
Reach of social media is limited	Digital Showcasing target much more extensive audience.
It as it was depended on distinctive social media channels to set up a relationship with customers.	It Leverages both online channels and offline promoting channels to advance a brand.

V. PROS AND CONS OF SOCIAL MEDIA MARKETING

➤ *You Reach Large Audiences*

Mostly the main advantage of social media is useful for business growth. By using this social media is to market the products and brand and reach a large audience, and we have direct connections with your audience.

➤ *Viral Promoting Opportunities*

Social media has the control to form your substance go viral and offer help reach a gigantic group of onlookers inside a brief time. Through inventive campaigns, compelling storytelling, and user-generated substance, you will be able your chances of making viral promoting minutes, driving to exponential development in brand mindfulness and engagement.

➤ *Observe Customer Feedback*

By using the social media we can easily observe or monitoring the customer needs and their feedback instantly. Therefore, the entrepreneurs should know the customers requirements, and they permit the full satisfaction to the buyer.

➤ *Time and Asset Intensive*

Keeping up compelling social media nearness require a critical venture of time and assets. Making and curating locks in substance, overseeing numerous social media stages, keeping up a steady brand involvement and reacting to client request persistent exertion and a devoted team.

➤ *Negative Effects*

Negative comments or audits that can effectively spread over the social media stages, possibly harming the company’s notoriety. Viable social media emergency administration and proactive notoriety observing are crucial to overseeing of negative viral substance.

➤ *Changes to Stage Algorithm*

Social media stages habitually upgrade their calculations, influencing the reach and capable of natural substance. These calculation changes can essentially affect a business's social media strategy.

VI. CONCLUSION

In worldwide, social media marketing reached a massive audience though every individual and business people wield to marketing the products, creating awareness, gathering information and also entertainment purposes and more... The next couple of days the growth of the social media is gain nearly up to 300 billion through mobile by 2030.

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AUTHORS



Dr. N. Deepa currently working as an Assistant professor, Department of Computer science, Dr.N.G.P Arts and Science College, Coimbatore, Her current research interest areas are networking, Software engineering and network security.



S.Kavya, Student, Department of Commerce With Information Technology, Dr.N.G.P Arts and Science College, Coimbatore.



R.Dharshana, Student, Department of Commerce with Information Technology, Dr.N.G.P Arts and Science College, Coimbatore.



P.Harini, Student, Department of Commerce with Information Technology, Dr.N.G.P Arts and Science College, Coimbatore.