

Social Media Marketing Vs Online Marketing Amongyoungsters

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ABSTRACT

Marketing is something which ascertain the needs of the customer and also satisfy them with profitable. Marketing plays a vital role and they have different mode of marketing communication. In that digital marketing consists of social media marketing,online marketing and forth. Here social media have some variation with digital marketing. Social media marketing is the one best way to reach the customer to build relationship in a easier manner.Social media marketing uses social media sites, forumes to stimulateproduct or brand and create awareness about them. It boost the traffic and increases the customer engagement through this media sites. The reach is limited to the boundaries of the social media and internet sites. Here the content is regarded as the king and so the customer be engaged. It's aim is to hanging with social media users mostly.

Online marketing, it implies developing and attracting customers through internet and non-internet based channels. It is modern marketing technique, which uses all available and cost effective electronic channels to

advertise the materials or services and to increase the customer reach. But it not only relays in Internet, it also possible through offline. It forms on banners to create an impression on the minds of customer. Their Target on audience is to force and stress using channels like T.V,radio, mobile apps, adds, email. When compare to online marketing the speed of the social media marketing obviously wins faster due to the response of the user, in the form of likes, shares, comments and statuses, which helps in reaching the audiences and users in a seconds and digital is comparatively slower.

KEYWORDS:Social media marketing, digital marketing, online marketing, promotion,internet,customer.

INTRODUCTION:

Social Media Marketing is the simplest terms refer to the internet marketing and digital marketing that promote a product or service. Most social media platforms have built in data analytics tools, which enables companies to track the progress, success and engagement of a advertisement campaigns. Social media marketing including current and potential employees, journalist, bloggers, general public level of a strategic level. Internet marketing offers anybody over a certain age with access to a computer and access to an internet connection, the opportunity to go into business for themselves with little or no start up cost. They could either sell their own products and services in which case they will be doing a business as a merchant. Fortunately large group of people they can still earn significant sums of money as affiliates. Affiliated are internet marketers .They will typically have a website of their own ,and on this website they will promote or review a product or service that provided by a third party(the merchant). Affiliates earn program of merchants, and earn commissions when visitor's to their websites go to the merchant's website by clicking textual or graphical link strategically placed on the affiliated website. In the brick or mortar world, business only make profits when they make sale they have a customer and clients,which they only get when have prospects. It all starts with prospects. It is the same with online marketing.

What is online marketing?

Also called as internet marketing it is the purpose of promoting a brand, products or services over the internet. Its broad scope includes email marketing, electronic customer relationship management and any promotional activities that are done via wireless media. It is also combines the technical and creative aspects of the World Wide Web such as advertising, designing, development and sales. Moreover, online marketing also deals with creating and placing ads throughout the various stages of customer engagement cycle.The study on current trends in online marketing towards online purchasing is aimed to know how the customer are, what they want, how they use and react to the product. This study also helps to know how various internet marketing variables

such as price, product features, advertising messages and corporate image affect the buyer. The study on /online marketing reveals to the management about the taste, preference and choice of different people and soon.

Why Online Marketing is Important?

The internet has the power to connect millions of people from around the world. Thus, it also has the capabilities to bring their business to million of their target market world wide. What makes this process a best inclusion to their promotional effort is the fact that they don't need to shell out plenty of money. In addition ,the effectiveness of their campaign can be easily measured using web analytics and cost-volume-profit analysis tools.

Need for the study:

Customer is one for whom they satisfy a want or want or need in return for some of payment. The payment may be money, may be time or may be goodwill but there is some form of payment. Satisfaction is the level of person felt state by comparing products in perceived in relation to the person's expectations. Satisfaction level is function of the difference between perceived performance and expectations.

Objectives of the study:

❖ Primary objectives

“ A study on perception of social media marketing with reference to online marketing among young generation”.

❖ Secondary objective

- To study the case of social media with online marketing
- To study the effectiveness of online marketing
- To study the reach of social networking to the customer
- To study the customer satisfaction of online shopping
- To study the consumer expectations and development in online shopping

Scope of the study:

The scope of the study is covering internal and external influence of the organization.

A study on perception of social media marketing with reference to online marketing to reach the young generation of the customer.

Limitation of the study:

- The study is confined to Coimbatore city.
- The study is based upon the customer satisfaction of online shopping
- The study is based e-commerce application of manufacturing , retail and wholesale marketing.



Social Media Marketing:

Social media marketing is the process of gaining website traffic or attention through social media. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broad customer reach.

- Listening: Know when to engage
- Sharing: Turn your buyers into salesmen
- Measuring: Track ROI in social

Process of social media marketing:

1. Create an social media marketing plan

If we want acquire customer, consider how much a customer is worth to their business, and what they can pay to get new customer. What to they want visitors to do when they come to their web site. To turn visitors

to customers, they need to know their target audience and give them reason to work with them instead of the competition.

2. Evaluate their website and fix the real problem

This site optimized for internal explorer is a virtual slap in the face using fire fox. Search engine optimization appeals to many web site owners. But SEO, they need to make sure the search engines can read their site and see all of their content. A content management system can let they make web site additions or website maintenance process, and they need to build site to facilitate changes and additions. If they code is a mess and edits take more time than they should, fix the problems now.

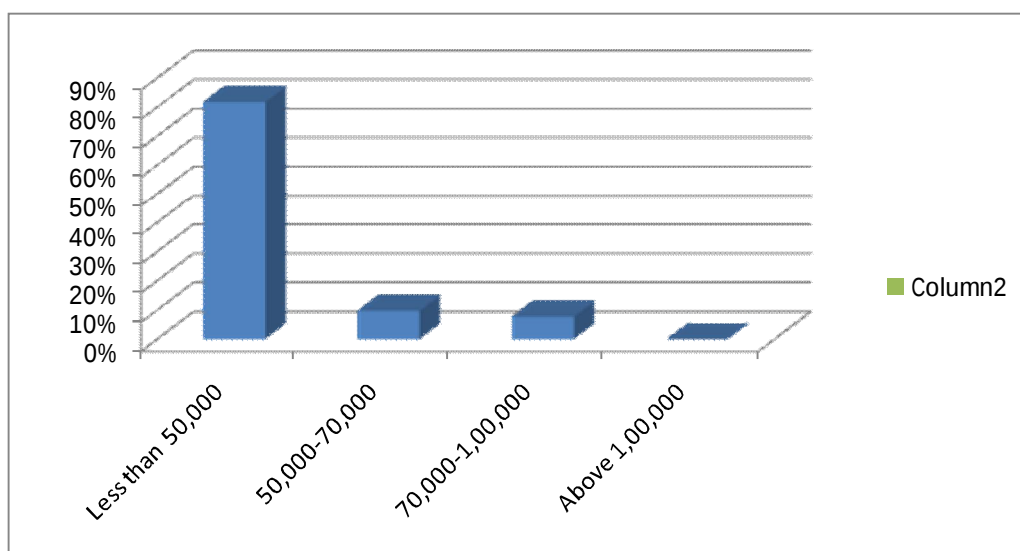


Chart shows the Annual Income of the respondent

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