

A Study of Social Media as Marketing Tool

Dr. Sachin Chavan

(Head of Department, Department of Management, Zeal College of Engineering & Research, Narhe, Pune 41 Mob.9850919264. Email.Sachin.Chavan@Zealeducation.Com)

Dr. Snehal Sashte

(Assistant Professor Department of Management, Zeal College of Engineering & Research, Narhe, Pune 41 Mob.9790899922. Email. snehalsashte4@gmail.com)

Miss.Kalpita A. Chavan

(Marketing Student, Department of Management, Zeal College of Engineering And Research, Narhe, Pune 41.MOB.9834600439. EMAIL.chavankalpita26@gmail.com)

ABSTRACT

Now in today's world social sites have taken over. Today these social websites gives ample of opportunities to their users for marketing their services and products also support to increase brand awareness. Social networks are communities of people who typically share a common idea, activity thought, interest. A social networks indicates a graphs of relationship that how social familiarities within a group of individuals people, organizations. Social media is an extremely helpful tool using which companies can get their information, product descriptions, promotions in the chain of networking world. Social media is a place where brands can act like people do and this is important because lot of people wants doing business with other people in their particular sector or also wants business with other business sector. Social Media Tool usage for business to business and creates ample of opportunity, helps in to creating relationship . It can be concluded that social media usage helps in developing Business to Business sales.

Key Words : Social Media, Business,Networking

INTRODUCTION

For having growth in marketing Social media tool is a impressive way for businesses of all types and sizes to reach prospects and customers. Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales. Social media marketing, is a form of internet marketing which also have name as digital marketing that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals for enhancing the business opportunities. Social media marketing includes activities like posting different types of videos, audios, text and image updates, and other content that drives audience interest also engagement, as well as paid social media advertising. By using Social Media Marketing in the proper manner we expand popularity of our websites Twitter, Facebook, LinkedIn and YouTube. Social media marketing is a useful way for targeting our customers. Study on effectiveness of social media as marketing tool proves that social networking sites are too much helpful for business to business firm or organization in creating new and unique sales. Social networking sites are very better tool for connecting with new clients and also maintain the relationship with existing customers and beneficial for understanding the customers. Social Media gives opportunities, social site helpful in management of relationship, also uses for the sales performance

REVIEW OF LITERATURE

Researchers such as Castronovo and Huang (2012) maintain that strategies of marketing which including marketing intelligence, promotions, public relations, product and customer management, and marketing communications should begin exploring and leveraging social media, not only because there is a growing interest among consumers in Internet usage, but also due to the fact that consumers consider information shared on social media as more reliable than information issued directly by organizations.

According to eMarketer (2013), organizations have rapidly growth adopted social media for various marketing eventslike as branding, market research, customer relationship management, service provision, and sales and promotion alongside various readings that are putting forward confirmation of the positive implications of deploying social media in marketing strategies.

PURPOSE OF THE STUDY

- To develop Brand Awareness.
- To study the digital marketing service which having different standard.
- To study the impact of Social Media channel on Business to business organization.
- To compare the traditional marketing with social media marketing.

RESEARCH METHODOLOGY

Descriptive Research: Descriptive research is the one type of research method. The research design which was used for this survey was a descriptive research. Descriptive research is defined as a research method that describes the situations and characteristics of the population that is being studied. Descriptive method is not calculate effects or reasons. This methodology emphasis more on the “what” of the research subject as compare to “why” of this research subject. Here the use of survey research method is done.

i) Survey Research: Survey research is the process of showing research by conducting survey from different respondents. Participants must have to answer for the questions which are ask through questionnaires. And then according to their responses given data collected from that survey.

DATA COLLECTION : The method which is used for Data collection is Questionnaires which contain different questions with the help of this questionnaires we found out some information

i) Primary Data Collection: Quantitative method are used in which Questionnaires with close ended questions are ask to the respondents to collection of data in primary data collection.

DATA ANALYSYS

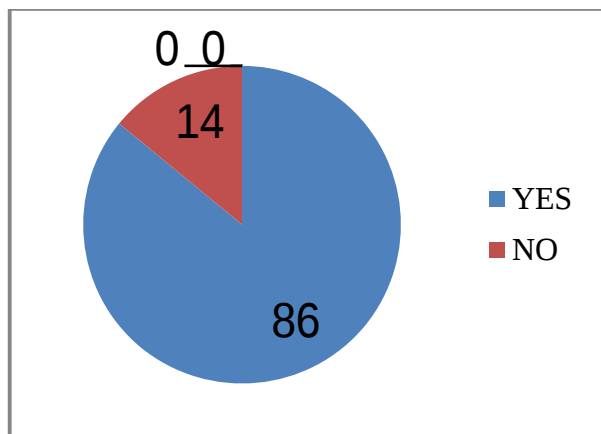
The Sample size of respondents is 50

Q.1. Is the social media tool helpful for Business to Business organization in generating new clients and connecting with them?

1. Yes

2.No

Response	Number	In Percentage
Yes	43	86
No	7	14

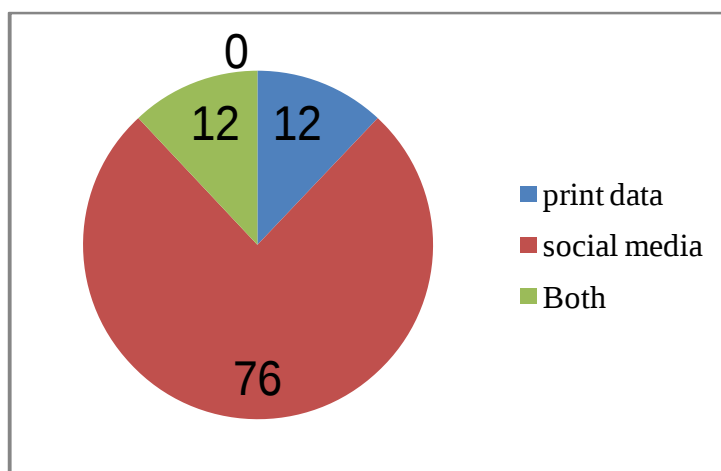


From the above table it is found that 86% of business focusing upon social media as effective tool for business to business firm. Because 86% gives the result that social media as marketing tool is helpful for the business to business organization and only 14% says that social media tool not that much effective tool for the B2B firm.

Q.2. Which one is the better that you think?

1. Print Media 2. Social Media 3.Both

Category	Number	In Percentage
Print Media	6	12
Social Media	38	76
Both	6	12



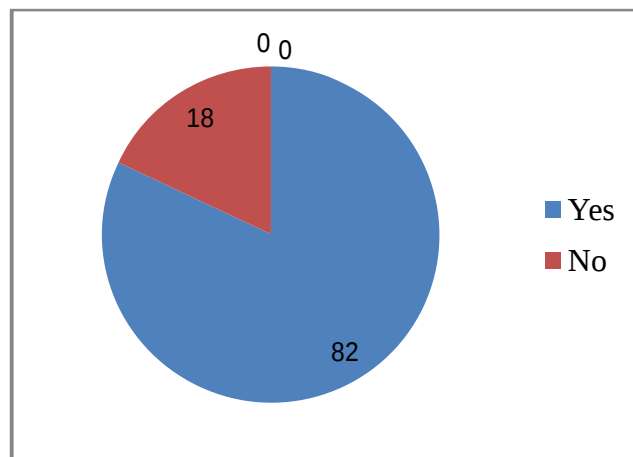
From the above survey it is observe that 76% of respondant say that social media is better than print media and some of respondent around 12% said that print media is better than social media and remaining some 12% said that both are better for the business.

Q.3 After method adopted by entrepreneurs, young, old in the field of marketing, advertising, brand building, promotions the social media is the most sought Do you think is is true?

1.Yes

2.No

Response	Number	In Percentage
Yes	41	82
No	9	18



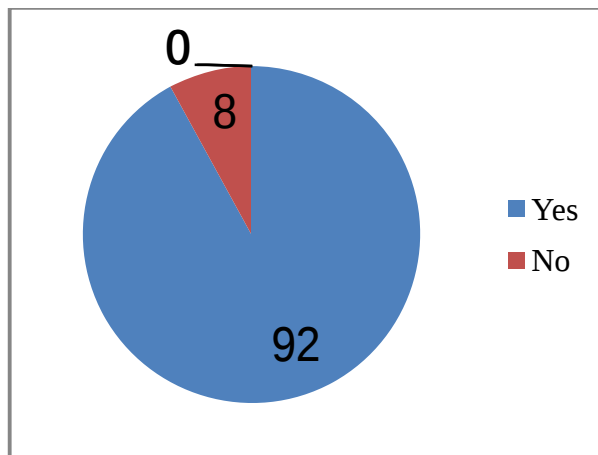
From the above table 82% respondent gave the opinion about that social media is most sought in the field of marketing, and advertising, brand building and promotion by entrepreneurs, younger. And all other 18% said that no it is not as much true fact for social media.

Q.4 Do you think social media marketing tool will beneficial for the organizations to find their potential customers?

1.Yes

2.No

Response	Number	In Percentage
Yes	46	92
No	4	8

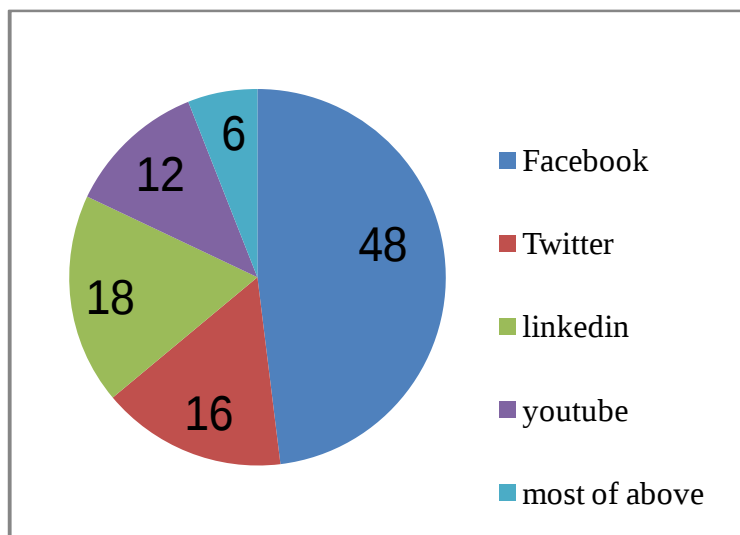


According to survey is observe that so many means almost 92% respondent said that social media marketing tool is helpful and beneficial for finding the new potential customers. remaining 8% said no.

Q.5 With Which social media tool or site are you most familiar?

1. Facebook
2. Twitter
- 3.Linkedin
4. YouTube
5. Most of above

Social site		Number	In percentage
Facebook		24	48
Twitter		8	16
linkedin		9	18
youtube		6	12
Most of above	3	6	

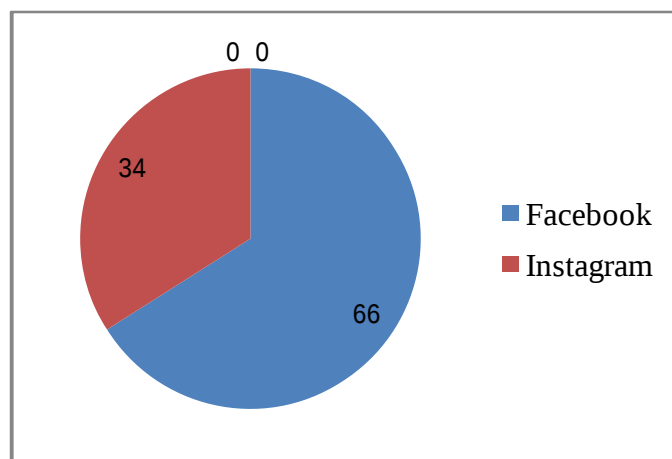


From above observation it is clear that 48% of them are familiar with facebook then 16% with twitter, usage of linkedin by 18% and 12% of respondent uses youtube as marketing tool and remaining of the 6% respondent uses all the social media tool as marketing tool.

Q.6 According to you which one is the most effective and useful social media tool for online marketing ?

1.Facebook 2.Instagram

Category	Number	In Percentage
Facebook	33	66
Instagram	17	34

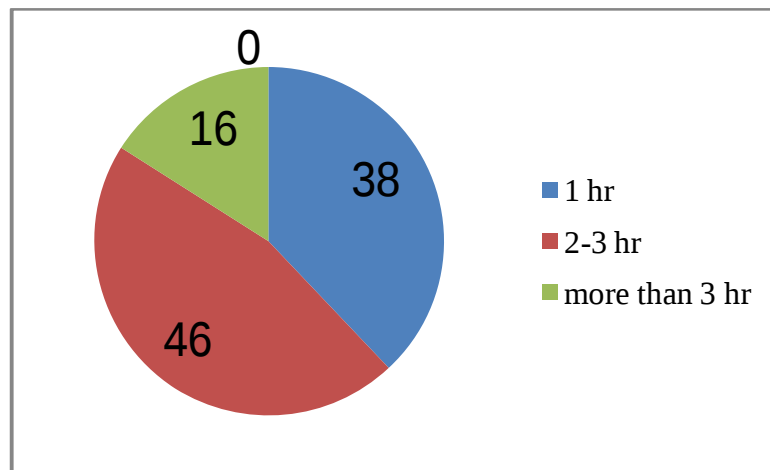


From above it has been observed that Facebook is most effective as well as useful as compare to Instagram for the online marketing.66% Facebook is more useful for the online marketing. About 24% which all remaining candidates says Instagram is most effective and useful rather than the Facebook.

Q.7 How much time do you spent on social media sites?

1. 1 hr 2. 2-3 hr 3. More than 3 hr

Time	Number	In Percentage
1 hr	19	38
2-3 hr	23	46
More than 3 hr	8	16

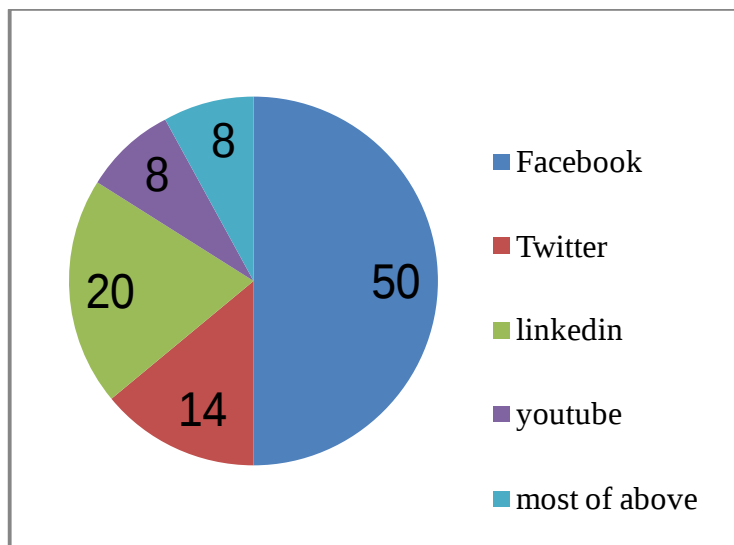


It is observed that ratio of time spending on social media for the time span of 2-3 hour is little bit greater than time span of 1 hour and mostly greater than for time span of more than 3 hour. 38% respondent spent their time on social media for 1 hour and 16% remaining respondent uses social media more than 3 hr.

Q.8 Mostly which type of social media do you use in regular manner ?

1. Facebook
2. Twitter
3. LinkedIn
4. Youtube
5. Most of above

Social site	Number	In percentage
Facebook	25	50
Twitter	7	14
linkedin	10	20
youtube	4	8
Most of above	4	8

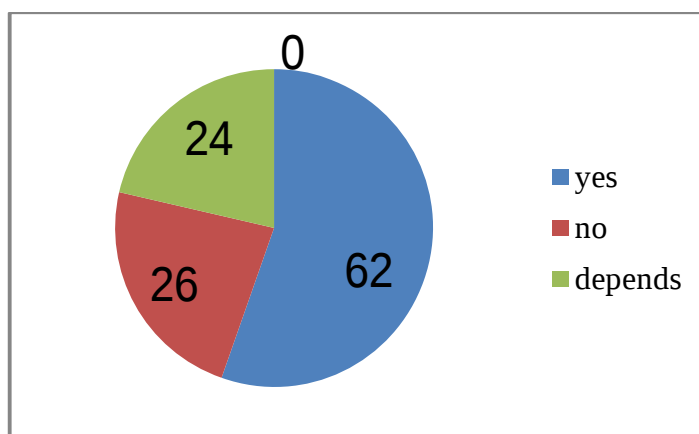


It has been observed that half of them usage Facebook social media site, 20% of respondent uses LinkedIn as social media tool then 14% uses twitter, Youtube use by the 8% of respondent and all remaining uses all social media tool.

Q.9 Do you think that relative cost of advertising by using social media tool is cheaper than traditional advertising?

1. Yes 2. No 3. Depends

Response	Number	In Percentage
Yes	31	62
No	13	26
Depends	6	12

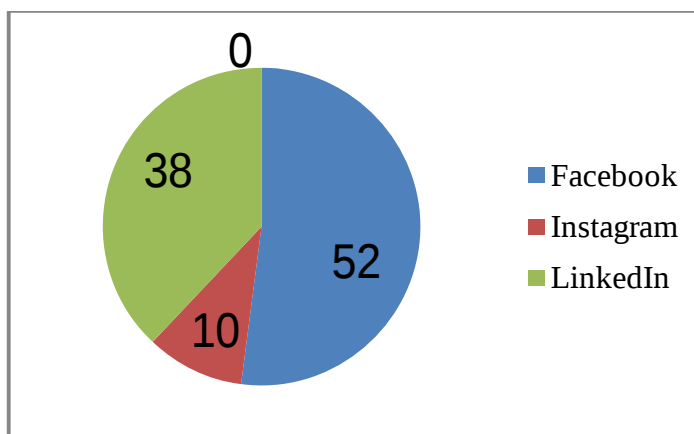


From the above it is observe that 62% relative cost for the advertising by using social media tool is cheaper than traditional advertising. and 26% said that no regarding the relative cost comparison. And 12% gives their response like it is depends on the situation.

Q10.Which one social media network or online presence think is better to generate sales or customer engagement?

1. Facebook 2. Instagram 3.Linkedin

Category	Number	In Percentage
Facebook	26	52
Instagram	5	10
LinkedIn	19	38



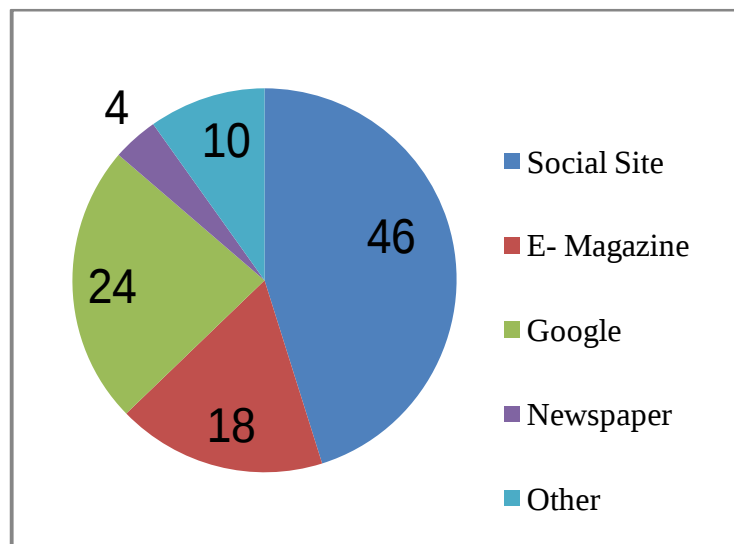
From above observation as compare to Instagram, Facebook and LinkedIn is better for customer engagement or sales because 52% respondents gives the positive response for Facebook and 37% said that LinkedIn is better and remaining 11% gives response for Instagram.

Q11. Based on your experience which source visitors find you well with?

1.Social Site 2.E-Magazine 3. Google. 4. Newspaper 5.Other

Category	Number	In percentage
Social Site	23	46
E-magazine	9	18

Google	11	22
Newspaper	3	6
Other	4	8



According to above survey it has been observe that 45% of respondent gives their opinion about Facebook that it is Better source for finding the visitors, then 19% said E-magazine is good, some respondent near about 21% have experience that Google is better, 6% said newspaper is also beneficial and 9% suggest other options.

FINDINGS

1. It is found that there is higher percentage of social media as effective tool for business to business firm.
2. It is observed that social media is much better as compare to the print media for the advertising, branding, promotion for the business.
3. It is justify that social media as marketing tool is most sought in the sector of marketing, advertising, brand building and promotion by entrepreneurs, younger old man.

4. It is found that social media is very helpful and important for their potential customers in business to business firm. According to survey is observe that so many means almost 92% respondent said that social media marketing tool is helpful for finding the new potential customers. remaining 8% said no.
5. From above observation it is clear that 48% of them are familier with Facebook then 16% with twitter, usage of LinkedIn by 18% and 12% of respondent uses YouTube as marketing tool and remaining of the respondent uses all the social media tool as marketing tool
6. From above it has been observed that Facebook is most effective as compare to Instagram for the online marketing.66% Facebook is more useful for the online marketing.
7. It is observed that ratio of time spending on social media for the time span of 2-3 hour is greater than,38% for 1 hour and 16% uses social media more than 3 hr.
8. It has been observed that half of them usage Facebook social media site,20% of respondent uses LinkedIn as social media tool then 14% uses twitter, YouTube use by the 8% of respondent and all remaining uses all social media tool.
9. From the above it is observe that relative cost for the advertising by using social media tool is lesser than traditional advertising.
10. From above observation it is found that Facebook and LinkedIn is better for customer engagement or sales rather than Instagram because 52% respondents gives the positive response for Facebook and 37% said that LinkedIn is better and remaining 11% said about Instagram.
11. According to above survey it has been observe that 45% of respondent said that that it is Better source for finding the visitors is Facebook, then 19% said E-magazine is good, 21% give their opinion about Google is better according to their experience, 6% said newspaper is also beneficial and 9% gives other options.

CONCLUSION

Social media marketing gets positive effect on many businesses by using the Social Media Marketing Tool .By use of social media marketing avoids the more consumption

of money, time and is highly engaging and interesting social media marketing seems to be the next big thing to hit across all over the world. One of the advantages and usage of social media marketing as compare to traditional advertising is that we can exactly targeted to our potential customers .On the basis of this survey, it is concluded that as digital marketing influences the customers & revenue making for a particular business.

BOOKS

Marketing Management: by Philip Kotler

REFERENCES

- <https://www.slideshare.net>
- <https://www.google.com>
- <https://www.qaora.com>
- <https://www.digitalvidya.com>
- <https://www.gibf.biz>

