

A Statistical Analysis of Social Media as a New Investigative Tool in Marketing

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Abstract— In this paper an analysis of the existing Social Media Marketing practices as a new investigating tool has been executed that can yield some indispensable data to keep up with the trends, competitor strategies, and developments in the market. The objective of this exercise is to expedite the process of making a novice entrepreneur into a seasoned pro with the help of social networking. The less known brands and small business have been scrutinized to devise an analysis based on the above mentioned peculiarity.

Keywords— Social Media Marketing, Content Management System, Search Engine Optimization

I. INTRODUCTION

With the amelioration of marketing technology at a brisk pace, the interests of businesses in the Social Media Marketing research, right from CMS (Content Marketing Strategy) which is groundwork of marketing in the world to Copywriting has been flourishing [1]. It has taken the marketing enthusiasts some time in this pursuit. In this time SMM has become the new silver bullet in marketing as it gives the ability to reach existing and potential customers in new, dynamic ways without spending hundreds and thousands of dollars[2]. One of the paramount areas of this research of SMM will be the betterment of praxis used by small businesses to stretch their arms to customers by reaching their target audience, meeting customer expectations, and engaging interactively with customers [3]. The SMM is a extravagant affair therefore, the need to keep the cost under check is imperative. In this analysis, we have paid attention in improving the understanding of the modes of marketing for a lone entrepreneur or large business.

The key elements of SMM are:

- **Content Marketing**- It includes creating and sharing valuable free content to attract and convert prospects into customers, and customers into repeat buyers. It is content that spreads via social networks, generating powerful word-of-mouth exposure [4].
- **Copywriting**- The art and science of direct-response copywriting involves strategically delivery of words that compels people to take some action [4].
- **SEO Copywriting**- It is optimizing web page copy by targeting keyword phrases in certain frequencies and densities [4].
- **Keyword Research**- It defines what people are interested in and in what relative numbers [4].

The other germane areas that are assisted with the advancement of SMM are: Customer Service, Employee Collaboration, Crowd sourcing, Partnership, Recruiting, Hiring, and Advertising.

II. ANALYSIS

When it comes to the more banal marketing and advertising, for small businesses to implement ideas, plan and execute effective marketing strategies is a goal that is hard to achieve. While there are number of factors that determine success and failure, a small business should begin by marking clear goals for SMM exercise and figure out how to measure success [5]. For a business, creating a SMM strategy is more than just creating a Facebook Page or Twitter Page. It requires the engagement strategy which results in sales. The engagement strategy should involve marketing engagement and servicing engagement [6]. Social marketing for business is a major movement that companies should not scorn if they want to remain vying [8]. Small businesses need to know why they should use social media for marketing. The compelling reasons are:

- **Branding**- SMM can create a definite existence for a business' product or service, in a way that promotes online conversation and creates a buzz [6].
- **Word of mouth marketing**- It has been agreed by over 80% of online marketing firms that social media engagement is based upon social interaction between the customer and business [6].
- **Reputation Management**- It is essential for a small business to keep an eye on what other people and sites are saying about their company. They will be benefitted if they use forums and message boards to answer to their customer queries professionally [6].
- **Find out what works and what doesn't**- A business cannot grow unless the keeper understands the prior faults. Social Media gives a chance to look at these faults [6].

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- Helps with search engine rankings-** The 'follow' links on the profile pages of social networking sites can provide your business online properties with a higher ranking on search engines [6].
- Cost effective marketing and advertising alternatives-** SMM is just a fraction of the cost of traditional marketing and advertising. It will relatively cost time than money [6].

Social Media is becoming a desideratum each day for businesses as it is a great way of pushing ones business both economically and brand wise.

When Ready Response Network gauged small business operators' opinion about their main reason for using social media. The respondents gave three main reasons: Increasing Brand Awareness(34%), Networking(25%), Driving traffic to their Business Website(20%)[7].



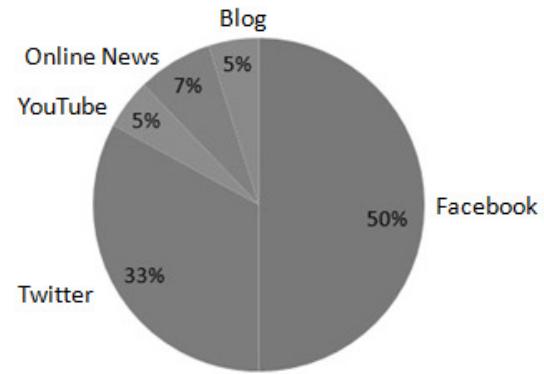
To make small business powerful, the profitable ways one can begin to leverage social media for their marketing efforts are:

- Facebook-** It offers unprecedented, low cost marketing opportunities for small business, with over 1 billion users to target[5]. WordPress SEO's Hosting statistics say that 80% of Facebook users prefer to connect with brands on Facebook. 47% of Americans say that Facebook has a greater impact on their purchasing behavior than any other social network. And 30% of millennial consumers are most likely to buy from a company if it has a Facebook Page says War of Words: Myth-Busting Social Media SEO and Content Marketing[8].
- Twitter-** It offers an outlandish marketing platform for small businesses[5]. 505 of Twitter users are more likely to purchase from brands they follow says War of Words: Myth-Busting Social Media SEO and Content Marketing. 34% of marketers say that they have generated leads using Twitter says WordPress Hosting SEO[9].
- Company Blog-** Blogs always offer great value for small businesses. 7% of marketers have acquired their customers via their blogs and 52% of consumers say

blogs have impacted their purchasing decisions says B2B infographics [9].

- LinkedIn-** It is a business oriented social network for professionals [5]. 97% of business executives have used LinkedIn says Search Engine Journal. 41% of small business owners believe LinkedIn helps their firms more than Facebook, Twitter, YouTube, Google+, Pinterest combined. says Marketing Charts[9].
- YouTube-** It has always been an attractive social site for small businesses. Multimedia (videos, photos, audio) can provide excellent social media marketing opportunities though it can be a bit complicated for many small businesses[5].
- Google+**- It is a social layer that associates web-content directly with its owner/author[10]. 40% of marketers use Google+. Two third plan to increase activity there over the coming year says WordPress Hosting SEO.
- Pinterest-** It offers the right support for business. It has been analyzed by Search Engine Journal that 80% of Pinterest users are women, so Pinterest can be useful for marketing of businesses related to women and 80% pins are repins[9].

The respondents to Ready Response Network voted Facebook as the most used Social Media for Business[7].



SMM can be phenomenal marketing channel for small businesses[5]. It is a fact accepted by business owners that Social Marketing is a modern marketing platform[11]. A small business is capable of adjusting to the changing demands quiet easily and quickly. Graphs' research says that 75% of small businesses are using SMM to improve their Search Engine Optimization[12]. Social media sites are a way to get the nation to interact with each other all over the world. Dailygraphics' research says that 83% of marketers indicate that social media is important for their business[13].

III. STRATEGIES

Social Media Marketing strategy is critical to implement for a business. A business should rather use a technique that goes

beyond the normal social media presence. The strategies that a business should implement are:

- Multimedia Usage-** Multimedia can crack-up the unadorned business-to-consumer sales flow and make the company appear more receptive. Use of videos and images can help the business grow. Images are informative for the consumers as they want to see what they're buying. Images also help HR Department recruit new employees for the business and convince others to work for their company. Videos are useful for explaining complex how-to's and concepts. An online retailer of musical instruments and accessories can use YouTube to build a strong community[14].
- Integrate offline and online Advertising-** Small businesses use offline advertising, radio, print, or cable. But integrating offline advertising with online by including Facebook Page or Blog URL, can invite potential consumers to the business' social profiles and increase their trust in the business[14].
- Message Adaptation-** When a business starts to leverage more online platforms it should customize messages across sites, it prevents the users from receiving multiple identical communications[14].
- Local Social Networks-** Local search makes small business visible to consumers looking for a business in a particular area. A business will always have a plus if you are on Google maps through Google places.
- Contests and Discounts-** For a business building a community and keeping it active is very important. One way to keep the community active is to create a contest or offer an exclusive discount, through this the customer feels that it is not only a brand one should engage with, but also to buy from[15].

Social Media Marketing strategies for a particular type of business are:

| Type of Business | Social Media to be used |
|-----------------------|--|
| Mobile and Technology | <p>Facebook, YouTube, and Google+.</p> <p>Set up a Facebook Page for easy networking and interactions with customers through multi-media information.</p> <p>Engage with YouTube by uploading video demonstrating the features of the Mobile or Application that the business is launching.</p> <p>Google+ Pages enables the customer to search your business through Google Maps or mobile devices.</p> |

| | |
|----------------------------------|---|
| Coaching Centre | <p>Blogs, Facebook and Twitter.</p> <p>A Blog can give your company an identity and generate word-of-mouth interest and display current work.</p> <p>Use Facebook Page for networking and interactions with students.</p> <p>Use Twitter to let students discover new information and add a Tweet Button to help them share information.</p> |
| Apparel, Accessories and Product | <p>Facebook, Twitter, YouTube, Google+, and Pinterest.</p> <p>Use Facebook Page to let your customers know about your latest collection.</p> <p>Embed a Follow Button on your website to allow customers check your Twitter Account.</p> <p>Upload videos on YouTube on how to combine dresses and accessories.</p> <p>Use Google+ to let your business visible to users on GoogleMaps.</p> <p>Sign up on Pinterest for Business Accounts and get the right support to inspire people on Pinterest.</p> |
| Health and Fitness | <p>Facebook, Google+ and YouTube.</p> <p>Use Facebook Page for interacting with customer through wellness and health tips or direct them on exercises.</p> <p>Use Google+ to help people see your centre on GoogleMaps as well.</p> <p>Upload videos on YouTube giving diet plan and directions to exercise.</p> |
| Interior Design | <p>Facebook, Twitter, Google+, and Pinterest.</p> <p>Use Facebook Page showcase your work through multi-media interaction.</p> <p>Get the right support from Pinterest's Business Account.</p> |

V. CONCLUSION

Social Media can be highly gratifying to the business owner that wants to make a difference and values the constructive feedback that would lead his business to bigger and better heights.

Therefore, small business can employ Social Media Strategies to connect with and engage existing and potential clients, providing intriguing content while spreading the word about their product and services. As more people rely on endorsements from friends and family rather than being driven by their innate sense of decision making, it is intuitively a good idea for most small businesses to develop and maintain a vibrant and engaging social media presence[16].

V. FUTURE WORK

Social Networking is growing at a very fast pace but there is still a lot of head room for growth as social networks in India

are still at their embryonic stage. Therefore, it is high time these companies should ardently be innovative to come up with effective strategies and execute them to win over a bigger share of the pie(the whole market). To use this revolutionary medium, a business owner needs to be perceptive enough to strike the right balance between the use of traditional marketing strategies and social media marketing strategies their business should use among the conventional ways of marketing, the print and television media and the contemporary ways of marketing, the social network.

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