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 9940 572 462

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 [ijirset@gmail.com](mailto:ijirset@gmail.com)

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# An Empirical Study on Real Time Impact of Social Media in Current Business Environment

Anshi Singh, Prof Prithwiraj Das

MBA student, Aims IBS Business School, Bengaluru, India

Principal & Professor (Marketing), Aims IBS Business School, Bengaluru, India

**ABSTRACT:** Different modes of communication have impacted life day by day throughout history. In the twenty-first century, social media is not the medium of expression that allows us to convey our thoughts and ideas in the most absolute and original way possible. This method of disseminating product information to the general public has had a significant impact on the corporate world, which has realised that without a good plan and social media strategy, it will be difficult to stand out in the fast changing digital environment. It is critical to consider several marketing theories in order to improve their brand in a variety of ways. The social media phenomenon has had a significant impact; it has transformed research methodologies, allowing firms to engage more effectively with their customers. Even the advertising industry has been affected by social media's effect. It plays a hybrid function in the promotion mix, allowing businesses to communicate with customers while also allowing regulars to communicate with one another. Companies can use social media to develop a communication link with their customers, sell their products, build brand equity, and increase customer loyalty. Social media is a two-way communication channel that takes both work and caution to manage. Customer satisfaction is possible. A satisfied customer can complain loudly, quickly attract many other customers, and harm the brand's reputation. Class two: To prevent harming the firm's brand image rather than boosting it, the organisation should focus on social media marketing as part of a broader marketing strategy. In the following paper, we will learn about the role of social media and whether or not it is really necessary to maintain an effective social media marketing strategy.

**KEYWORDS:** disseminating product, research methodologies, social media, two way communication, broader marketing strategy.

## I. INTRODUCTION

The best approach to define social media is to compare it to the prior industrial media paradigm. Blogs, microblogs, social networks, media sharing and selection sites, analysis sites, forums, and effective worlds are among of the most popular kinds of social media. Almost all businesses, including large corporations, use media to some extent. Large corporations such as IBM, Dell, and Burger King have influenced our use of social media to a greater level. IBM controls more than a hundred blogs, a dozen virtual islands, many official Twitter accounts, and an accepted forum called Developer Works. The continued rise of social media has changed the fabric of business, affecting not just the structure of company communication, but also consumers' ability to share, consume, and generate brand-related messages, presenting a plethora of opportunities and difficulties for firms. Given the dynamic nature of these online environments, social media has taken on various meanings and continues to be subject to interpretation. Brands are attempting to use social media to personalise relationships with community staff, other stay holders, and other merely employees, as well as to serve as additional information push channels.

In 2002, the northern Ibrahim established Friendster, ushering in the contemporary era of social networks. In October of 2003, Mark Zuckerberg founded Facebook, a social networking site that began as an elite club for Harvard undergraduates. Finally, in 2006, anyone with any email address was able to sign up. According to the Wall Street Journal, Facebook is currently developing a system that will enable for targeted advertising to specific networks of people who share common interests.



## II. USING SOCIAL MEDIA TO CAPTURE CUSTOMERS

### Blogging

The social aspects of a block programme, including as comments, blog rolls, trackbacks, and subscribers, make it ideal for marketing objectives. A blog is primarily a content management system that allows anyone to easily write short articles known as posts.

Every business with a website should have a blog that allows its content to speak directly to its present and potential customers. Mashable is one of the most popular websites on the internet and the industry leader in the field of social media.

According to the researchers, the readers trust block contains more than social media sites for shopping, which makes sense because shoppers prefer specific information to assist them make decisions rather than engaging with random users who may have an opinion about things.

While blogs are no longer the most popular form of online communication, they can still be quite efficient in driving purchases. However, they aren't a quick marketing answer. By their very nature, blogs assist others. With search optimization, you can relieve the stress of post-purchase assistance and customer service.

### Twitter

Microblogging is a sort of blogging in which each post is limited to a certain number of characters; for example, Twitter updates are limited to 140 characters. Most businesses should be on Twitter since it's easy to use, involves little effort and time, and can quickly result in increased buzz, income, and consumer interest information. Offers can also be made public on Twitter. Promote events, announce new blog posts, or keep the site updated with important news links stories to keep people informed. Twitter is one way to stay on top of things.

## III. SOCIAL MEDIA MARKETING STATISTICS

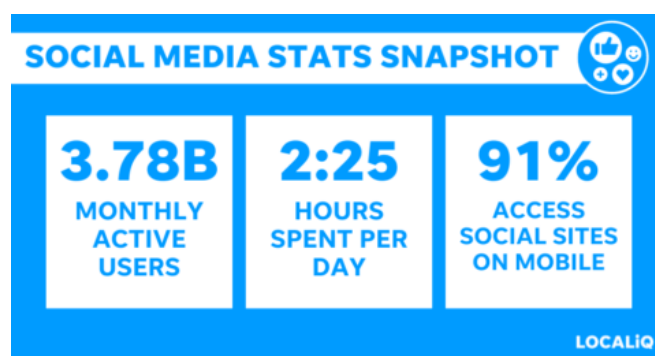
According to data that demonstrate the impact of social media, the typical American spends 2.25 hours per day on social media, and 70% of people who have a favourable experience with their work on social media indicate that their business is increasing as a result of the internet. Approximately 81 percent of people use Instagram and Facebook to conduct product and service research. It was also discovered that approximately 80% of Twitter users felt more positive about a company after receiving a response to their tweet.

### FACEBOOK

In 2011, there are more than 800 million active Facebook members, with new individuals joining every minute. According to a social media examiner, the average Facebook user has 130 friends and is largely connected to 80 pages, events, and groups. After becoming a Facebook follower of a brand, 56 percent of customers indicated they were more likely to suggest it to their friends or relatives. Staying in touch with current friends and family members is one of the most compelling reasons why people use Facebook, which accounts for nearly two-thirds of all social media usage.

### TWITTER

With the help of Twitter around 34% of the market generated leads and 20 of close deals using the twitter.



## SOCIAL MEDIA MARKETING PLAN



Social media marketing plan is road map to carrying out the strategy that you want to build up to grow your business. It puts structure around the efforts so that it is measurable of your success and makes sure that you spending your resources wisely and in a correct manner. The few tips for creating your own social media market plan.

#### **Choose your platform-**

Always choose the platform based on your target audience as well as your bandwidth. Never try to see the number of platform that you can not actively keep up with.

#### **Set goals and objectives -**

Because an objectives should be simple task like to start. Once start getting into other inside will be able to set more specific in strategic goals which will help you increases following per month.

**Report and adjust regularly** -It is important to use platform analytics identify which post generate most engagement and whether we are getting more followers or not and also it is important see the audience demographics. Harness and scale up what works and leave what doesn't.

### **IV. ESSENTIALS OF SOCIAL MEDIA MARKETING STRATEGY**

Every business's successful social media marketing looks different, but there are a few aspects that are universal. Knowledge about the target audience, including what platforms they use, why they use them, and what kind of material they enjoy; it's also crucial to know who they follow. Brand identity refers to the messages you want to send to your audience and the feelings you want them to have when seeing your material. Content strategy - A certain amount of spontaneity is required in a structured content strategy in order to maintain a consistent voice and produce high-quality content on a regular basis. Analytics - Quantifiable information will aid our strategy, such as who we're targeting, the best material to publish, and the ideal time to post, among other things. Regular activity - We use social media to expand our businesses, and in order to do so, we must publish on a regular basis, stay on top of business engagement, engage back, keep up with trends, and maintain an accurate profile. Inbound strategy - It's critical to concentrate on providing value to users through engaging content and empowering people around us. This, in turn, will assist us in promoting our business, and others will do so on your behalf. As a result, it is critical that our brand be present on social media at all times. It must be included in profile images, cover shots, and every single post and image published on our platforms. We must ensure that our typefaces, layout, graphics, and even tone of voice are consistent across all platforms where we publish.

### **V. CONCLUSION**

We can say that social media isn't just about producing billions of dollars for individuals, institutions, or stakeholders. Regular people gaining control of the world around them through social media and the marketing done on the platform is about ordinary people discovering inventive new ways to bring their collective voice together to obtain what they want. Although social media marketing is predominantly internet-based, it shares some characteristics with non-interest-based marketing techniques such as word-of-mouth marketing. It's a method of boosting a website's brand or business by attracting different people and piqueing the interest of present and potential clients via social media channels. Many businesses are increasingly embracing social media marketing to argue reality and social commerce. Social stay and grow are two of the newest social media marketing techniques and trends. With the growing popularity of AI-powered chatbots, media chatbots, and communication, brands are becoming more adaptable to AR and VR technologies for impact marketing, local targeting via voice research, and expanding consumption of short video interaction and ephemeral content.

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