ASPECTS OF SOCIAL MEDIA MARKETING TOOLS

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ABSTRACT

Social networking sites are the main sources that help people to connect and collaborate with each other. The purpose of the paper is to find out the main reason behind how people choose the social media tools used to connect with companies. The paper also aims to study the adoption of the relationship between people and companies on social media platforms. It is indicated that people prefer and select the social media platforms according to their needs and interests. Getting more irrelevant advertisement while using any social media platform increases the level of interruption and creates some disinterest for a person. Thus, choosing among various available social media platforms, depends upon the relationship between people and a specific social media platform. So, clear recommendations for companies are to target people based on their needs and showed interest. A common approach to everyone not only reduces their budding interest but even makes them wary of frequent advertisements.

KEYWORDS: Advertisements, Customer Relationship Media Platforms, Networking, Social Sites

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INTRODUCTION

In the earlier times, the communication between the companies and the potential consumers was a one-way process. Now, with the discoveries and advancements of the internet and social media networking, the consumer can reciprocate too. This upgrade in networking is developing a customer to the business relationship which in turn helps in bringing both the sides at hand and making deeper relations with one another. Hence, this plays a positive role in building trust and interactions stronger. Social networking sites are the main sources that help people to connect and collaborate with each other[1]. In the fastest-growing economy, there has been a rapid rise and advancement in online social networking tools that provide people with different kinds of communication platforms and interaction patterns through which an individual can easily make networks. It is also a valuable tool that would allow people to share useful knowledge with one another. It works as an important source to common people to acquire the knowledge and keep them updated with the new advancements and changes taking place in the market. There are many different ways and forms through which a company can attract potential customers and bring their attention to its products and services offered.

From the impact point of view, it is used to facilitate communication channels for customers and companies for making relations with each other as it is crucial for any company to concentrate on interaction and building long-term connections[2]. Not only is the corporate sector benefited but rather, using social media is a holistic and mutual approach for customers as well as organisations. Consumers are becoming more powerful and reactive as they can easily connect with an organisation without the interference of any intermediary and immediate feedback provision is also enabled for them.

Secondly, Social media marketing is totally changed by the corporate sector as they have now mostly focusing on improving and making the relationship with customers rather than just trying to see the products[3]. In the earlier times companies were paying more attention to sell the products through old networking technologies like telephone, letters but now, they use different social networking sites to approach people it is more important to make the connections for long term relationship and trust and loyalty is the main bridge for a long-term relationship. With the help of networking sites companies are focusing on marketing strategies and improving the way of approaching customers with a new marketing strategy for making strong connections so that to keep them well informed and updated as it is important for both companies and customers to communicate for the smooth continuation of their relationship with each other. As it is known that it is very difficult to get consumer satisfaction and to win customer loyalty which are the main path to make the long-term relationship between customers and companies. With different marketing strategies companies are attracting new customers and changing them into loyal customers for long term bonds[2]. Also, from the company's perspective, it is a key role to change the new customer into their loyal customers because these are the people that can help companies for growth. With their satisfaction they can recommend the product to others and this in turn helps in improving an organisation's growth scale.

DISCUSSION

Influence of Social Networking and Technology

Traditional media helps an organization to maintain control of its marketing message and move it on to customers but if the marketing message is on social networking then it's difficult for companies to maintain the control because it can spread by other people as well and that is good for companies because their message is spreading automatically in wider scope[4]. Through social networking it become easier for companies to maintain their relationship with consumers. Now, consumers are having more option because companies are trying to reach people through different platforms to start engaging them. The immersive aspect of social media and its ability to create relationships between individuals and companies in companies and consumer groups and engage consumers in content development and value creation has fascinated practitioners with its capacity to represent customers better and address their needs better[5]. There are various ways to make the common people aware about the new trending social media platforms.

In addition to encouraging vendors to share and exchange information with their clients, the social aspect of these new platforms also encourages consumers to share and exchange information with each other. It also helps to understand the ways that how people know about companies on other social media platforms. Social networking advertisements are the cutting-edge contact between business and consumer to understand their needs[6]. The easiest and attractive way is through advertisements. Various studies have analysed and considered habit as one of the most critical factors that influenced the understanding, purpose and actions of the consumer against social media marketing activities[6]. Companies spend increasingly in online initiatives, and agree that the Internet is important in order to develop customer engagement[5]. It is important for companies as well to know what customers wants and how they can engage them through social media platforms. Companies continue to rely on the information they have available as a data, and because they usually have more knowledge about their own needs, that's why people receive all kind of advertisements on different platforms. Companies will, however, only meet their needs if people participate in transactions with companies and they have to carry out a number of value-added activities for such transactions.

In this time, there is an evolution of consumers into ‘prosumers’. It means when the customer uses the social media platforms and informs the companies or marketer about their product or what they want, they specify their need for the product at that time customers changes their role from customer to prosumers[4]. Companies are improving their ways to approach customers and building relationships and participating in online community discussions with customers has become increasingly important for them[4]. The involvement of customers is giving a beneficial effect only because of customers and employees interaction, where customers may recommend changes in operation, resulting in cost benefits for companies[7].

People actively use and interact differently with different platforms based on the unique features each provides in terms of functionality, interface and content[8]. The engagement of people on social media pages is interesting because it totally depends on the behaviour of people and how they want to engage themselves with the social media platforms. The main and common way of engagement by people on social media platforms is advertisement as shown in Figure 1.

Figure 1: Conceptual Model of Social Media Advertising Engagement.

Social media platforms are the ride of all platforms that's gives them a name through they can advertise their messages to other people in the above picture it says that the engagement or involvement of people with all the social media platforms are positively linked to evaluations of social media advertising, which depends on the social media platform[8]. Social media engagement is the way people are involved in the social media platforms and engage themselves and every person is having different experiences with their social media engagement because everyone is using them in their way and for different purposes. It depends upon people how they want to see the advertisement in a message way, funny way, or as a serious note because it is the relationship between people and the advertisement that how people connect them with the advertisement and through which platform.

It depends on people to use or not any social media platform or as well it's their decision to ignore or watch the advertisement if they like the advertisement they are going to watch more. For example, if any particular social media platform is giving useful and knowledgeable information to consumers and the platform is maintaining their status for up to date information people are going to watch more and use that particular social media platforms many more times. It also not compulsory that if people like any special advertisement on a particular social media platform that they are not using other social media platforms it totally depends on the person how many platforms they want to use and why they are using the reasons are also could be different from each other. There are so many social media platforms that are using different ways or strategies to engage people so the approach of people could be different to use social media platforms.

The companies' exhibit on the distinct social networks in various forms namely brand engaging holding a position promoting an individual among social media which includes paid display advertising, publishing branded content for one's

owned media and engagement of rational customers in different opportunities[9]. It is very important for the companies to set the target group to whom they are going to influence or target for specific content as well as to know the opinions, emotions and attitude of people towards the company's products and services. The word social media is much wider and focuses on the medium used to publish or share material on the other side the term social network is concentrating on the human side and the social interaction mechanism between users of the social networking site[10]. It depends on the people how they want to use these both phases but mostly people use both to entertain themselves and make connections with other people. In that situation the role could be critical because it's all up to people, the reaction of people or customers could be different towards the post related to product and price, or related to any entertaining content. The strength of customer interaction depends heavily on situational factors, such as media type, situation variables. Every person is having different engagement behaviour towards social media platforms.

Table 1: Social Media Engagement Behaviour

SMEB	Intensity	Definition	Example activities	Activities tested in this study
Creating	Active	The highest level of positive, active SMEB whereby users initiate unprompted, positive, and active contributions to social media communities	Commenting positively on posts, blogs, videos and pictures Publishing a brand-related weblog Uploading brand-related video, audio, pictures or images	Commenting positively on posts, blogs, videos and pictures
Contributing	Active	A moderate level of positive, active SMEB whereby users make positive and active contributions to existing content on social media brand pages	Rating products and/or brands Making contributions to brand forums "Liking" and "sharing" brand-related content to personal social media profile Inviting a friend to like the page Tagging friends in brand-related content	"Liking" and "sharing" brand-related content to personal social media profile
Consuming	Passive	The minimum level of positive, passive SMEB whereby users consume content without any form of active reciprocation or contribution	Viewing brand-related video Listening to brand-related audio Viewing pictures and photos posted by the brand Reading brand posts, comment threads and conversations Reading product/brand reviews within the social media page	Total number of clicks Clicks to play video Clicks to read more Link clicks Other clicks Photo views

In Table 1, there are three main types of Social media engaging behaviour (SMEB). The picture shows how people react on social media platforms and their engagement behaviour on different social media platforms.

Creating

It means the person who develops the content on the social media platform by facilitating optimistic, active contributions and subsequent product and other membership engagement[11]. These kinds of people create so much content to broadcast their useful knowledge, information and experience to other people. In the above picture it mentioned that it could be the people who positively comment on blogs, videos or pictures.

Contribution

It is the medium level of positive contribution by people on existing content or message by companies or someone else. It could be through any way people show their contribution with Likes on good content, share them with others to engage more people, giving ratings to the product or services that helps to make a relationship between companies and customers. Sharing or inviting friends to share and like the page these all kinds of things comes in positive contribution towards a company or any content that is liked.

Consuming

In this type of Engagement behaviours people watch different kinds of company's product or services related video but they don't put their contribution in it like they don't like or comment on it, they just watch or listen to it. It doesn't put any kind of effect on anything it's just people go through with their content. For example, as it mentioned in the picture when people go through with any picture related to any company and read the comments or reviews that they got it on their post.

ASPECTS OF SOCIAL MEDIA TOOLS**Information**

The foremost purpose is for getting information or knowledge through different sites which is the professional phase from where people are learning about new technologies and schemes of different companies through their campaigns, images and videos that they share on their respective pages so if people like the content they will share with others too which will help in building the reputation of the company. Gaining information through social media or the internet is the source of knowledge from where the common people learn and study and publishing information on social media are getting more attention from all the users as the globe is becoming more digital. Content gratifications such as data gathering, knowledge and learning can forecast Internet usage trends for users, website and product perceptions, purchasing intention and communication behaviour[11].

Social Aspects

Various advancements in dealing and trading an organisation has to be well acquainted with these already social media tools and also with more recent one's technology to be in touch with other people and be up to date. Social aspects contain customers gaining insight into other people's circumstances, bonding with others, feeling a sense of belonging, having a foundation for conversation, helping people to fulfil social roles and interacting with family, friends and community[11]. It is important for customers because it is a comfortable place for customers to share their feelings, views and experiences, it also helps them to share them with their families or others.

Entertainment

The main motive of people is to get themselves entertained after their busy hectic schedules and to freshen themselves. And these kinds of platforms help to watch some trending things that are going on in the market or any entertaining content

which an individual will like. The foremost reason for so many is to be in touch and communicate with those people that an individual may not be in contact on a daily or regular basis. Also, advertisements catch hold of the people in general. If the advertisements are entertaining by company's people watch it and pay their attention towards it. So, having something entertaining in the content totally beneficial for the company to engage more population.

DISCOVERY OF SOCIAL MEDIA TOOLS

Social media platforms are rapidly growing in the market and it encourages billions of people to use it for the best communication way and on another side, it also encouraged business enterprises to adopt this platform for the best use of varied applications. The message people received through social media platforms looks less commercial but more natural, and is consequently viewed as increasingly authentic and dependable that's why it is the key charms of social media platforms[12]. All social media platforms help businesses and people to be developed. It is really easy for people and companies to make their profile on all kinds of social media tools that help them to communicate but the main issue behind this is loyalty and trust between each other because before making the profile on this platform the need to upload all the information that is important. Also it can be said that this platform really helps each other to build a long-term relationship bond as a community and it only happens when someone starts following a company page, like the company profile or subscribe company page on some platforms. In social media platforms people want to know what is going on in their area and, if companies spread the right content in the right places, it can help their brand and business positively because it can motivate people to behave differently according to the content.

If people are sharing the social media content on their social media platform so that other people can also be aware of the interesting things happening in the market, it is also a way to encourage or involve other people. It becomes an easy way to communicate with each other through a digital platform that can be access anywhere in the world to be connected with each other. In the social media platforms shared information or content is re-shared a lot and distributed to innumerable people outside[13]. Social media platforms also help people to have an idea about different companies and to know how they are regulating in marketing with different products and services.

Today's companies and leaders are using social media networking platforms for mostly these three reasons that explain why it is important for the companies. First, it helps companies to provide a low cost and easily accessible platform where they can build their personal profile and then continue the relationship. Second, they give the service to engage easily with each other like, employees and customers and border public areas to make their relationship. Third, it provides a base from where information about companies can be easily accessed and people and also give the recommendation and feedback to each other[14].

As an example, in social media platforms, banks are also doing another level of marketing by mentioning in the advertisement to open a bank account in the bank and will be provided with some option to take the benefits, it should be any service for free or money. All this kind of marketing strategy company is developing to engage people. In today's busy and competitive environment, social networking sites are seen as a tool for reducing stress through free expression of thoughts[15]. These things are the reason behind the relationship between social media and business transformation. Social media platforms are the main source of where people interact and engage with each other. Social media marketing strategy is becoming the main source of companies where it is decided how to can reach the people in a different way.

CONCLUSIONS

After studying about the social media marketing tools, it can be said that it is really important for both customers and companies to be up to date on social media networking sites because it helps them to be connected and maintain the customer relationship management. The goal of the paper was to find out how people are choosing social media tools that are used to be connected with the companies because the field of social media is vibrant, varied and complex. The paper addresses about how fast companies and people are starting to use all social media networking platforms because it is the best way in today's market to connect with each other. The paper also focuses on the way and procedure, behaviour of people to use the social media marketing tool to be connected or in touch with companies to maintain their relationship. It is also known that how customer engaged with companies, what process is followed to make a long-term relationship with them and what are the main aspects and activities people do on social media platforms and that attract them to select any specific tool and perform there any work. With the help of engagement process, it makes little easier to explain all the steps that people follow and then build their relation with specific tool and then with companies. If companies spread the right content in the right places, it can help their brand and business positively because it can motivate people to behave differently according to the content and encourage them to spread the content to other people.

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