



## ROLE OF SOCIAL MEDIA MARKETING IN BUSINESS

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**Received:** August 26, 2024, **Accepted:** September 09, 2024, **Online Published:** October 10, 2024

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### ABSTRACT

The process of advertising goods or services using social media platforms and websites is known as social media marketing. Numerous platforms provide data analytics capabilities, allowing firms to track their marketing campaigns' efficiency, success, and degree of involvement. Businesses may establish connections with various stakeholders using social media marketing, such as staff members, journalists, bloggers, and the general public, in addition to present and future clients. It is now a well-known trend in the field of marketing. India was notably among the first countries to use social media for marketing. This article's main topic of discussion is how crucial social media marketing is for companies.

**Keywords:** Social Media, Business, Customers, stakeholders, and Digital Marketing

### Introduction

Digital platforms, known as social media, assist people in communicating, exchanging information, and building virtual connections. These platforms enable global networking, information sharing, and communication among individuals, communities, and organisations. Social media encompasses various websites and applications allowing users to share content, interact with others online, and establish online communities. Examples of social media platforms include Facebook, Instagram, Twitter, and YouTube.

## Social Media Components

Some important elements associated with social media are as follows:

1. **User Profile:** All individuals on social media have a profile that includes their name, photo, interests, and connections with other users, among other personal data. This profile allows users to communicate with others and have an online identity.
2. **Content Sharing:** Social media users can share various content, including links, images, videos, and text. They can publish brief films, upload pictures, and post status updates to communicate with their fans.
3. **Interaction and networking:** Social media allow users to interact with other users in various ways, including sharing, liking, and commenting on each other's content. In addition, users can participate in discussion groups and exchange direct messages.
4. **News and Information:** People frequently utilize social media to get up-to-date news and information. Users can follow pages or accounts that offer updates, news, or content on particular themes.
5. **Marketing and Advertising:** Many businesses and organizations use social media to promote their goods and services. Paid advertising and social media marketing efforts increase brand exposure and reach a larger target audience.

The introduction of social media has resulted in a shift in how people interact, share ideas, and distribute information. Social networks allow users to interact with people from different backgrounds, build professional relationships, achieve personal or business goals, and reach a wider audience with messages and material. It is crucial to use caution when using social media and to be aware of any potential risks to your privacy and security.

## Literature Review

Social media marketing has become an essential component of contemporary business strategies, using digital platforms to connect with a broad audience, raise brand recognition, and encourage customer interaction. The emergence of social media platforms such as Facebook, Instagram, and Twitter has enabled businesses to effectively promote their products and reach a worldwide audience at relatively low costs (Barger, Peltier, & Schultz, 2016).

In their research, Barger et al. (2016) examined the role of social media in fostering consumer engagement and found that social media interactions provide a unique opportunity for businesses to establish closer relationships with their customers. Social media marketing enables two-way communication, allowing businesses to collect customer feedback and adapt their marketing strategies accordingly. Studies show that companies



actively engaging with their audience on social media have seen substantial improvements in customer loyalty and brand trust (Aji, Nadhila, & Sanny, 2020).

Aji, Nadhila, and Sanny (2020) conducted a study in Indonesia's ready-to-drink tea industry and determined that social media marketing positively impacts purchase intentions. Their research revealed that consumers who interact with brands on social media are more likely to develop favourable attitudes toward the brand, leading to an increased likelihood of making a purchase. Social media platforms equip brands with tools such as targeted ads and analytics, enabling companies to tailor their messages to specific demographics, thereby enhancing the efficiency and impact of marketing efforts.

One of the most significant advantages of social media marketing is its cost-effectiveness. Azhar, Ahmed, and Burney (2022) highlight how businesses, especially small- and medium-sized enterprises (SMEs), have benefited from the ability to conduct marketing campaigns with lower financial outlays compared to traditional advertising channels. Platforms like Facebook and Instagram offer flexible advertising budgets and targeted campaigns, enabling companies to maximize their return on investment (ROI) by focusing on relevant audience segments.

Barera (2023) discusses how social media contributes to the improvement of brand awareness by providing a platform for businesses to showcase their products to a larger and more diverse audience. The visual nature of platforms such as Instagram and Pinterest makes them particularly effective for increasing visibility. Barera's research demonstrates that consistent and strategic posting on social media channels correlates with improved brand recall and increased customer interest.

Almaududi Ausat et al. (2023) examined the relationship between social media marketing and search engine optimization (SEO) and noted that social media content plays a crucial role in enhancing a website's SEO ranking. When users engage with high-quality content on social media platforms, it generates backlinks and enhances the website's credibility, which search engines utilize as a ranking factor. Businesses that successfully integrate social media with their broader SEO strategy often experience improved online visibility.

Almaududi Ausat, Suherlan, and Peirisal (2021) further emphasized that social media platforms provide businesses with detailed analytics and user data, which can be used to create highly customized advertising. Their findings suggest that targeted ads based on user preferences, browsing history, and online behaviour significantly increase click-through rates and conversion. This has made social media an invaluable tool for marketers aiming to engage niche audiences with personalized content.

Despite its benefits, social media marketing also presents challenges. Ausat and Suherlan (2021) identified privacy concerns and algorithm changes as critical issues that businesses must navigate. As algorithms on platforms like Facebook and Instagram are frequently updated, it becomes difficult for businesses to maintain consistent organic reach. Moreover, data privacy concerns have made users more cautious about sharing personal information online, which can limit the effectiveness of targeted advertising.

### **Importance of Social Media Marketing**

Here are some of the reasons why social media marketing is so important in today's digital landscape:

#### **1. Increased Brand Awareness**

Social media is crucial in expanding brand exposure and connecting with a broader audience. Businesses can engage potential customers by creating and sharing informative content, especially those who may not be acquainted with them. It also enables companies to communicate their brand identity, convey their values, and establish a community of loyal customers who will advocate for their products and services.

#### **2. Improved Customer Engagement**

Social media allows businesses to interact with customers directly. By engaging with followers through posts, messages, and comments, companies can better understand their audience's requirements and preferences and forge closer connections with them. By utilizing this input, businesses may improve their services and provide customers with a more individualized experience.

#### **3. Increased Website Traffic and Conversions**

Social media is an effective channel for driving higher website traffic and conversions. By leveraging social media connections to product pages, landing pages, and blog posts, businesses can draw potential customers to their websites and prompt them to act. Additionally, targeted social media advertising can direct specific audience segments to landing pages with compelling calls to action.

#### **4. Improved Search Engine Rankings**

Social media can help search engine rankings as well. Businesses that provide high-quality content that appeals to and benefits their target audience can boost the authority and credibility of their website and get inbound links. This might improve their brand's exposure and search engine rankings.

#### **5. Cost-Effective Marketing**

Compared to traditional forms of advertising such as print, radio, or television, social media marketing offers companies a more cost-efficient way to target their desired



audience. Many social media platforms provide highly tailored and focused advertising options that assist businesses in reaching their ideal customer base while saving money on unsuccessful advertising.

## **6. Improved Customer Loyalty and Retention**

Furthermore, social media can be utilized to enhance customer loyalty and retention. Through exceptional customer service and active engagement with customers on social media, businesses can cultivate a loyal customer base that is likely to make repeat purchases and recommend their products or services to others.

### **The Different Types of Social Media Platforms:**

Following are some important Social Media platforms

#### **1. Social Networking Sites**

These websites are primarily used for keeping in touch with Friends and Family. They concentrate more on interpersonal communication. These platforms promote information exchange in addition to one-on-one discussions. These platforms support various content formats, from text to images, videos, and other creative kinds of material. They are seen as a multi-talented person and the hub of communication.

People can generate original content, express their ideas, and form communities with members who share common interests. These websites focus on users' social needs and prioritize everything that matters to them. Businesses and marketers can utilize these platforms to their fullest potential due to the vast data they offer. Additionally, they can target the appropriate audience through advertisements tailored to specific metrics and demographics. They also provide the chance to interact with users, allowing individuals to form a more personal connection with your brand. Facebook, LinkedIn, and Twitter are examples of these platforms.

#### **2. Image-based sites**

Recently, multimedia formats that mostly consist of images have become more popular. User attention is captured more by content, including infographics, graphics, and photos. Images are shared more often on social media platforms like Instagram, Snapchat, and Pinterest. Using this can have many advantageous benefits; as they say, a picture is worth a thousand words.

As a company, they can encourage the customers to create original content to interact with the firm. Additionally, photographs can inspire, engage, and deliver personal tales to the audience. Shoppable posts and photographs are another way businesses can use these platforms to increase sales. Companies can publish photographs on social media platforms like Instagram and Pinterest that connect to their shoppable products. Users who

see a post containing a shopping link are alerted and can go to the merchant store to finish their purchase.

### **3. Video sharing/streaming platforms**

Video content is considered one of the most effective and captivating forms of media. Reports suggest that organizations and marketers find videos to be a valuable tool. Consumers tend to prefer this type of content due to its effectiveness in facilitating learning and information retention. YouTube has significantly changed how users interact with video content and boasts over one billion active users each month, often acting as a search engine for its users.

Users commonly use various search terms to find video content that answers their questions. Businesses and brands can use this content to engage with consumers, showcase new products, address inquiries, and explain features and offerings. These platforms can provide businesses with several benefits, including creating content, maintaining a channel, and advertising products. Advertisements are often interspersed throughout the videos and have reportedly led to increased click-through rates.

### **4. Discussion forums**

Discussion forums play a crucial role as they allow users to ask questions and receive answers from various individuals. These platforms are designed to spark curiosity or initiate conversations about shared interests. Websites like Reddit and Quora are examples of such forums.

Even though users on these platforms are less recognizable than others, the information and benefits keep these platforms relevant. Companies can learn more about consumers' attitudes toward particular goods, services, or niche-related subjects. It's an avenue to obtain raw ideas and regularly discuss specific topics with your clients. You can use these platforms to conduct research or respond to inquiries from the public regarding your industry.

### **5. Blogs and community platforms**

Blogs and community platforms offer businesses and marketers an effective way to connect with their target audience and provide them with valuable information. Through blogs, companies can disseminate reliable content to engage their audience. Platforms such as Tumblr and Medium allow users to create communities where like-minded individuals can follow and read their insights on various topics.

Companies can provide additional information about their brand by starting blogs on these platforms or their websites. Curating content that responds to inquiries and permits



users to voice their opinions openly demonstrates the relatability of a brand, in addition to establishing it as an authority.

### Conclusion

Social media marketing has become an indispensable element of effective business strategies in the contemporary digital landscape. The research highlights how leveraging platforms such as Facebook, Instagram, and Twitter significantly enhances brand visibility and fosters deeper customer connections. By engaging directly through posts, comments, and messages, businesses can build a loyal customer base and gather valuable insights into customer preferences, increasing website traffic and conversions. Social media also positively impacts search engine rankings by boosting the authority and credibility of a brand's website through high-quality content and interactions.

Furthermore, social media marketing offers a cost-effective alternative to traditional advertising methods, enabling businesses to reach specific demographics and maximise their marketing budgets. This approach not only strengthens customer loyalty and retention but also facilitates the development of a community around the brand. Integrating social media into the overall marketing strategy is crucial for businesses aiming to remain competitive and achieve their marketing objectives in today's digital era.

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