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# Social Media Marketing: Changing the Face of Marketing in India

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***Abstract:*** ***today, we are in 21st century and people do not find time to come & interact with each other. Social media helps in connecting themselves with social networking sites through which now people can stay far and yet remain connected. Apart from this media like Facebook create a loyal connection between product and individual which leads to large advertising opportunities. Similarly, other social media like Blogs create a platform to post comment on any event which needs to be publicized also can be utilized as a promotional technique for customer's adoption as well as for promotions. Now users are acquiring followers & subscribers and directing them to your social networking page. These media has an competitive edge over other popular public media like Television because there is a time gap between social event occurrence and the time it is being broadcasted. Companies not engaging in social media as part of their online marketing strategy are missing an opportunity to reach consumers.***

***This study is an attempt to create awareness among Indian marketers about the power of SM Environment spreading at large. The study has used secondary sources of information from different websites and it is an exploratory in nature. This study answers one major research question – What is the state of social media marketing in India? And so to unravel this question, the study provides all major facts, figures, major research findings and some popular case study examples. Major findings show that social media platforms do have an impact on business and marketing. SM, primarily, is to be used for engaging consumers.***

***Keywords: Social media, social media marketing, Facebook, Twitter, Google, Whatsapp.***

## I. INTRODUCTION

Social media marketing is the use of social media platform and websites to promote a product or service. Although the term e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers and the general public. On a strategic level, social media marketing includes the management of a marketing compaign governance, setting the scope (e.g. more active or passive use) and the establishment of a firm's desired social media "culture" and "tone". When using social media marketing, firms can allow customers and internet users to post users- generated content (e.g. online comments, product reviews etc.) also known as "earned media", rather than use marketer- prepared advertising copy.

Social media enables businesses to establish huge user network, sharing their content, opinion, view, and encouraging interaction and community building via social channels like Twitter, Facebook, Digg, Stumble Upon and more. Brainpulse, an expert social media marketing services provider offers a wide range of social media marketing services and online content distribution network to develop a rewarding communication platform between sellers and consumers .There is an excellent example to prove the above statement. India is called the country of three C"s: Cricket, Cinema, and Congress. India loves Cricket and its cricket stars. India is among the few countries where its own film industry, better known as Bollywood beats Hollywood. Also, Congress has been a long time darling of India as far as politics is concerned. It goes without saying, that India follows what the three C"s follow. It came as no surprise to me when India"s top movie stars like Shahrukh Khan, Priyanka Chopra, Abhishek Bachchan etc. joined Twitter to market their movies.

But, the fact that Bollywood"s highest earning movie, 3 Idiots releases on YouTube just three months after its Global release does signal Bollywood"s new found love in YouTube. Congress embraced this new age media by creating fan pages for Rahul Gandhi and the Indian Prime Minister, Dr. Manmohan Singh. Shahi Tharoor has over 600,000 followers on twitter and his „human" tweets make sure, he is in the news at all times. Our own Honourable Chief Minister Mr. Narendra Modi won a prize for social media. Last but not the least, IPL 3.0 will be telecasted live on YouTube. This can be considered the ultimate tribute of the IPL to the new age Indian who loves YouTube as much as he loves cricket.

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## II. OBJECTIVE & METHODOLOGY

The objective of this study is to know the state of social media marketing in India. How the Indian companies respond to this new media? This study provides significant facts and figures based on relevant research studies & literature. The study has used secondary sources of information.

## III. METHODS OF DATA COLLECTION

Various information has been collected by referring books, journals, newspapers, articles, research reports, dissertation, research papers, websites, online journals etc.

## IV. SOCIAL MEDIA MARKETING PLATFORM

### A. *Facebook*

*1)* India has world's largest number of Facebook Users with over 195 million users, overtaking US by over 4 million subscribers.
*2)* There are 155 Million Monthly Active Users (MAUs) in India, of which 147 Millions MAUs access Facebook via Mobile Phones and 73 Million users are active daily on Mobiles.
*3)* Top 5 countries accessing Facebook are India, USA, Brazil, UK and Germany.
*4)* Key Facebook Users from India are aged 18-24, which is the largest and fastest growing population segment.
*5)* A users revisits Facebook more than 3 times in a day.
*6)* Indian users can access Facebook in 12 languages and 670 Million users are connected to at least one News Publishers page.
*7)* In India, 76% of Facebook users are Men, and 24% users are women, which illustrates the barriers women face in India to access technology and information.
*8)* Most popular Indian Brand on Facebook is Aaj Tak with 14.4 million global fans.
*9)* Prime Minister Narendra Modi is the most popular Indian on Facebook with 32.9 Million likes as of 2nd quarter of the year. Deepika Padukone is 2nd most popular person with 31 Million likes.
*10)* Rajnikanth VS CID jokes is the most followed Indian Facebook Page with over 11,894,377 likes
*11)* Nearly 52% of Facebook Users in India hesitate or aren't bothered to mention relationship status on their profile.
*12)* In India, Facebook is the only social network to cross 150 Million Users.
*13)* Most of the active Facebook Users like to keep their stories and posts to "Only Friends". 1. India has world's largest number of Facebook Users with over 195 million users, overtaking US by over 4 million subscribers.
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*24)* In India, Facebook is the only social network to cross 150 Million Users.
*25)* Most of the active Facebook Users like to keep their stories and posts to "Only Friends".




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*B. Twitter*

1) Twitter, the micro blogging site has 23.2 million Monthly Active Users in India, which is 2nd largest in Asia-Pacific after Japan with 26 million MUAs.
2) Over all, Twitter accounts for only 17% of Indian Social Network users.
3) Again, PM Narendra Modi has Largest Audience following totalling over 25,148,264 fans. On the 2nd place, we have Amitabh Bachchan with 23,731,193 followers.
4) Most followed Indian Brand on Twitter is Reliance Mobile with 2,92,496 followers and Airtel India is on 2nd position with 1,813,07 followers.
5) In terms of Twitter Community, "Awkward" has the largest audience of 2,931,989 followed by "Pakalu Papito" with over 2,474,466 followers.
6) Twitter is at 2nd place in terms of User Engagement after Facebook.
7) Globally, Twitter has 320 million users, 140 million of Daily Active Users and 305 of Monthly Active Users.
8) According to twitter, 80% of users tweet from mobile devices.
9) Every second, around 6000 tweets are sent which means over 350,000 tweets per minute, 500 million tweets per day and 200 billion tweets per year.




*C. Linkedin*

1) There are over 30 Million LinkedIn Users in India, while 467 million users globally
2) LinkedIn, comparatively, is the fastest growing professional network in India.
3) Currently, LinkedIn is the most frequently used social network for recruiting, because it results in the most successful hiring.
4) Most active users on LinkedIn India are of age group 24-35.
5) 46% of LinkedIn users are Female and 54% are Male.
6) Microsoft acquired LinkedIn for $26 billion in 2016.
7) Top 5 countries posting on LinkedIn are USA, India, Japan, UK & Brazil.
8) India accounted for 6.76% of regional distribution of LinkedIn traffic after United States with 33.53%.
9) A profile with photo makes users 36 times more likely to get a message on LinkedIn, while it makes 14 times more likely to be found on LinkedIn.
10) Every second 2 members join LinkedIn.




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*D. You Tube*

*1)* YouTube, the video-sharing site has more than 60 million unique users in India with users spending over 48 hours a monthly viewing video `content.
*2)* More than half of YouTube viewers watch YouTube Videos on their Smartphone or tablet.
*3)* ChuChu TV is the most subscribed animated YouTube Channel in India with 3.43 million views, followed by CVS 3D Rhymes having 2.16 million views.
*4)* T-Series has the largest audience on YouTube India with total views of 12,505,859,352 followed by ZeeTV with total views of 6,364,519,553.
*5)* Actor wise, Ranveer Singh has largest audience of 4,091,138 views, and Vir Das is second most popular Actor on YouTube with total views of 2,627,336.
*6)* Tanmay Bhat is India's top YouTube star (co-founder of All India Bakchod (AIB) having 1.55 Million subscribers and 143.23 million views.
*7)* The estimated earnings of ChuChu TV is $220,000-500,000 per month
*8)* Over 70% of YouTube viewers in India are aged below 35, female users' accounts for 38% and Male users are 62% on YouTube.
*9)* When compared to last year, YouTube in India is up by 90% while the watch-time has grown by 80% in 2016.
*10)* Top 5 countries viewing YouTube are USA, India, Japan, Russia & Brazil.
*11)* Globally, YouTube is the 2nd biggest search engine after Google. 1/3 of Internet users use YouTube. Monthly 6 Billion hours of videos are watched on YouTube.
*12)* The Partnership Program of YouTube gives 55% of the advertising revenues to the creators.




*E. Pinterest*

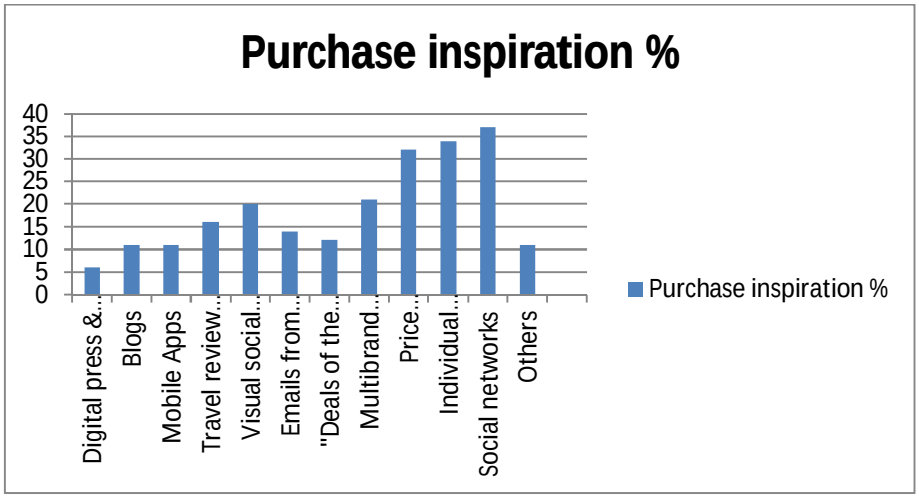
*1)* Globally, there are 176 million registered Pinterest users out of which 110 million are active users.
*2)* After Facebook and Twitter, Pinterest is 3rd most popular social network in India.
*3)* 80% of traffic to the site comes from Mobile device.
*4)* Pinterest has 80% female users and 20% male users.
*5)* Majority of daily active users on Pinterest are under 40.
*6)* The site generates more than 400% revenue per click as Twitter and 20% more than Facebook.
*7)* The most browsed categories on Pinterest include- DIY & Crafts, Fitness, Home Décor, Food & Drink.
*8)* 92% of overall Pinterest posts are photos.

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*F. Instagram*

*1)* There are 16 Million Instagram users in India.
*2)* Globally, there are 400 Million active Instagram users with 75% of users from outside US.
*3)* 30% of overall Internet users are on Instagram
*4)* 74% of Instagram users in India are Men and 26% are Female
*5)* More than 90% of Instragramers are below 35 in India.
*6)* The 1/4th Indian Population uses Instagram to post Selfies.
*7)* Instagram "Private Accounts" in India have increased in numbers.
*8)* Deepika Padukone is the most followed celebrity on Instagram with over 10.7 million followers, and Priyanka Chopra is at 2nd place with 10 Million followers.
*9)* Top countries posting on Instagram are USA, Russia, Brazil, India & Turkey.
*10)* Top 5 brands on Instagram are Nike, Starbucks, NBA, Adidas Originals & TopShop.
*11)* 48.8% of brands are currently on Instagram, by 2017 it is expected to touch 70.7%.
*12)* The average users post engagement rate of Instagram is 3.31%, while Twitter has an average of 0.07% only.

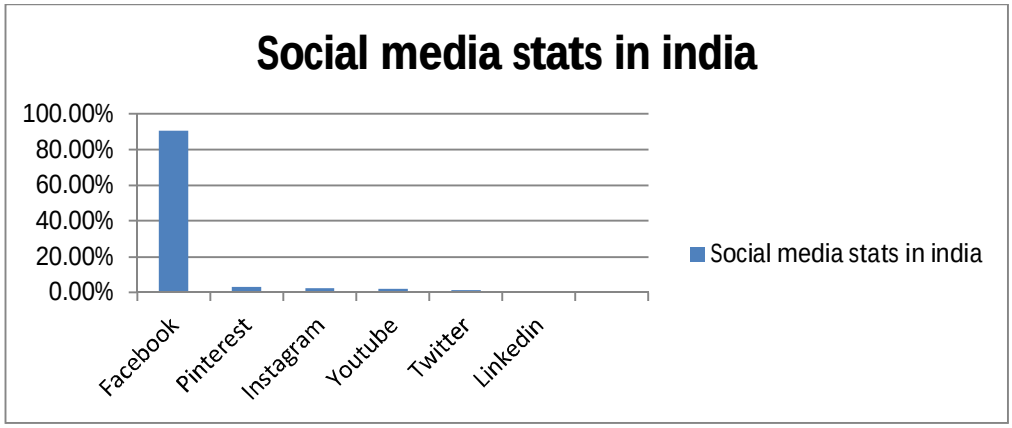
## V. PURCHASE INSPIRATION




Source: from google

From the study of the above data it is clear that the social networks are the main reason which inspire customers to purchase which is 37% and the least is digital press and magazines which inspire only 6% to the customers.

*A. Social Media Stats In India- March 2019*



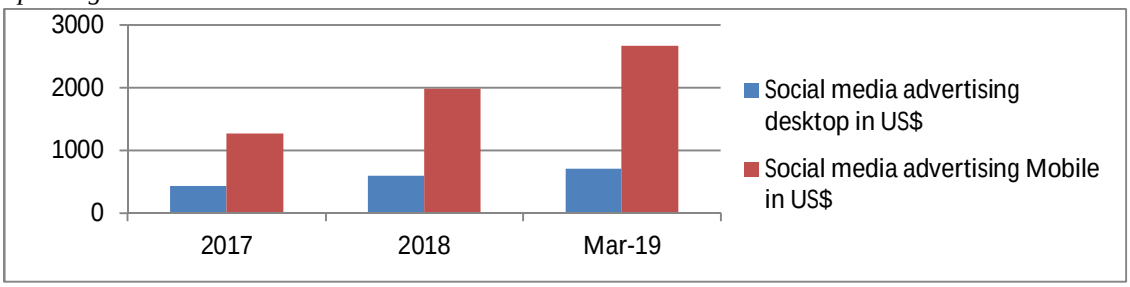

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Mostly used social media is Facebook which is 90.31% and the least used social media marketing tools is Linkedin which is only 0.08% of the total population of India. So the most profitable tool for marketing of the products is the Facebook.

*B. ADs Spending In India*

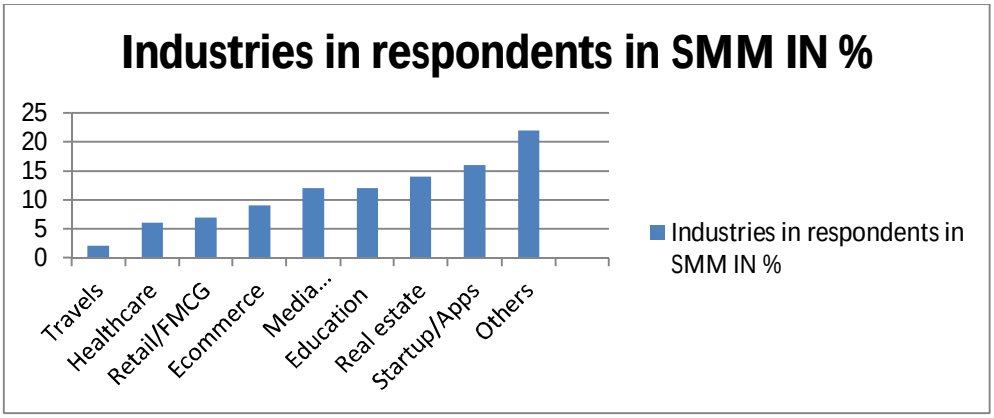



Source: from google

The spending on mobile advertising is continuously increasing from 2017 to march 19 from 1261.2m US$ to 2666.0m US$ which is more than double. Also the spending is more on mobile sending than sending on desktop advertising.

*1)* 88% of social marketers said that it's important for their brands to provide customers services through social media.
*2)* Social media advertising has become more accessible and affordable- think Facebook and Instagram promotions starting for as little as INR 40 a day, while Snapchat slashed their prices to $ 2.95 (INR 200) for a 1000 views earlier last year.

*C. Industries Of Respondents In Social Media Marketing*




Source: from google

*D. The Oddball Viral Star*

The internet hive mind has a way of throwing up surprises, especially when all it takes as one viral video to make someone famous. And they don't have to fit into the cookie cutter mould of how social media influencers tend to look and behave. For example:



This professor named Sanjeev Srivastava from Vidisha in MP was filmed doing what he loves most – dancing with abandon at a wedding and become an overnight viral sensation earlier this year. The "DANCING UNCLE", as netizens dubbed him, has been written about by news outlets across the world, has met a bevy of Bollywood celebrities and has been signed on by Bajaj Allianz for an ad campaign, all while rocking a safari suit.

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*E. Importance Of Social Media Marketing*

1) *Increase Product & Brand Awareness:* Marketing on social networking sites will increase awareness by increasing the online presence of your products and brand. When the company creates a group or organizes a promotion on a social networking site, the members are reminded of your brand and website with every interaction. Since the customers are deciding what groups they want to join and what information they want to receive, this information is usually received.
2) *Increase Web Traffic:* Communications, recommendations, and other postings on social networking sites often contain web links. If the company is mentioned and a link is included, these postings drive traffic to your site, increasing brand and product awareness. Due to the makeup of social networking sites, these links are naturally targeted to potential customers that are interested in the company, products, or services.
3) *Increase Customer Loyalty:* If done correctly, promoting the company or products by building a social network can greatly enhance customer loyalty. If participation of the company is consistent and honest, adds value by supplying useful content, and appears personal, it will greatly enhance company s reputation while building trust and credibility. Offer help first, and promote products only when asked and when appropriate; otherwise your attempts could be considered spam.
4) *Increase Success of New Product Launches:* Social networks provide a unique opportunity to survey the relevant community on their products wants and needs. The community can guide and participate in the product development process. Giving them a voice in the process can increase loyalty and guarantee success when a new product is launched. Users of social networking sites profile themselves upon joining a network. These profiles can be very detailed, and their purpose is to help the user connect with others who share similar interests and activities. The profiles contain, not only basic information about the user, but also information on their education, areas of technical expertise publications, memberships in other groups, geographic location, and job position (among other information). For marketers, this information is invaluable as it can be used to develop highly targeted marketing messages.
5) *Others*

*a)* Social media can be used to provide an identity about the companies and the products Or services that they offer.
*b)* Social media helps in creating relationships with people who might not otherwise know about the products or service or what the companies represent.
*c)* Social media makes companies "real" to consumers. If they want people to follow them they need not just talk about the latest product news, but share their personality with them.
*d)* Social media can be used to associate themselves with their peers that may be serving the same target market.
*e)* Social media can be used to communicate and provide the interaction that consumers look for.

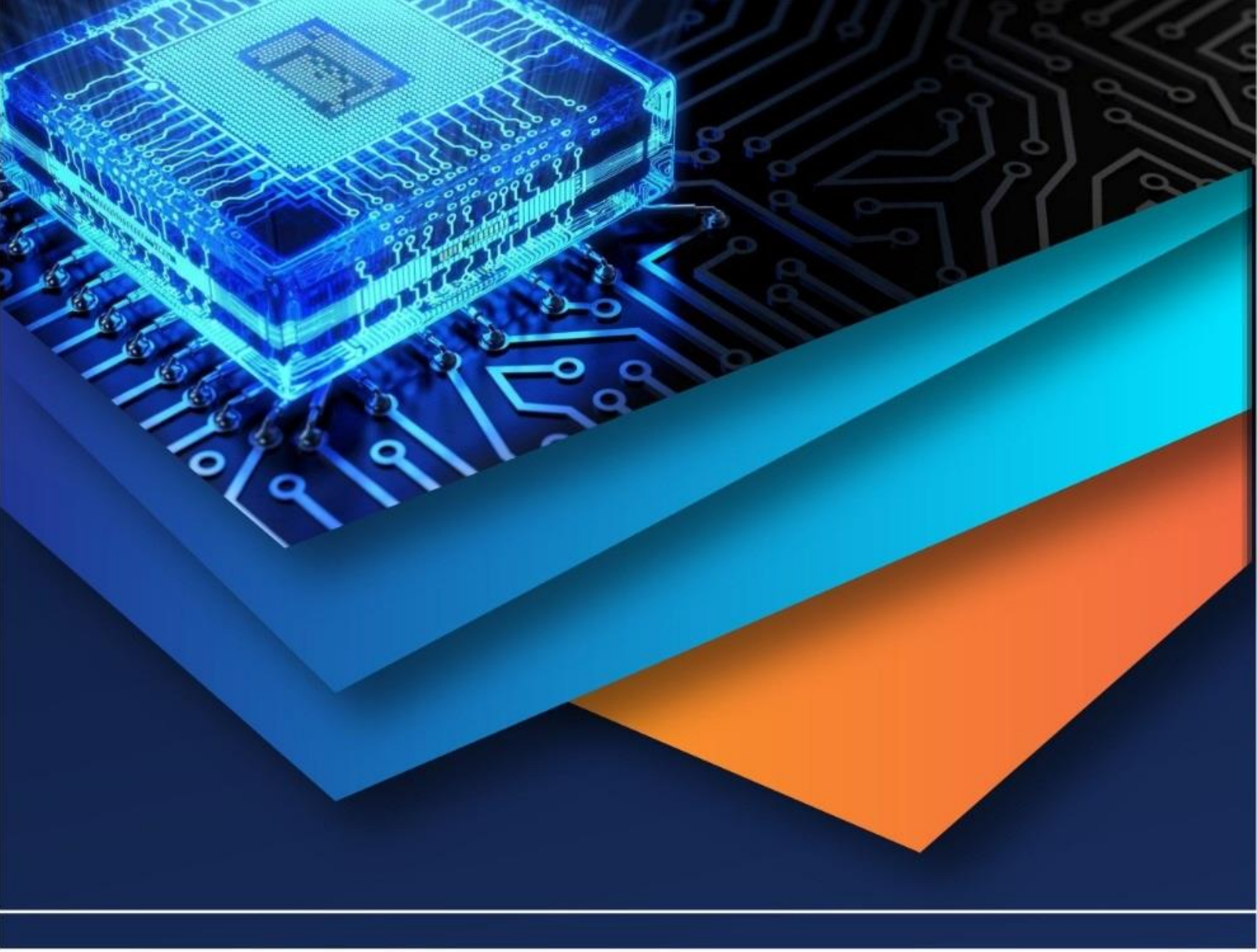
## VI. CONCLUSION

Social platforms each have an ecosystem of their own. Creating a basic social media presence is easy enough, getting your community to actually do something is more difficult. Make sure your site is included in local business directories in order to help ensure that consumers find you when they need you. Customizing messages across sites help the message spread but it keeps users from receiving multiple identical communications. By giving exclusive coupons to your social community, you're rewarding and reminding them that you are not only a brand to engage with, but also to buy from. Taking advantage of these strategies can help you build your community, make your marketing more effective, and incentivize buying.

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