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Social Media as a Tool for Digital Marketing

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Abstract: Social media is always playing important the role of bringing the world online and establishing social contacts new platform social media marketing. Marketing changes the way companies or individuals communicate. This study looks at the impact of global media marketing and comparisons in the results in INDIA.

I. INTRODUCTION

Today the world is heavily influenced by social media. With the increasing demand for the world, social media is also speeding up to meet the most widely used requirements as promotional tools, including branding and social media that are better than native symbol. Most companies in India or Worldwide had opted for a new way of collaborating with other companies and communicating with customers. After that swage in social media brought about and evolution and completely changed the world. Includes online activities where the user contributes to the creation of content. These media outlets promote user engagement that can be as simple as posting comments or giving votes or as difficult as recommending another user's content based on preferences by people with similar interests and lifestyle. Therefore, social media can be defined as a broad term that encompasses activities where people create content, share it, bookmark it, and communicate online in an amazing way. The main reason why fans join the brand. The next page or Brand is based on a product / advertising invitation followed by a friend invitation. The search feature (Personal Research) plays an important role: therefore, it is important that products are available when consumers want them. Product prices play a significant role in the promotion. The desire to participate in the product may be in conversation with product representatives or other consumers reach a desirable level. The introduction of social media is fast, and we can expect the same impact on business now and in the future. Social Media Marketing is a hot new marketing concept, and every Business owner wants to know how social media can market their business. People are social by nature and collectors share information that is important to them. There is a common misconception that social media and social networking sites (SNS) are two identical names.
We can show a difference between Social Networking sites (SNS) and Social Media with the following points:

A. Social Media

1) Social media are tools for sharing and discussing information. It can be described as a type of online media that encourages all members to respond and contribute. It is a two-way public communication tool that facilitates the sharing of information between users within a network defined by web 2.0 (O'Reilly, 2005).
2) Includes online activities where the user contributes to the creation of content. These media outlets promote user engagement that can be as simple as posting comments or giving votes or as difficult as recommending another user's content based on preferences by people with similar interests and lifestyle.
3) Therefore, social media can be defined as a broad term that includes activities in which people create content, share it, bookmark it, and communicate at an incredible rate.

B. Social Networking Sites

1) On the other hand, social networking sites are places where communities are somehow interested in communicating with others. Social networking sites use social media to communicate with people and to build relationships.
2) Social networking sites allow people to create their profile within a restricted system, share it with other users and view and browse their social media profiles within the system (Boyd & Ellison, 2007).
3) Anyone including young people and adults, women, men, wealthy consumers, and adults can join a social networking site. Once registered a person can start associating and building their own network of friends with similar interests or goals. Sites like Facebook, Twitter, LinkedIn influence how users establish, maintain, and develop social relationships, from close friendships to people you know.

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4) The main reason that fans come to join the product page, or the next sign is because of the product invitation / advertising followed by a friend invitation. The search feature (Personal Research) plays an important role; therefore, it is important that products are available when consumers want them.
5) Product prices play a significant role in promoting promotion. The desire to engage with the product can be in the form of discussions with product representatives or other consumers.
6) It has been observed in many studies that most respondents use social media to process communication before embarking on a decision-making process. More than two-thirds of users regularly review social media networks when making a purchase decision.
7) It means that consumers are not getting what they see right through Social Media Networks. At the same time, it was found during the survey that (consumers) did not receive answers to questions they posted on the product page.
8) The use of social media as a marketing tool will only take place when the organization is present on their social media platforms providing relevant and timely information needed to consumers. The biggest way fans come to join / follow a product page / product type on social networking sites is through advertising followed by a friend invitation.
9) It is now more important than ever that successful businesses use the Engagement Marketing principles to plan to successfully engage their prospects with their customers before, during and after their purchase cycle, and that the basis for this sharing is high quality and relevant.

With the current increase and the level of social interaction, we will even be able to purchase products and services through a social networking site. The riot is growing very fast and very powerful, but it is still in its first phase in India.

According to Mangold and Faulds (2009), social media enables firms to communicate with their customers Send and allow customers to communicate. Communication between firms and their customers helps to build product loyalty beyond traditional Hoods (Jackson, 2011; Kaplan & Heinlein (2010), allowing for the promotion of products and services and the establishment of online communities of Kaplan & Heinlein fans, In addition, discussions between firms supporting customers with new ways to increase brand awareness, product recognition, and product memory (Gunelius, 2011)., promotions, public relations, product and customer management, and marketing communications should begin exploring and using social media, not only because of growing interest among Internet users. , but also because consumers consider the sharing of information on social media to be more reliable than data provided directly by firms (Constantinidesetal, 2010) .According to e-Marketer (2013), camp ani s have embraced various media outlets marketing activities such as branding, marketing research, customer relationship management, service delivery, and marketing promotion and various courses that prioritize evidence of the positive effects of posting social media marketing strategies. However, many firms still must incorporate social media into their strategies (Chan & Guillet, 2011) despite a variety of studies that provide strong evidence of benefits for companies they see, e.g., Alhabash McAlister, Quilliam, Richards, & Lou, 2015; Kozinets, Valck, Wojnicki, & Wilner, (2010), Kumar & Mirchandani (2012), Kumaretal (2013), Luo & Zhang, (2013) Yu Duan, & Cao, 2013), and to clarify how social media marketing strategies can be developed and demonstrated powerfully, e.g., Guo, Pathak and Cheng, (2015), Liu & Park, 2015; Lorenzo-Romero, Alarcon-Del Amo, and Constantin ides, (2012), Qazi, Tahir, Cambria, and Sed, (2014), Tangetal, (2015). Given the limited range of research on the variance the characteristics of social media, as well as their direct importance to the company's marketing activities, this article is made up of the ideas of social media marketing books. The purpose of this article is also to identify the areas of marketing in which communication marketing strategies have been used and studied, the results obtained, the types of research conducted, and the potential implications of these studies in both management and vision. To the best of our knowledge, there have been no regular reviews of social media marketing, so this article makes a significant contribution to this field of research. Therefore, our aim includes contributing to the deepening and planning of the marketing of social media by exploring the most prominent research lines and those who need to continue learning. In addition, by editing the conclusions of various social media marketing courses, we also deepen information firms need to take the initiative to strengthen their return to social media for strategic purposes.

II. METHOD

Within the scope of our objective of providing a systematic review of literature on the "social media marketing" concept, we put forward two stages in this section:

1) Planning the review, which describes the way in which we planned our systematic approach alongside references to those authors following a similar methodology.
2) Conducting the review and analysis, where we set out a description of the various phases of the review and the systematization of these elected literature.

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A. *Planning The Review*

To ensure replicability for future researchers, we follow a systematic review process. This is generally understood as an overall perception of trust in the scientific research existing in any field or topic (Petti crew & Roberts,2006). Its aim is to identify, assess, and summarize all relevant studies using are applicable and transparent process (Tran field, Denver, &Smart,2003). We explained the criteria for the bibliographical research, for admission and exclusion, and the analytical processes, thus providing a means to audit the processes. As the field of research in social media marketing proves quite recent and diverse, where apply a variation of systematic review, involving synthesis and interpretation-based assessment, to combine the best evidence-based management practices (Macpherson & Holt,2007, Thorpe, Holt, Mac Phers on & Pittway, (2005) Tranfieldetal, (2003).

B. *Conducting The Review And Analysis*

In the first stage of compiling our subject indexes, we began by researching the Web of Science on all subjects with the words "marketing of social media". Following this, we issued books, book chapters, reports, and conference procedures due to the variability of their peer review processes and limited availability. In contrast, magazine articles we have released have been validated (Podsakoff, Mackenzie, Bachrach, & Podsakoff, 2005). Therefore, we did not limit ourselves to this study from time to time which had a significant impact on their fields but instead included all the articles from the journals identified by them.

C. *Implications Of Social Media Marketing*

Web of Science containing the expression “social media marketing”. We did not define any time frame for publication and our initial search returned 108 articles. In the second phase, we carried out analysis to verify whether the studies already identified were appropriate to the purposes of this research. In this phase, were attained only those articles from English language publication and that were neither proceedings nor commentaries. Following this procedure, we excluded 63 articles and maintained 44. The third phase of this study involved individualized and independent analysis of the articles by two researchers through recourse to app redefined valuation grid that incorporated the analysis of the social media marketing concept applied along with the respective methodology, study type, sector, and the social media channel utilized in the study along with the main conclusions. This grid was subsequently compared and refined. In the fourth and final phase of our study, we completed content analysis and systematized the 44 articles, and to this end making recourse to NVivo (version 11.0) software. Based on these results, we extracted summarized information on the subject to analyze in terms of the type of study, type of analysis, conclusion scope, and similarities among the studies.

Figure1.Are presentation of the 100 words (with more than four letter Gieure,De-la Cruz ,and Sastre(2013) (in the extreme tops) most used in the articles analyzed

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III. AN OVERVIEW OF RESEARCH ON SOCIAL MEDIA MARKETING

The Concept of Social Media Marketing our first analytical stage consisted of trying to systemize the concept of social media marketing based on the definitions appearing in the articles. However, we found only the article by Chan and Guillet (2011) presented a definition of the social media marketing concept based on the AMA (American Marketing Association) definition of marketing in 2006, a definition that was reviewed and updated by the AMA in 2013.

Hence, in terms of systemization, we may only state that practically all these studies approach the concept of social media marketing as a transposition of the marketing concept applied to social media with no author highlighting any particularities to applying the marketing concept in this domain. Areas of Study the next staged employed exploratory analysis of the content of the various studies analyzed. Figure 1 sets out the results in a representation of the 100 words with more than four letters that were most frequently mentioned in these articles.

As Figure 1 demonstrates, the most prominent words are social media marketing, in agreement with the area of study but appearing in inter-related with others on a secondary level in which the words Facebook, online, information, and brand stand out, which to some extent anticipate the content of these articles as we demonstrate further on in the article. After analyzing the dates of the articles, which vary from 2010 to 2015, the majority appear in the last two years, conveying the growing importance of this subject. Figure 2 presents the results of the cluster analysis that enabled the grouping of the analyzed articles in terms of the similarity of the words used based on the Pearson correlation coefficient.

As observed, the cluster analysis allows for the identification of various groups of articles that prove more like each other when the figure is read from right to left. Analyzing Figure 2, we understand how there are clearly two main and mutually distinct clusters. The first article cluster (identified at the top of Figure 2) above all span's articles studying social media marketing as a means for managing relations between clients and for fostering customer engagement.

While the cluster containing the rest of the articles, although more diverse in nature, above all, contains articles approaching the management of marketing content and the social media and its respective implications. Our analysis also confirms that social media marketing has been approached across rather diverse fields as reflected in the distance between some of the articles analyzed, for example, the article by Uyeda, Guerue ,De-la-Cruz, and Sastre(2013) (in the extreme top left) focusing on usage of social media by technology based firms and the articles by Hoffman and Fodor (2010) and Kumar and Mirchandani(2012) (in the extreme top right) focusing on measuring there turn on investment in social media marketing campaigns. This project also considered whether the empirical studies analyzed focused more on consumer or firm/organization perspectives, the subject studied, and their respective key conclusions (Table 1).

As observed in Table1, the greatest number of studies focuses on consumer perspectives. Of the studies focusing on firm/organization perspectives, those describing the degree of use and facility of using social media by firms/organizations predominate alongside the results of social marketing strategies and unethical usage of social media marketing strategies, in this specific case, by alcohol brands directed at adolescents. Regarding studies focusing on consumer behavior, four major lines of research standout:

1) Studies of the influence of social media on additional consumer use.
2) Research on the use, search, and distribution of information by telecommunications consumers.
3) Research on the impact of social media on consumer attitudes towards products.
4) Research into the impact on consumers is conducted through social media.

These studies, on the other hand, show that small blogs and social networks are the most popular media for firms, especially Facebook (17 Lessons) and Twitter (12 lessons), and Myspace as well YouTube also met with three and two courses, respectively. However, these studies also report that in some areas, for example, health, hospitality, and the B2B context, their use remains limited. The study also concluded that social media marketing practices affect companies' market prices, sales, and word of mouth; above all, ideological leaders use and share information on social media.

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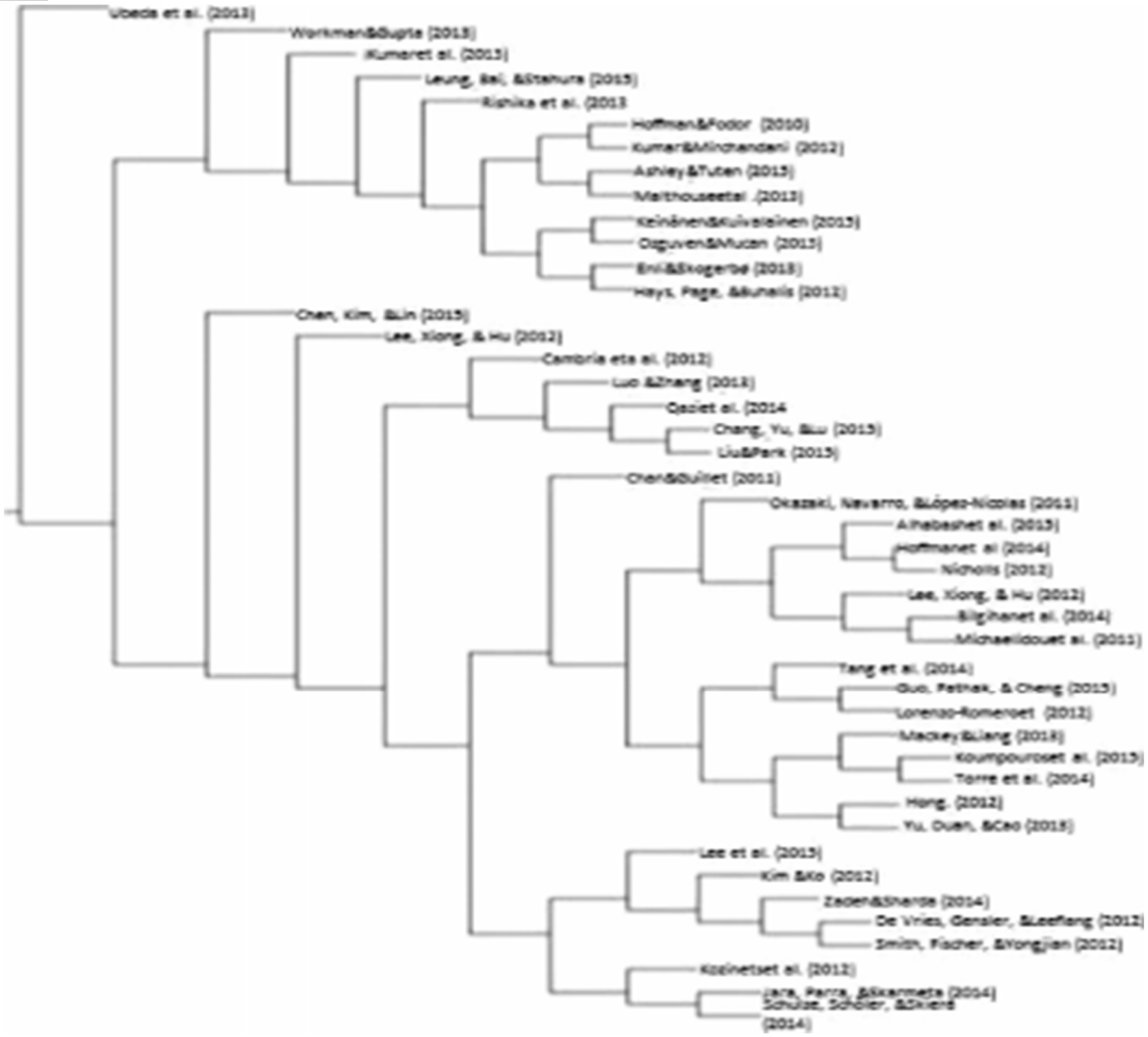

A. *Implications Of Social Media Marketing*

Figure 2 Collection of articles according to the similarity of their words. And their influence on other consumers depends on their brands and is surprisingly transmitted through their social networks rather than through their social networks; messages and content of social media are not the same as hedonic products and products; these are perceived differently by people with different levels of behavioral response; personalized apps, their success is huge; and social media marketing campaigns and campaigns contribute to improving, consumer attitudes towards products such as those proposed by Kaplan and Haenlein (2010), Genelia's (2011), and Jackson (2011).

B. *Analysis Of Table*

Figure 2 ensures that high-quality approaches remain scarce in the field even if this is an open understanding of the meanings of the studies under investigation (Patton, 2002).

C. *Type Of Study*

Finally, the typology of studies was analyzed regarding the type of analysis carried out. As Table 2 sets out, four studies are purely theoretical, 39 are empirical and, of those, 29 are quantitative,5 are qualitative, and 5 apply mixed methodologies and demonstrate a predominance of quantitative techniques in the study of social media marketing. In the quantitative studies, the majority apply quantitative statistical and econometric techniques such as linear regressions, structural equations, and stochastic analysis, while in qualitative studies content analysis predominates.

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IV. IMPLICATIONS AND FUTURE LINES OF RESEARCH

From the results presented by the various studies, we can identify the various effects both on and off. One of the conclusions reached by these studies is how small blogs and social networks, such as Facebook and Twitter, create microblogs and social media are the most widely used methods.

A. The company's own sites have better results.
B. The use of social media is still limited to other sectors / organizations, such as health, tourist organizations, and B2B, where this often depends on the use of individual technical communications in these sectors/ organizations.
C. It is very easy to start using social media.
D. The state of social media has a stronger impact on stock performance than the mainstream media.
E. Oral messages are exchanged by the senders according to the recipient.
F. Consumer buzz and online traffic define part of a company's value.
G. Media Social media can be used to generate increased sales, return on investment, word of mouth, and disseminate information about products Ashley and Tuten (2015), Chanand Guillet (2011), Enli and Skogerbø (2013), Hays, Page and Buhalis (2012), Keinanen and Kuivalainen (2015), Koumpouros, Toulias, and Koumpouros (2015), Mackey and Liang (2013), Michaelidouetal. (2011), and Ubedaetal (2013)

V. ABUSIVE /UNETHICAL USE

The interactions made by firms on social media can lead to risky behaviors by consumers for increased use.

A. Messages on social media contribute to the increasing use of targeted products.
B. Ideas leaders seek out and share more information on social media.
C. The sharing of information about participation varies depending on the behavioral and behavioral characteristics of the communication users.
D. Product marketing strategies for consumer products cannot be based on the same process as hedonic products.
E. The most popular smartphone applications are those that allow for the loading of photos and their customization.
F. Post popularity affects your sharing.

Social media, so far, most deployed by companies (Chan & Guillet,2011, Enli & Skorgerbo,2013). Furthermore, these are the means that provable to return the best results in terms of attitudes toward the brand (Kim & Ko,2012; Kumar & Mirchandani,2012; Kumaretal.,2013) and companies should therefore ensure their presence in these channels but, on the other hand, leaving open the scope for company recourse to other social media platforms. According to Mangold and Faulds (2009) and Chanand Guillet (2011), there are focus of study subject analyzed main conclusions studies attitude toward the brand influence among consumers.
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1) Messages on social media contribute to improved attitudes toward the brand, increased word of mouth and customer equity.
2) Positioning the brand post on top of the brand fan page enhances brand post popularity.
3) Vivid and interactive brand post characteristics enhance the number of likes.
4) The share of positive comments on a brand post is positively related to the number of likes.
5) People with different levels of rait reactance respond differently toward the same marketing attempt.
6) Twitter and Facebook seem to be the best means to improve consumer attitudes toward the brand.
7) The time and the number of followers of a brand post are determinant in measuring the post's popularity.
8) It is more reliable to forecast the influence on individuals through their network of effective communications in social media than through their list of friends.
9) The usefulness of an assessment depends on the characteristics of the message but also on the characteristics of the individual making the assessment.

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10) The SVM ranking model can help to determine which users recommend to other users Cambria, Grassi, Hussain, and Havasi (2012), Chenetal. (2015), De Vriesetal. (2012), Kim and Ko (2012), Leeetal. (2015), Lee, Xiong, and Hu (2012), Leung, Bai, and Stahura (2015), Rishikaetal. (2013), Smith, Fischer, and Yongjian (2012), and Zadehand Sharda (2014) Guoetal. (2015), Liu and Park (2015), Qazietal (2014), and Tangetal. (2015)

Various means of social media, among them, in addition to the afore mentioned social network sites, virtual worlds, content community sites, and sites dedicated to feedback. This points to the need to analyze the behaviors of consumers in these different channels, the differences in consumer behaviors across the various channels, and the contribution of these other means that have not been studied yet, the similarities that occur between Facebook and Twitter, moving toward increased sales, word of mouth, and profits. Another conclusion with major implications for companies derives from how social media marketing strategies hold the capacity to impact the market value of firms and businesses. Social media enable and empower word of mouth (Luo & Zhang, 2013; Yu et al., 2013) as well as the capacity to generate added sales (Kumar & Mirchandani,2012). However, these findings highlight how this extends beyond simply maintaining the presence in social media. Obtaining success from company social media marketing strategies requires eliciting strong feelings among users (Chen, Kim, & Lin,2015; Lee, Gallagher, Liebman, Miller, & Marlenga,2012). This may result not only from vivid and interactive brand posts by positioning the brand post at the top of the Web page (Chang, Yu, & Lu,2015; De Vries, Gensler, & Leeflang,2012), among other marketing Techniques, but also from the involvement of consumers in social media initiatives and campaigns.

Our results also stress how opinion leaders' channel and share the greatest amount of information on social media (Bilgihan, Peng, & Kandampully,2014) and should correspondingly constitute the preferential targets of any social media marketing strategy.

Through type of Study type of Analysis References Theoretical Hoffman and Fodor (2010), Jara, Parra, and Skarmeta (2014), Leeetal. (2012), and Malthouse, Haenlein, Skiera, Wege, and Zhang (2013) Empirical study Quantitative Experimental analysis Alhabashetal. (2015) and Chenetal. (2015) Structural equation analysis Bilgihanetal. (2014), Changetal. (2015), Keinanen and Kuivalainen (2015), Kim and Ko (2012), and Leungetal. (2015) descriptive statistics Chan and Guillet (2011), De Vriesetal. (2012), La Torreetal. (2014), Michaelidouetal. (2011), and Ubedaetal. (2013) regression analysis Guoetal. (2015), Hoffmanetal. (2014), Hong (2012), Liuand Park (2015), and Schulzeetal. (2014) ANOVA analysis Koumpourosetal. (2015) and Okazaki, Navarro, and Lopez-Nicolas (2011) several analyses and indexes Kumar and Mirchandani (2012), Kumar etal. (2013), and Rishikaetal. (2013) Latent segmentation analysis Lorenzo-Romeroetal. (2012) Vector autoregression with exogenous variables (VARX) model Luo and Zhang (2013) web search analytics Mackey and Liang (2013) ranking SVM model Tang, Ni, Xiong, and Zhu (2015) econometric analysis Yuetal. (2013) stochastic analysis Zadeh and Sharda (2014) qualitative content analysis Ashley and Tuten (2015), Enli and Skogerbø (2013), Nicholls (2012), and Kozinetsetal. (2010) semantic Web analysis Cambriaetal, (2012) mixed content analysis and counts Haysetal. (2012) Semantic analysis and experimental study Leeetal. (2015) machine learning, content analysis, logistic regression, etc. content analysis, poisson regression, and log linear analysis Qazietal. (2014) Smithetal. (2012), Content analysis and counts workman and Gupta (2013)

SVM = Support Vector Machine.

These opinion leaders, such strategies prove to generate buzz words about the company and its products. However, in terms of future lines of research, there is still a need to better understand just how online sharing of information takes place, which in turn shapes the co-creation of value by consumers and to this end making recourse to social network theories, for example, to better grasp the relationships and the spread of information on human online networks. The results also demonstrate how companies are not able to deploy but a single strategy for social media marketing because, on the one hand, individual characteristics such as different levels of trait reactance end up influencing the ways in which consumers react to these strategies (Lee, Kim, Lim & Kim, 2015; O¨zgu¨ ven & Mucan,2013) and, on the other hand, because the characteristics of products, for example, with hedonistic versus functional appeals, also condition the respective social media marketing strategies (Schulze, Scho¨ler, & Skiera, 2014) and require different approaches to ensure the deployment of effective and efficient strategies. The results also convey how many studies focus on understanding the aspects related to consumer behaviors in social media, and so more studies, focusing on firms, their various facets, especially barriers to social media usage, measuring returns on investment, ways to optimize strategies, among others, may prove future paths for research. In addition, firms need models to analyze the returns on investment in social media. Some studies already take this approach, for example, we would highlight those by Hoffman and Fodor (2010) and Kumar and Mirchandani (2012). Nevertheless, more studies are necessary both to confirm the results found by these authors and to analyze the models developed by other, less studied, social media.

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Regarding recourse to the usage of social media in the B2B context, this proves still limited in scope (Keinanen & Kuivalainen, 2015; Michaelidou, Siamagka, & Christodoulides, 2011; Ubedaetal.,2013) and hence more studies in this area are necessary, particularly targeting possible utilizations of some social media that displays a more professional orientation, by which firms can obtain resources for the creation of value, for example, LinkedIn. Another line of research that does not appear in the articles analyzed encapsulates the formation of social capital by consumers through their participation in social media and the implications for creating value from firm products and services. As mentioned by Akaka, Vargo, and Lusch (2012), the focus on value creation lies in the individual capacity of actors to adapt and integrate the resources they access through their social networks in the mean while enhanced and increased by social media. Finally, the results demonstrate how many studies adopted quantitative approaches and there by indicating the need for more qualitative approaches to understand consumer social media behaviors.

VI. CONCLUSIONS AND LIMITATIONS

Given the scarcity of studies systematizing the information conveyed by the research done thus far on the field of social media marketing, we carried out this systematic review of the literature on this theme. The results show that most studies have hit her of coursed either on analyzing the consumer perspective on social media marketing to perceive how they react to these means or on how companies are able to extract the maximum possible value from recourse touch channels for managing their relationships with clients. However, more studies are necessary to explore the perspectives of companies as they engage in social media marketing, especially in terms of understanding the key barriers and obstacles to their usage. The results also point to the need for qualitative studies to better grasp recourse to social media marketing utilization within the framework of marketing strategies.

The main limitation of this study would be the fact that the research was limited to the term “social media marketing,” considering only the Web of Science database, and only including articles in journals. Therefore, complementary analysis including other databases would be necessary to confirm this study’s conclusions.

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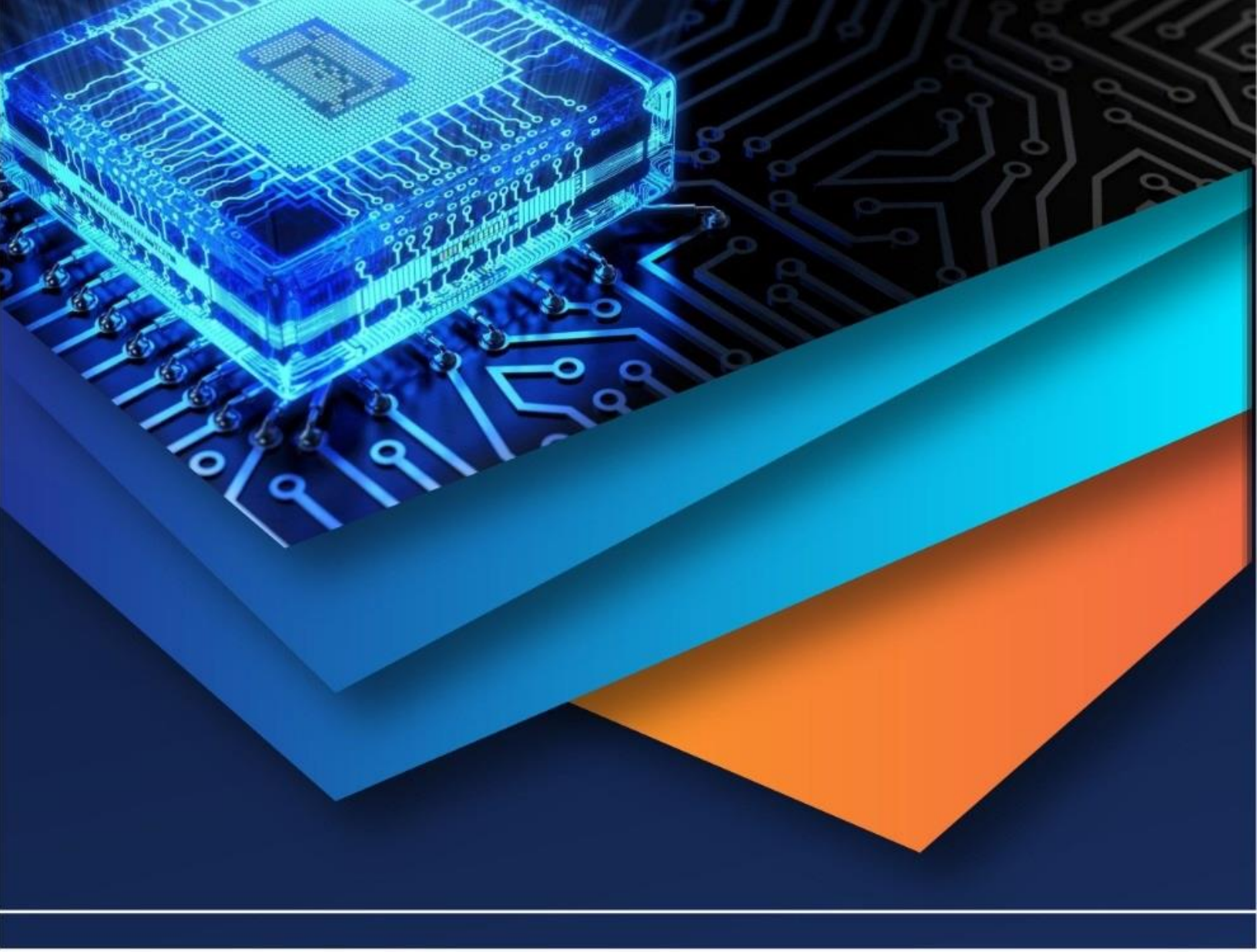

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