

Strong Social Media Presence as a Marketing Strategy

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Abstract: The study is the overview of social media presence as a marketing strategy. This study is segmented into seven consecutive chapters. In the first chapter, the study sheds light on the background where readers will observe the engaging material for social media accounts, reacting to comments and messages from followers, analysing and reporting on campaign achievements, launching social media advertising, and so on are all part of social media marketing. This section also points out the issue that every business face while using social media as their marketing strategy. The second chapter focuses on Maslow's Hierarchy of Needs which makes the business to get the overview of using the strategy in the right way. Besides, this section also revolves the challenges that business face in 21st century. Apart from that, the section also gives idea on the strategies that businesses can take help of to surpass their competitors. The third section highlights on the methodological approaches that research paper used to conduct the study. This study will use quantitative research method to survey the participants on their views of using social media as the marketing strategy in their company. The fourth section is the analysis of the survey where readers will get to see the participants result on the questionnaire prepared. The fifth chapter is the detailed explanation of the research question prepared in chapter 1 and also the result of the survey. This section also link up with the literature review portion that is chapter 2. The sixth chapter will give the outcome of the study and at the same time, recommendation on how a business can get their idea from this study. The final portion is the reflection on the skills and knowledge that I gathered from this study.

Keywords: Marketing strategy; Media; Data

1. Introduction

1.1 Introduction: Background of the study

Due to the variety of available options, the phrase social media marketing might be misleading. Each social media site has its own quirks and nuances, and each has its own set of users and content types that it best serves. Brand awareness, customer loyalty, increased sales, and more website visitors may all be achieved via the usage of social media marketing (Appalet al., 2020). Social media marketing entails a wide range of activities, including coming up with engaging content for social media accounts, monitoring and responding to comments and messages from followers, analysing and reporting on campaign outcomes, and launching social media advertising.

1.2 General context of the research

The relevance of the topic lies in the marketing strategy that the business uses to broadcast their product and services. The marketing strategy that businesses used now days because of its popularity is social media. The presence of social media makes business easy way to broadcast the brand without any hassle free services. The topic is important in today's 21st century as it will give idea to the business to use this marketing strategy to broadcast their newly launch product (Bosio et al., 2018). As soon as the research is undertaken, a thorough research of the topic is started. Then the information based on the topic is collected from Google Scholar. Doing a proper research on any study helps participant to gulp knowledge on that area. This knowledge will help them in their future career.

1.3 Problem statement

The main issue of this topic is that businesses after using social media as their marketing strategy lacks the resources such as manpower, time and money. To better give this statement proper evidence is used in the context that businesses strive hard to know

the use of social media as their marketing strategy (Li et al., 2021). In that case, they require learning the use of social media to surpass their competitors and fight back the issue.

2. Literature review

2.1 Theoretical Framework

The five steps Maslow's Hierarchy of Needs make up the Biological, safety, love or belonging, esteem, and self-actualization in businesses. According to this view, meeting essential needs is a prerequisite to focusing on more complex wants and desires. Businesses need to know where their customer stands in the organizational chart when they engage with their brand on social media. According to Melancon and Dalakas (2018), marketing to people who are striving for safety will get the business nowhere. Different social media platforms cater to different audiences with varying goals, so businesses should modify their content accordingly. Many people, for instance, satisfy their need for belonging by using social media to maintain relationships with their friends and family. Jinet al (2019) commented that, LinkedIn is primarily frequented by working professionals who are looking for new opportunities, expanding their professional networks, or researching answers to problems they are encountering on the job.

2.2 Empirical practices

Compared to more conventional forms of advertising, social media channels allow businesses to have more direct communication with their target audience. As per Bajpai et al (2012), the opportunities presented by social media interactions can be irresistible at times. One of the most common ways businesses use social media for advertising is by holding contests and other giveaways to encourage consumers to purchase the company's wares. Customers' likelihood of making a future purchase from the company is boosted when they are given opportunities to engage with the brand in this way. Tsimonis and Dimitriadis(2014) stated that, business owners had to spend a lot on television commercials in the days before the Internet and social media to introduce their product to potential customers. Posting engaging, original content and interacting with customers in this way is made possible by the prevalence of social media in modern business.

The time and effort required to create such elaborate marketing campaigns would discourage customers from forming a personal connection with the company. According to Nobre and Silva(2014), one of the main criticisms leveled at social media is the increased likelihood of legal trouble for businesses. There will always be misunderstandings and slip-ups in social media use, no matter how well the policy is written. While running a business, it is important to think about both immediate and long-term risk mitigation strategies. Packer(2011) opined that, it is no longer uncommon for a court to order the production of social media content as part of the eDiscovery process for a lawsuit. As, most social media accounts are owned by employees and stored on a third-party service, electronic discovery is likely to become one of the most challenging aspects of social media for businesses.

3. Conclusion

Websites dedicated to social networking facilitate communication and the development of personal connections between users. After a service or product signs up for one of these platforms, users will be able to communicate with the product or service. Users' prior experiences with interactions on social networking sites lend an intimate feel to this one. Conversations and interactions between brands and their individual fans can take place on social networking sites. As a result of this one-on-one connection, fans and customers will be more loyal to the brand. Products can also reach a highly specific demographic by selecting the users to follow. Social media marketing is also used by small businesses. Social media users in a given area can be targeted with coupons and discounts thanks to the ability for businesses to track their activity on these sites. Offers like get a free drink with a copy of this tweet are an example of a limited-time promotion. Locals are prompted to follow the company on social media and take advantage of the promotion by receiving a message similar to the one above.

Exposure and publicity for the company result. It is much easier to find relevant information about someone on Facebook than it is on Twitter. They make it feasible for a product to feature media like videos, images, and detailed descriptions. Videos can demonstrate not only how to use a product but also when it is appropriate to do so. Since other followers can leave comments on the product pages, these can also serve as testimonials. Facebook can send out event reminders and direct users to the product's Twitter page. Customers are drawn in thanks to Facebook's real-time advertising. Blogs allow for more in-depth explanations of goods and services to be provided by manufacturers and retailers. An extended description may include justifications and applications. It may contain endorsements and links to and from social media sites like Facebook and Twitter, as well as numerous weblogs.

Blogs are an effective marketing strategy because they can be updated frequently and because of the lasting impression they

make on readers. Getting people to follow a business on social media and sign up for their newsletter are two more promotional uses. Business can promote their products in a more personalised way on Twitter. The best way to get their followers to read about how to use their product is to use short, snappy messages. Posts like these will be displayed on the profiles of those who opt in to receive them. It is possible to include in a message a clickable link to the product's webpage, Facebook page, media files, etc. By clicking on this link, fans can learn more about the product and engage with it in greater depth on the web. This kind of engagement has the potential to deepen customer devotion to the product and open up new avenues for promotion. In real time, Twitter can be used to promote a product and attract new buyers.

Although participating in social media can boost recognition of a company's brand, the effects of this vary depending on the specifics of the platform used. Web users can be enticed to click on advertisements and sponsored content. Some of the paper's contributions are as follows. It begins with research into the potential business applications of social media practises. In addition, this study is pioneering because it is one of the few to investigate the significance of social media marketing for commercial purposes. The findings offer managers a chance to assess the efficacy of their current social media marketing strategies and provide a basis for developing new ones.

Some managerial repercussions of this research's findings are also communicated. This paper provides a more in-depth analysis of how businesses can benefit from engaging in social media activities. The findings make it easier for businesses to use social media in line with their branding strategies by demonstrating how specific branding goals can be attained through strategic channel and activity selections on social media. Companies can tailor their social media strategy to achieve their branding objectives using the paper's recommendations as a starting point. This paper provides businesses and managers with a framework for reassessing the frequency and connectivity of their existing social media portfolios. Businesses can increase their chances of achieving their brand goals and improve their brand performance by making adjustments to their use of social media and making appropriate choices.

Therefore, it can be concluded that, it is important for upcoming research to investigate how SMM actions influence the activities and processes of the various components of the marketing organisation and, ultimately, to evaluate how much of a contribution these activities and processes make to the overall marketing and organisational performance of companies.

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