

Chapter-15

SOCIAL MEDIA MARKETING FOR BRAND BUILDING: A STUDY OF SELECTED START-UPS

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ABSTRACT

*The purpose of this paper is to: first, examine why companies should create brand pages on social media, how should they use them, what policies and strategies they should follow and they should follow further , and what outcomes can they expect; and second – from firm’s point of view – how users are benefited from such pages. By collecting information from different websites we have conducted and make a research paper on the topic social media marketing strategy for brand building. This research paper is based on primary data and secondary data both, the survey is analyzed and conducted on primary data. **Social media marketing** is beneficial for companies and entrepreneurs up to some extents or it totally depends on companies or entrepreneurs that how they utilise **niche marketing strategies**.*

In this research I am able to find that people are more on social media now a days and therefore giving ads on social media seems more successful than traditional advertisement and promotional activities. Also there is a large reach if the ad is posted on any social media platforms Social media marketing are found to be more reliable nowadays as people have no time to Watch TV and go through the whole banner of ads. The company has to provide all the information in just a single post or in a five second video because after that consumers are less then to watch ads more than five seconds they usually skip the ad after that so the company has to very clear in the first five seconds of the video ad.

*Digital marketing utilises the benefit of doing good to protect and maintain consistent human interaction. The distinguishing feature of social marketing is that there is a good social target, not a secondary outcome. **Standard marketing strategies** can be used by community organisation to improve the promotion of of relevant services and organisation and will be extremely valuable but should not to be confused with social media marketing with a strong focus on providing targeted behaviour and his or her a record of interrelated topic in the public interest. Nowadays it is impossible to avoid the social media platform whether you are an individual*

or a business. It is now impossible to separate the social media from the internet social media chat is no longer is considered and online chat. It is important to understand that today is social media platform has a great potential. There is growing segment of the internet network of people setting commenting, whether you are an individual, starting a small business or very large company.

Keywords: Social media Marketing, Niche marketing strategies, Standard Marketing strategies

INTRODUCTION

Social Media marketing usually focuses on the delivery of ideas and information through advertisements and books / channels. Collectively, a communication platform simply means a communication / publishing platform built and maintained through personal relationships through specific media or tools. Wikipedia has a common meaning for this term. Communications is the democratisation of information that transforms people from content leaders to content publishers. Social media marketing programs often work specifically in an effort to create eye-catching content and encourage readers to share on social media platforms. Therefore, this type of marketing is conducted orally. Results are within an hour and are available on social media rather than paid media.

LITERATURE REVIEW

There are numerous social networks that use various technical workaround to support various interesting practises. The impact of social media, on the other hand, is widespread ranging from businesses and marketing and social and Academy activities. According to the findings marketing and advertising are the most frequently discuss category. This report contain resource to help your identify the business impact on social networking sites and to pick your interest in this area.

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The findings shows that the majority of the studies examine focus on the cast murder perspective in terms of the impact of social media on use, sharing, customer decision making an awareness.

The study looked not only at the use of agriculture communication forms, but also in it see use, improvement and measurement of outcomes. In recent years, most quantitative studies have been published. This research not only comes to certain conclusion about theory and practice but also proposes future research guidelines based on the gaps identified by research findings.

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Today we are in 21st century and people don't have time to come and interact with each other. Social media helps you connect with social networking sites that keep you connected even when people are away.

Now, when you get users, followers and subscribers and transfer them to social networking sites, these media mostly appearing on popular public media such as television due to gap between the occurrence of social events and broadcast times.this research paper focuses on strategies that can market this viral more beyond special media. As a result it helps to build a strong community enough to effectively market and start buying.

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The results show how to use the consumers view point and I live more precise focusing on the use of social media , the use of social media 40 terminating in recognition of consumption, share media and the impact of social media. The study focuses on implantation optimisation and measurement of results. In addition to achieving a certain conclusion of theory and practice, most of the research has been issued in recent year,

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The results analyse new surveys, using the consumers perspective focusing on the use of social media, the use social media to be reminded of consumption, shared media and the impact of identified share media. The study focuses on implementing, thinking, and majoring that it results in addition to achieving some degree of perfection in theory and practice mostly have been exhibited in recent year but define future result foundations according to the gaps from the findings.

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Mrs Shweta Srivastava assistant professor and head

Department of commerce and management Dr CV Raman University

RESEARCH OBJECTIVE

- The study will attend to analyse the potential of social media has a country marketing tool for the following purposes:
- Do identify the role of marketing platform in the first business
- Finding out how to shall media contribute to the growth of in-

commerce industry by increasing profitability, accessibility, visibility and network building.

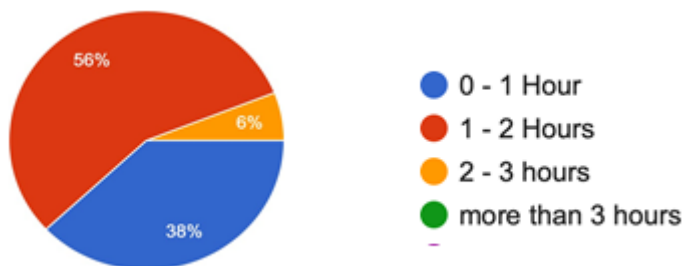
- Then you refuse to follow the marketing opportunities which can be applied from India.
- To make a recommendation on how the company can use the social media platform to effectively market with its products.

RESEARCH METHODOLOGY

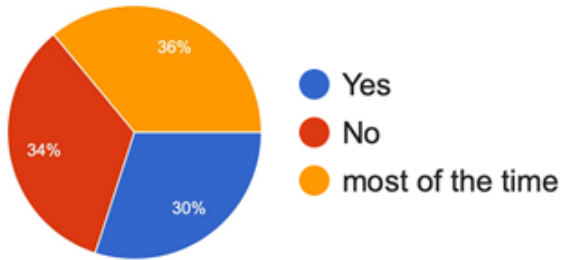
- Primary data: the primary data is collected through a Google form questionnaire with 50 different people have entered their views according to their knowledge in their choices and after the Google form questionnaire is analysed and reviewed through graphs.
- Secondary data: the secondary data is collected through internet content newspaper blogs in social media marketing research papers, journals etc.

DATA ANALYSIS

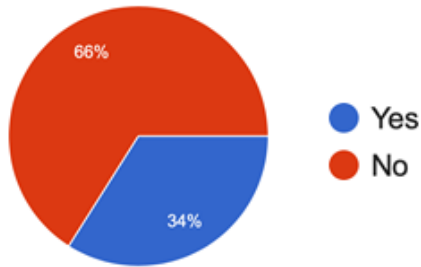
Ques. How much time do you spend on your favourite social media in a day ?



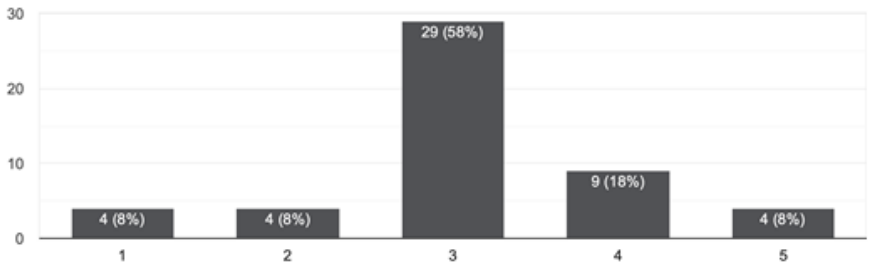
Ques.Are the ads shown to you are according to your choices ?



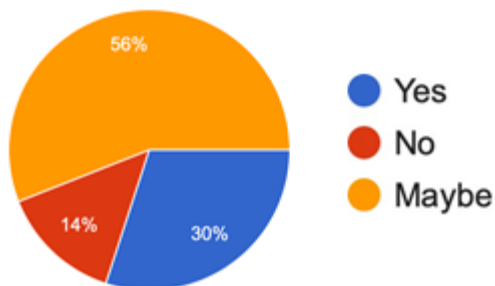
Ques. Did you follow any ad or made any purchase out of that ?



Ques. How much do you trust on brands appearing on social media?



Ques. Would you prefer purchasing from a new brand appearing on social media rather than any old trusted brand?



These graphs shows that people are spending more time on social media platforms.They often get their preferable type of ads on the SM platform.Also they don't want to see irrelevant ads.If they find the the ad interesting and if the ad is attractive they also tend to go for making a purchase out of that ad.As per the graphs

34 % people have made some purchase after seeing the ad. This shows the consumer can be moulded to make more purchases. According to the graph people are now trusting on new companies and the rest of 56 % who are still confused they can be convinced by more trustful ads and frequent visibility on social media or on their web .

FINDINGS

- In this research I am able to find that people are more on social media now a days and therefore giving ads on social media seems more successful than traditional advertisement and promotional activities.
- As per the data recorded I am analysing that customer find ads according to their choices on their favourite social media handle.They daily view at-least 10 - 15 ads. They are also

switching their products by watching these ads.

- Also there is a large reach if the ad is posted on any social media platforms Social media marketing are found to be more reliable nowadays as people have no time to Watch TV and go through the whole banner of ads.
- The company has to provide all the information in just a single post or in a five second video because after that consumers are less then to watch ads more than five seconds they usually skip the ad after that so the company has to very clear in the first five seconds of the video ad.

CONCLUSION

In the interest of any business or customer, and social media platform should be an opportunity to build more regarding an honest relationship with those customers unless an organisation understand the visible benefits of a business, they should look for better ways to plan, manage and elevate their social media efforts. The social media platform is about engaging customers with Wenders and keeping a bridge between the two. Digital marketing utilises the benefit of doing good to protect and maintain consistent human interaction. The distinguishing feature of social marketing is that there is a good social target, not a secondary outcome. Not all social media and non-profit marketing is done through social media.

Standard marketing strategies can be used by community organisation to improve the promotion of of relevant services and organisation and will be extremely valuable but should not to be confused with social media marketing with a strong focus on providing targeted behaviour and his or her a record of interrelated topic in the public interest. Nowadays it is impossible to avoid the social media platform whether you are an individual or a business. It is now impossible to separate the social media from the internet

social media chat is no longer is considered and online chat.

It is important to understand that today is social media platform has a great potential. There is growing segment of the internet network of people setting commenting, whether you are an individual, starting a small business or very large company. The term user will be the inclusion in dictionaries and encyclopaedia and will begin the era of data exchange, over-access and information associated with the distance, time for virtual walls.

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