



The Relevance of Social Media in E- Marketing: A Review

Dr. K.S. Misar

Assistant Professor, Department of Cosmetic Technology,

Kamla Nehru Mahavidyalaya, Nagpur

Email: ketkimisar11@gmail.com

Abstract

Social network has gained remarkable attention in the last decade, especially in the current pandemic situation, the social media is helping crucially in almost all the sectors of life unconditionally. And as the evolution take place, accessing social network sites such as Twitter, Facebook, LinkedIn, Instagram, WhatsApp and YouTube have become very affordable. As large population uses one or the other social networking site, it has become very convenient for companies to reach their consumers through these sites. This literature review article is a humble attempt to discuss the significance of social media in e-marketing. It highlights the types, influence, role and importance of social media in e-marketing.

Key words: Social media, e-marketing, digital marketing, online platform

Introduction

Social network media has become an important aspect in current marketing and is revolutionizing the way companies are interacting with their customers. Thus it has become almost mandatory for every business segment either small or large to mark its social media presence if it wants to gain customer trust, establish expertise, to know customer choices and meet potential customers.

Influence of social media

Social media marketing is the use of online social media platforms and websites for promotion of a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming very popular for both practitioners and researchers. Many of the social media platforms have built in data analytics tools, which enable companies to track the progress, success, and engagement of advertisement campaigns. Social media allows people to freely interact with others and offers multiple ways for marketers to reach and engage with consumers in online and easy manner. 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 campaign, 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 user-generated content (e.g., online comments, product reviews, etc.), also known as "earned media". The use of the internet and social media have changed consumer behaviour and the ways in which companies conduct their business. Social and digital marketing offers significant opportunities to organizations through lower costs, improved brand awareness and increased sales. However, significant challenges exist from negative electronic word-of-mouth as well as intrusive and irritating online brand presence. They may sometime interrupt in marketing process.

Social media and e-commerce

In order to understand their customer in a better way and finding their inclination towards their products, the marketers and advertisers are always looking for a number of ways. This requires a lot of information to be gathered about the customers. This information could be gathered from social