



## **SOCIAL MEDIA TRENDS IN MARKETING**

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### **ABSTRACT**

*Social Media has developed into a crucial platform for businesses in the marketing industry. More than ten years of growth, the sector of social media marketing has finally attained maturity. People can freely interact with one another on social media, which also gives marketers many other methods to connect with and engage with consumers. Presented the many structure in which social media affects both individual and enterprise. With websites like Facebook, Twitter, Linked In, and Instagram, among others, social media can have a social goal, a business goal, or both. Focusing on social media trends in commerce. In this article we have mainly focused on benefits and drawbacks of Social media marketing. Strategies for social media marketing.*

**KEYWORDS :** social media, customers, marketing.

### **INTRODUCTION**

Social media marketing is the process of promoting a good or service through social media websites and platforms. Even though the terms e-marketing and digital marketing are still widely used in academia, both practitioners and researchers are becoming more interested in social media marketing. The majority of social media platforms include data analytics tools that let companies monitor the development, effectiveness, and engagement of marketing initiatives. A wide range of stakeholders are reached by businesses using social media marketing, including present and potential customers, current and potential workers, journalists, bloggers, and the general public. Globally, social media is utilised by billions of people, and it has swiftly become one of the technologies that best define our era. Facebook reported 2.38 billion monthly active users and as of March 31, 2019, 1.56 billion users were active every day. (Facebook 2019). In 2022, there are projected to be 3.29 billion social media users worldwide, or 42.3% of the world's population (E-Marketer 2018). Given the massive potential audience available, who spend many hours a day using social media across multiple platforms, marketers have embraced social media as a marketing channel. Academically, social media has been embraced, and there is a substantial body of research on social media marketing. Social media marketing is the use of online communities, social networks, blog marketing, and other methods to market. It's the latest marketing "buzz." India was most likely one of the first to embrace social media marketing. As companies seek to engage with their audiences through online platforms, the organizational cause has largely replaced the social cause. The social media phenomena has grown at an astounding rate, which is both mind-boggling and frustrating. Trust and goodwill are the foundations of social networking, and when marketing on social media, these fundamental concepts must be adhered to. It is most likely the only marketing platform that encourages both seller and consumer accountability and communication. Global corporations have recognized the importance of social media.

### **SOCIAL MEDIA**

Online communication between people is made simpler by social media. Social media encompasses a wide range of applications and platforms, including Facebook, Instagram, Twitter, and YouTube, that let users share content, communicate online, and create communities. More than 4.7 billion individuals, or nearly 60% of the world's population, utilise social media. Today, social media messaging apps and platforms are the most popular sites on the internet. Early in 2023, 94.8% of users utilised chat and messaging apps and websites, while 94.6% of users used social platforms. 81.8% of people used search engine websites. Social media are interactive technologies that make it possible to create and share content through online communities and networks, including information, ideas, hobbies, and other forms of expression. While the variety of stand-alone and built-in social media services currently available poses challenges to the definition of social media, Users typically access social media services via web-based desktop apps or by downloading applications that let users access social media on their mobile devices (e.g., smartphones and tablets). Users' interactions with these online services generate highly interactive platforms that enable sharing, co-creation, discussion, participation, and modification of user-generated or self-curated content by people, groups, and organizations. As well as being used to create blogs, podcasts, movies, and game websites, social media is also used to create memories, learn about and



explore the world, market oneself, make friends, and advertise. The emerging field of technological self-studies is focused on the changing relationship between humans and technology. Twitter, Facebook (and its associated Messenger), We Chat, Share Chat, Instagram, Weibo, VK, Tumblr, Baidu Tieba, and Linked In are among the most popular social media websites, with over 100 million registered users. Often referred to as social networking services, other well-known platforms include Quora, Telegram, Whatsapp, Signal, LINE, Snap Chat, QQ, YouTube. Depending on your point of view, alternative platforms include Microsoft Teams, Pinterest, Viber, Reddit, Discord, and TikTok. One form of collaborative content creation technology is the wiki.

## **RESEARCH METHODOLOGY**

The study is based on secondary data compiled from republished articles, printed sources, online websites, social marketing blogs, and survey reports made available by various E-commerce websites.

## **SOCIAL MEDIA MARKETING**

Using the popularity of well-known social media networks to accomplish marketing and branding goals is known as social media marketing. However, setting up business accounts and posting whenever you like is not the only thing you need to do. A dynamic approach with quantifiable goals is required for social media marketing, which should involve maintaining and enhancing your profiles. Posting content that represents your brand and speaks to a particular audience, such as photos, videos, tales, and live videos. Following up on comments, shares, and likes, and reacting to them. To build a brand community, follow and interact with users, buyers, and influencers. Paid social media advertising is another form of social media marketing where you may spend money to advertise your business to a large, carefully curated audience.

## **ADVANTAGES**

### **Increase Your Brand Awareness**

When using short-form vertical videos, Instagram and TikTok are excellent platforms for increasing brand awareness. These networks cater to a younger demographic, A16-40. Brands have a better chance of increasing awareness if their messaging reaches their target demographic.

### **Customer Engagement**

Customer engagement is the procedure a company does to build a relationship with its clients in order to promote brand awareness and loyalty. This can be accomplished through campaigns, web content, and social media, mobile, and wearable device outreach.

### **Completely Free**

Social media is completely free. This is widely accepted. I have personal accounts on Facebook, Twitter (three different handles), Linked In, Instagram, TikTok, and Pinterest, as well as a few other niche platforms, and I have yet to spend a penny on any of them.

### **Social Media Marketing Is Cost Effective**

However, many businesses have used social media as a marketing tool. Indeed, the low cost of social media marketing allows even small businesses and start-ups to expand their audience and find new customers.

## **DISADVANTAGES**

### **Negative Feedback**

Bad social media reviews can also present a chance to turn disgruntled customers into brand evangelists and offer distinctive chances to surprise and delight. Responding publicly is critical for portraying your brand as open, attentive, and helpful.

### **Time consuming**

A successful campaign requires daily content creation and posting. It requires consistent monitoring and frequent interaction with your audience. All of this can be difficult without the proper resources.

### **Security and Privacy Policy Issues**

Scammers can use the large amount of data on user social media accounts to spy on users, steal identities, and attempt scams. When using social media, data protection issues and gaps in privacy controls can put user information at risk.

## **SOCIAL MEDIA MARKETING STRATEGY**

Your social media goals, strategies for accomplishing them, and metrics for tracking success are all laid out in a social media strategy document. Your social media marketing strategy should also include a list of all of your existing and planned social media accounts, as well as goals for each platform on which you are active. These goals must be in line with the entire digital



marketing plan for your business. Last but not least, an effective social media strategy should outline the roles and duties of your team as well as your reporting schedule.



## THE IMPACT OF SOCIAL MEDIA MARKETING TRENDS

The expansion of social media marketing platforms has become an important part of developing social signals, which are critical in any SEO digital marketing campaign. Perhaps you are unaware that the emergence of various social media channels provides internet marketers like you with a broader marketing opportunity in terms of building brand visibility across the web. How your website ranks in search engines can have a significant impact on customer and lead acquisition and conversion for your website. Social media marketing combined with search engine optimisation strategies is effective in increasing organic traffic to a website. There are various social media marketing trends that will influence how digital marketers conduct their search engine optimisation campaigns this year in order to increase lead generation and website conversion rates.

## TOP SOCIAL MEDIA MARKETING TRENDS 2023

ChatGPT use ChatGPT to help you with creating copy for any of your marketing collateral emails, blog posts, product descriptions, announcement copy, captions, website copy, social media captions, and more.

### Instagram Automation

Instagram automation is the process of managing an Instagram profile or account using third-party software and apps. You can schedule posts and likes and generate automated comments on Instagram by using various tools and bots.

### Influencers

Influencers on social media are persons who have built a name for themselves as subject matter experts. By frequently posting about that subject on their preferred social media platforms, they amass sizable followings of enthused, engaged individuals who pay close attention to their ideas.

### Live Stream Shopping

Live shopping blends live video, social media, and E-commerce. It is sometimes referred to as shoppable streaming or live stream shopping. It's a long-standing trend in East Asian countries that is now making its way to Europe and North America.

### Real Time Marketing

Current information is essential for real time marketing. It may imply tailoring your marketing to changes in your own data or changes in audience behaviour. RTM could also entail using social media to comment on news stories and respond to customer inquiries. Prior to now, real-time marketing was difficult. It took too long for marketers to respond to an update or event once they became aware of it. Marketing has been transformed by social media, social listening tools, and automation.

### Subscription Models (For Educational Brands & Influencers )

Currently, Facebook and Instagram are the best channels for schools to be active on, but if you know your target market is active there and you have the resources to integrate it into your marketing activities, you might want to consider YouTube or Pinterest.



### Whats App Commerce

Whats App's 'tap and chat' feature allows users to order groceries with free delivery and no minimum order value. Customers can add items to their shopping carts within the app and pay via JioMart or cash on delivery.

### CONCLUSION

Realizing the significance of social media in the daily lives of those who are most likely to become your consumers can help you determine the value of using social media in marketing. Given the prevalence of social networks and their influence on users, social media marketing is now a requirement for businesses. In this paper we discuss about social media marketing trends. In author and co author view we have analysis that the social media trends is increasing the current year and coming feature the social media will be create digital world.

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