

Social Media Marketing

Name:

Institution:

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Social media marketing is the vast use of social media websites and platforms such as Facebook, Twitter, and Instagram among other platforms to promote services and products. Primarily, social media is a term used to refer to sites that are designed to provide radically different social actions. For instance, Facebook is a social networking platform that allows sharing of pictures, joining events, sharing of updates, and several other activities. In contrast, Twitter is designed to enable people to share updates or short messages with other individuals. With the wave at which social media is popular, it lays the background at which social media marketing has become the backbone of advertising for many organization.

The reasons why social media marketing has become popular across business of all size

Social media is growing day by day with Facebook reaching over 2 billion users every month and other social networking apps and websites reaching their all-time user activities (Kaur 2016). There are several reasons why social media has become popular across all businesses, and they include; firstly, social media create web traffic (Swani, Milne, Brown, Assaf, & Donthu 2017). Most organizations are using social media through well-planned media posts that make all the difference. Furthermore, organizations are using the link to divert visitors to their website where they create targeted traffic.

Importantly, social media has become the best tool for organizations to connect with industry leaders and consumers. Use of social media platforms such as Facebook and Twitter keep the consumer and interested parties informed of the new products and services that the organization is offering (Moreno-Munoz, Bellido-Outeirino, Siano, & Gomez-Nieto 2016). Further, organizations are reading post and tweets by their client to adjust their products and services to a way that fits the user needs. Additionally, adults between the age of 18 and 34 years

use social media as a platform to follow products and services through social networking (Swani et al., 2017). Consequently, users of social media indicate that they have an excellent social media service experience and they are more likely to recommend other people.

The increasing number of social media users has a driving force why organizations are considering social media marketing as their primary marketing tool. Social media websites are registering a high number of user with Facebook reaching close to 2 billion users per month. This indicates that social media is becoming a revolution for marketing. Furthermore, social media add for targeting and retargeting (Swani et al., 2017). Originations are turning towards social media marketing because it is customizable and this allows organizations to target their intended users. The beauty of social media is that customers can launch their complaints about the product and the business can solve it in time (Moreno-Munoz et al., 2016). Faster response to customer complaints receives consumer appreciation and improved company image and brand.

The advantages and disadvantages of Social Media Marketing for business entrepreneurs

Advantages

The benefits of social media marketing include firstly, larger audience. Social media websites such as Facebook, Twitter, Instagram, and Pinterest report a higher number of users daily. Twitter has more than 313 million users each month, and Instagram release over 500 million users ever month and this provides a platform for business entrepreneurs to take advantage of the large audience to market their products (Taneja & Toombs 2014). Additionally, social media marketing is entirely free to start. To signup of the social media platforms is free and the only investment required is time only. Even though some organizations may charge to advertise on their websites, but the fee is small.

Further social media encourages sharing. Once an organization has created a page on the platform and it has gathered enough followers, there is a high chance that many people will view their products and post. People will share the product and services displayed, and the organization will increase a client base on social media marketing. Similarly, there is increased brand loyalty through social media marketing (Okazaki & Taylor 2013). Apart from expanding the reach of the entrepreneurs brand allows the organization to increase its brand loyalty. Moreover, research indicates that more than 60% of people who become aware of a brand through social media will remain loyal to the brand (Kaur 2016).

Disadvantages

Social media might have some advantages to the entrepreneur, but it also has some disadvantages that come with it. Firstly, negative feedback, social media users have the freedom to post anything they like or want. This means that when a customer is not satisfied with a product, he or she will probably leave negative feedback on the organization's wall that massive following with other customers, and it might hurt the image or organizations brand if the issue is not solved quickly (Okazaki & Taylor 2013). Furthermore, some of the negative feedback on social media might arise right from within the organization with disgusted employees.

Secondly, social media marketing comes with the problem of potential marketing. Primarily, social media platforms such as Twitter and Facebook have proved to be a platform for embarrassment. Mainly, organizations with a larger audience cannot make mistakes, and they go unnoticed (Taneja & Toombs 2014). Thanks to social media reaction surface quickly and tweet all over major outlet within few hours. Likewise, social media is time intensive; an organization will take allot of effort and time to maintain and have an interactive presence in social media.

How Social Media Marketing is helping Pepsi gain more customer insight

Pepsi is one of the organizations, which are effectively embracing the social media marketing. The Pepsi marketing campaign referred to as “*Live For Now*” is mainly targeting people between 18-35 years who make the larger part of the users of social media (Horton 2017). The marketing plan used by Pepsi has five main marketing aspects of social media, which are inbound marketing, geo-local, data aggregation, consumer engagement, and user-generated content. The customer engagement platform allows Pepsi to encourage visitors to comment on the products through reality shows sponsored by Pepsi. Further, to engage the social media user the encores of Pepsi concert and song selection is mainly based on major artist selected through a tweet by the online community.

Pepsi depends on user-generated content meaning it looks at the comments, views, and any other inputs by the customer. The tool allows the organization to engage customers on a wider base. Consequently, it can listen to the consumer this enables the business to understand the wants and needs building loyalty and creating brand evangelist through social media. Data aggregation allows Pepsi to track the advertisements method through statistics such as demographics, interests, gender, sex, and reactions of the consumer. Pepsi has recognized the change to consumer based marketing (Horton 2017). This means that the organization can employ inbound marketing to reach wider consumer bases who are mostly young. Primarily, inbound marketing allows the organization to have a direct conversation with the customers, and this helps in improving customer service and experience.

Businesses that have used Social Media Marketing to their advantage

Several organizations are using social media for their benefit, but Netflix and Oreo have lifted the bar to the next level. Netflix has a plethora data and information of its audience, but the company has an excellent understanding of its consumers (Bashir, Papamichail, & Malik 2017).

Primarily, the organization continues to create content that mainly resonates with its users. Oreo, on the other hand, took the advantage during the Super Bowl event in 2013 in appreciative way. The organization posted a single image with the message “you can still duck in the dark” (Bashir, Papamichail, & Malik 2017). The image went viral, and the organization took advantage of the super bowl audience to market itself and gain a new audience. This has enabled the organization to establish itself in social media marketing with more than 32 million fans.

The impact Social Media will have business over the next decade and skills needed to improve to take advantage of the changes.

Over the next ten years, nearly all organizations will need to be making use of social media platforms to reach to more audience. This is because the current generation makes use of smartphones which are the internet enable and it would be easier for the organization to tap into the social media market (Tsimonis & Dimitriadis 2014). Organizations, which would ignore the social media influence, will likely to be out of business and social media would be the next big thing. Skills needed to take advantage of the social media in the next decade include the ability to project the needs and wants of consumers, the online presence for the origination, the ability to respond to customer complaints, and the use of Information Technology skills. Other skills that will play a crucial part in the next decade regarding social media include creativity, ability to create content, good relationship building, community management, and analytical skills.

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