



# **Social Media Marketing: A Key to Capture Customers' Attention**

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## **ABSTRACT**

Social Medias are used by billions of people across the world. Social networks have become a sort of reality in which people communicate, interact, and obviously trust. Marketing is a very broad field. Today, it even included the field of digital marketing and all of its sub-branches such as content and social media one. Social media channels have become a major source of news and information in today's internet-driven world. Social media presence is also a vital factor in online marketing. Social media marketing allows to showcase your brand to potential customers at exactly the moment they are ready to convert. This paved way for motivating marketers to reach and engage the consumers with time and cost effective shopping. Social media rapidly replacing the traditional means of marketing with Social media marketing by providing them information about product, services, brands, designs, price etc., As a result of this, it is understood that social media is a powerful means of capturing customers attention in the present day market scenario.

Key Words:- Social Media Marketing, Consumer, Internet, Social Media Platform, etc.,.

## **INTRODUCTION**

What Is Social Media Marketing?

Social media marketing is an online marketing method that utilizes different social media platforms, such as Facebook, Twitter, LinkedIn and Pinterest, to establish brand recognition, capture customers' attention and connect brands with a broader, more diverse audience segment. Social media marketing for small businesses and enterprises is a powerful way to reach your prospects right where they spend their time online and strengthen your brand engagement.

A dynamic, data-driven social media marketing plan can bring remarkable results to your company and turn customers into brand advocates. More importantly, an innovative social media marketing strategy positively influences your digital marketing efforts, creating more lead and revenue streams for your business.

The emergence of new information and communication technologies, particularly the Internet and social networks, has changed market dynamics, threatening the competitive positions of firms (Porter, 2001) and increasing the power of consumers (Urban, 2005).

The Internet- and online-based social media have changed consumer consumption habits by providing consumers with new ways of looking for, assessing, choosing, and buying goods and services (Albors, Ramos, &Hervas, 2008).

Internet-based technological applications, in accordance with the principles of Web 2.0 and providing the creation and exchange of user-generated content, while also facilitating interaction and collaboration between participants (Kaplan &Haenlein, 2010). Such applications also include blogs and microblogs (such as Twitter), social networking sites (such as MySpace and Facebook), virtual worlds (such as Second Life), collaborative projects (such as Wikipedia), content community sites (e.g., YouTube, Flickr), and sites dedicated to feedback (e.g. online forums; Chan &Guillet, 2011; Mangold &Faulds, 2009).

#### POST-PANDEMIC MARKETING UPDATE

In addition to business as usual, a special report by Datareportal in July 2020, examines changes in social media usage during the beginning of the COVID-19 lockdown period. Notably a massive increase in online and digital activities. The increase came after a couple of years where growth had seemed to slow down, this behavior was attributed to changes in user behavior due to the lockdown. However, with growth continuing in 2022, there may be more at play than just the initial lockdown trends. Social networks have transformed marketing and their popularity is still growing in our latest Global Social Media Statistics Research Summary for 2022. As per the Datareportal July 2022 global overview of social media growth has continued to increase. More than half of the world now uses social media (59%), 4.70 billion people around the World now use social media, 227 million new users have come online within the last 12 months. The average daily time spent using social media is 2h 29m. Statistics show that the global population of social media users has risen to 4.57 billion, with 346 million new social media users added in 2020. Furthermore, Global Web Index reveals that social media users spend an average of two hours and 24 minutes every day multi-networking across at least eight social media platforms and messaging apps. As social media usage continues to grow exponentially, knowing how to market on social media is becoming more crucial in reaching your target demographics and creating brand awareness. Many marketers, however, enter the digital and social media marketing realm without fully understanding what is social media marketing and its demands.

## A SUMMARY OF GLOBAL SOCIAL MEDIA GROWTH

The number of social media users globally grew from 4.2 billion in January 2021 to 4.62 billion in January 2022. This accounts for a 10.1% growth Year over Year of global social media usage. Now in double-digits, social growth in 2021-22 is notably higher than the pre-pandemic slump we saw in 2018 -2020, with new platforms and innovations contributing to the upward trend. Continued social media growth gives digital marketers even more opportunities to connect with new audiences in new ways. The total number of Internet users as of July 2022. Whilst 63.1% of the world's population are internet users. Social media platforms today are evolving and developing to meet an ever wider variety of consumer wants and needs. Surely the value that social media usage can add to consumers' lives is more evident than ever before. With 5.1% Year over Year growth in active social media users as of July 2022, savvy marketers are continuing to tap into opportunities arising from the growth of social media usage and marketing.

The key is to ensure your social media digital marketing techniques match your objectives.

## BENEFICIAL TREND OF SOCIAL MEDIA MARKETING SERVICES

Social media marketing services have numerous advantages for startups and established brands. With the right social media marketing plan and campaign monitoring system, social media content marketing can lead to increased search traffic, healthier customer engagement and improved brand loyalty.

Here are the key benefits of social media marketing to facilitate your decision-making process:

### Better Online Exposure

Social media marketing is continually progressing and adapting, becoming a powerful online marketing resource for companies and brands. Social media platforms like Facebook, Twitter, LinkedIn and Instagram can dynamically increase exposure and interest in your company. With an effective social media content marketing strategy, you generate more engagements and social signals, such as likes and shares, that allow you to interact with a broader online community.

### High Search Rankings

Search engines like Google and Bing now integrate updates, Tweets, profiles and comments into their results pages, recognizing the importance of social interaction. The more people share your content across social media channels, the more traffic they send to your website, and therefore, the better your search rankings.

### Specific Audience Targeting

Marketing through social media allows you to identify and categorize your ideal customers by age, location and online activities, among other metrics. Social media marketing experts determine and analyze your niche

market to understand your target customers' online behavior and craft relevant content and ads that address their needs.

### Improved Customer Reach

A Global Web Index study shows that approximately 54 percent of online users utilize social media platforms for product research. Furthermore, 49 percent of consumers depend on recommendations from social media influencers when looking for brands. With a healthy social media marketing strategy, you can boost your brand awareness and position your company in front of the right customers.

### Complete Brand Control

Social media marketing packages are adapted to your specific needs and financial capacity. This means you have complete control over your branding, budget and social media content marketing strategy. Learning how to use social media for marketing enables you to create and maintain an image that appeals to your target audience and ensure your B2B social media marketing game is always on point.

### Enhanced Customer Trust

Understanding how to use social media for marketing allows you to build a thought leadership brand and create deep, meaningful connections with your followers. Social media marketing agency shares valuable content and engages in online conversations about your company to keep a pulse on your target market. It highlights your client testimonials, case studies and other content that proves your brand validity. These tactics are crucial in gaining consumer trust and building intimate relationships with your followers.

### Multiple Marketing Options

Besides Facebook, YouTube, LinkedIn and Instagram social media marketing, there are other social media marketing methods you can use to promote your business. These include WhatsApp, Messenger, WeChat, Tumblr and Snapchat social media marketing. Our social media marketing company performs in-depth business reviews, audience analysis and competitor benchmarking to determine the most appropriate and profitable social media marketing platforms and techniques for your business.

### Increased Profitability

Social Media Marketing for small businesses and large enterprises is a cost-effective way to reach your ideal clients without spending a hefty amount of money. Various social media platforms allow you to showcase your products and services at a low cost. Additionally, one of the key benefits of social media marketing is it helps you reach an unlimited number of prospects across locations without doing additional work or incurring more expenses.

Marketing through social media is one of the best ways to improve your brand and provide customers with an insider's view of what's going on in your company and get more people to advocate for your brand.

## CONCLUSION

Social media can be a powerful tool for any business. It can increase your visibility, enhance relationships, establish two-way communication with customers, provide a forum for feedback, and improve the awareness and reputation of the organization. Such favourable scenario encourages 90% marketers to use social networks for business, while 60% of them claim to have acquired new customers over social networks. Ability to create a community of people who are loyal to your brand and to foster this relationship is what makes social networks such a perfect places for modern businesses. Your online community will help you learn about your target audience, how they feel, how they react, what they expect, etc. Another major benefit of social media marketing, which results in increasing profit of your company.

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What is digital marketing?

Although digital marketing and social media marketing are terms that many marketing professionals and business owners use interchangeably, digital marketing is often more overarching and typically includes social media marketing.

Through digital marketing, you can promote a company's products or services to a targeted group of consumers and help a business reach its goals, which may include more sales or a higher number of people who are aware of the brand.

Digital marketing can include any of these marketing tools and media:

- Search engine optimization (SEO)
- Email
- Landing pages
- Newsletters
- Mobile marketing
- Online banners
- Websites
- Video
- Search engine marketing (SEM)
- Pay-per-click (PPC) advertising
- Digital signage, even on a physical object

Many businesses and individual marketing departments choose to use multiple forms of digital marketing depending on the organization's goals, season, upcoming events, new product promotions and more, knowing that a marketing mix is ideal to have a strong impact.

It's important for businesses to use a digital marketing mix that makes sense for what they're trying to accomplish rather than using every form. By focusing on every facet of digital marketing, you may end up spending more time or money than you would otherwise.

Related: How To Become a Digital Marketer (2022 Guide)

What is social media marketing?

Although social media marketing is often a part of digital marketing, many businesses choose to build a team and, sometimes, an entire department around social media marketing.

Similar to digital marketing, social media marketing focuses on how best to reach target consumers with product or brand messaging that will convert into sales for the business. While there are advertisements on social media, professionals use these platforms for things like:

- Engaging with fans and followers
- Using live streaming to connect with audience members
- Conducting contests to increase engagement and interest in the brand

- Posting content that resonates with a target audience
- Responding to customer inquiries, ideas and complaints
- Showcasing a brand's values in a unique way
- Providing a quick response to customers and solving their problems

If you work for a company where you discover that the majority of your target consumers use social media, it may be a good strategy to create fresh and engaging content on relevant social media platforms.

Because it provides a way for brands to gain trust, provide customer service solutions and connect one-on-one with consumers, social media is a treasured part of many marketing plans that focus on communication and connection as a way to increase sales, gain more website visits or meet other goals.