

Enhancement of Small Middle Enterprises using Social Media Marketing

Dr. Chandikaditya Kumawat
*Academic Coordinator (School of Engg.)
Sangam University, Bhilwara, Rajasthan, India*

Vikas somani
*Department of Computer Science & Application
Sangam University, Bhilwara, Rajasthan, India*

Neetu Ranawat
*Department Computer Science & Information Technology,
Janardan Rai Nagar Rajasthan Vidyapeeth University, Udaipur, Rajasthan, India*

Abstract- Sites such as Facebook, Twitter and Google+ have knowledgeable unprecedented growth over the last few years and are some of the most talked about destinations on the web. Social media offers an opportunity to connect and interact with your customers, analysis about your product, promote your brand and drive traffic to your website. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. This form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media.

Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns. Social media itself is a catch-all term for sites that may provide radically different social actions.

Keywords – Media, Social Media Marketing, Web Analytics, Online Business, Web Branding, SEO, B2B

I. INTRODUCTION

What are the major social media sites?

Many online services now have a social element, the five most important social media sites for businesses are:

- **Facebook.** Social network available in 70 languages with over 800 million members worldwide, and more than 425 million monthly active users logging in with mobile smart phones.
- **Twitter.** Micro blogging site where users post frequent 60 character messages with over 1 billion tweets sent a week.
- **Google+.** Social network launched in 2011, attracting 25 million members in its first month!
- **LinkedIn.** Business focused networking site with over 8 million members in the UK, and 2 million companies profiles worldwide.
- **Youtube.** Video sharing site owned by Google, with 8 million unique visitors each month and 100 million people taking a social action (likes, shares, comments etc) every week.

II. PROPOSED ALGORITHM

2.1 SOCIAL MARKETER FACEBOOK

There are more than 800 million people using Facebook every day. This podium offers more than just a way to stay connected to customers, clients, vendors, friends and family; it is an essential tool in the B2B marketing toolbox. Facebook allows your business to be offered about your product to people on a trusted, trendy platform, where

prospects can see “real” people (their customers, clients, vendors, friends, family or colleagues) interacting with you and your brand. This sets the platform for you to build stronger, more instant relationships with them. Facebook Pages can help your company build awareness, share interest, create loyalty, strengthen marketing, and promote peer-to-peer sharing. For that first split the elements of a Facebook page—and how you can take advantage of them:

2.1.1 How to See and Be Seen

An interaction can be defined as a summary of “Likes,” posts, or comments about the page. To show up in as many users’ top newsfeeds as possible, your content must be brand new, attractive, current and convincing. Then it becomes a cycle; you post content that gets “Likes” and comments, and your prospect content appears in the newsfeeds of those that “Liked” and commented on past content. Don’t forget: as scenario interact with you through “Likes,” reposts, or shares, you should be tracking commitment.

2.1.2 Facebook Groups

The Group feature is useful for demonstrating your company’s passion for a topic, and gathers like-minded public to share ideas. The best part is that the more people join your group, the more it gets promoted to their friends and networks, growing the group’s popularity and growth. Creating a Facebook Group is a great way for businesses to create awareness, increase inbound links and promote loyalty.

2.1.3 Facebook Lists

Facebook launched this feature in response to Google+’s circles, so it functions in a very similar way. You can subscribe to and organize lists for different topics or influencers you want to follow. As an example, you might have a list for Social Media Influencers and another list for competitors. Through lists you can easily view and post to select groups or a company, which makes it easier for you to monitor and engage.

2.1.4 Facebook Promoted Posts

Promoted posts show up in the newsfeed of all your fans and are visible to their friends as well. It becomes a sponsored story that is seen by more people than a regular post, so be sure that when you do choose to promote a post, it is strong, recent and gripping. It is pretty safe to say that businesses will never be able to compete with posts that are strictly entertainment-based or for social purposes only. But by using this promoted post feature, you can call attention to posts that you believe will generate the most impact.

2.1.5 Facebook Ads

While your Facebook ads need to appeal to your audience, think exterior the box. Use eye catching pictures and gripping language. Remember: you’re competing for attention in a noisy environment.

2.1.6 Facebook Apps

Before the timeline changes took place, you could capture “Likes” via your welcome page by gating your content and encouraging users to “Like” your page for access to this exclusive content. This has gone away with timeline. Now Facebook gives you the option to feature up to twelve apps. Four of these apps are shown by default, with the remaining apps under the fold and only visible by clicking and expanding the tab on the right. Allowing you to change the apps appearing above the fold is one of the most interactive and engaging portions of the timeline and your best chance to showcase a call to action or offer that will convert. Consider the image a small advertisement rather than an image.

2.2 SOCIAL MARKETER TWITTER

In 2007, Twitter began as what many considered to be a flash-in-the-pan social media outlet, but as of 2011, Twitter had over 200million registered users and is one of the 10 most popular sites on the Internet – anything but a passing phase. Companies that lack a strategic, lead-generating plan of attack for their Twitter accounts are losing out on access to a huge potential customer base and the opportunity to showcase themselves as social confidence, relevant businesses. Being followed on Twitter is an incredibly strong signal of online attraction for your business.

Think of Twitter as the water cooler for B2B marketers: its energetic community where businesses can prospect leads and assemble as thought leaders to discuss relevant industry topics. B2B marketers are always striving to provide good content in an easily digestible and timely format. On Twitter, it is easy to quickly compose Tweets and messages aimed at those interested in your company or product.

2.2.1 Twitter Following

Becoming someone's follower on Twitter accomplishes four goals:

- You identify Twitter accounts that will be relevant and interesting to you, your organization and your industry.
- You let people know that you're on Twitter, and encourage them to follow you back.
- Twitter is a great platform for engagement, so once you follow someone on Twitter you can work on starting a conversation.

2.2.2 Guidelines for Following

- Find people to follow by importing your contact databases using tools that Twitter provides. Be sure to also follow people that your competitors are following.
- Do a search for experts in the field who are tweeting.
- If possible, try to make sure to follow back relevant people and companies that are following you. You don't want to upset scenario, customers or partners by not following them!
- Twitter provides easy search functionality so that you can find people that are talking about your company and your industry.
- Read the tweets of those you follow and search for tweets on keywords relevant to your product or service.
- Create lists. By creating a list you can easily segment people who you are following.

2.2.3 Strategy to Make Your Tweets Engaging and Easy for a Follower to Retweet:

- Always use a URL shortened. You only have 140 characters, so make it count!
- Keep tweets below 140 characters, ideally under 100 characters. It makes retweeting easier to do.
- The symbol # on Twitter is known as a hash tag. These tags are used to affiliate a tweet with a certain topic and can be useful for tracking social marketing campaigns and connecting with customers.
- Avoid the temptation to use tools that send automatic direct messages.
- You can also engage Twitter followers and influencers by including @ mention in your tweets. You can do this when you post content you think will resonate with an influence.
- Use Twitter lists to segment users by interest or group together brand advocates and your favorite twitter users. Keep in mind that when you add a user to a public list they are notified and the list is open and searchable to all users.
- Use Twitter during events and to promote things like contests. A great way to engage your Twitter followers is to create a contest that asks followers to contribute in some way you want your Twitter feed to be a mix of Tweets you've created, as well as replies and retweets.

2.2.4 Promoted Tweets in Search

Always see significant spikes in relevant Tweets during industry events. You decided to take advantage of that and use Promoted Tweets in search results during key B2B conference dates. This allowed us to be part of relevant conversations when the conversations are hot.

2.2.5 Influencer Marketing on Twitter

Twitter is a fantastic platform to learn who your influencers are. Because Twitter is designed for quick exchanges of information and shares, you can start to keep track of who is re-tweeting your content and engaging in conversations. Remember to reach out to your top sharers to create relationships. The more you engage directly with your top influencers, the more they will continue to promote your content.

2.2.6 Promoted Tweets in Timelines

A Twitter strategy we have used with great success is launching Promoted Tweets in timelines targeted to followers and users who are similar to our followers. Our Promoted Tweets contain timely and engaging content like contests for trips to industry events and links to thought-leadership pieces. We set up a series of three tweets per campaign and rotate them accordingly. For timelines, we run three tweets on one campaign for three days at a time

2.2.7 Messaging

To some, this may sound backwards or surprising, but does not use Twitter to only promote your company. Sure, calling out your company's new eBook or webcast is an important part of your tweeting. But if you never contribute

to the conversations taking place, if you never offer something personal or fun or funny, you are missing the prime opportunity unique to Twitter. Twitter is about building relationships. Engage and be engaged. Remember, your content should create value and ultimately, be helpful to your network. In B2B marketing, retweeting material that will be helpful to your network is good, but writing your own informational material is even better.

2.3 SOCIAL MARKETER Google+

Google+ is quickly becoming an essential part of any businesses social media strategy. Google+ had over 90 million users, this social network is going to grow very quickly as Google is making a Google+ account mandatory for all Gmail users. Google + is also playing a major role in SEO by making it easier for marketers to show up in search results.

2.3.1 About Page

An essential but often overlooked important first step, the about page is a fantastic opportunity to give a quick overview of what your business is all about. You can also link back to specific pages and services from this page directing potential customers to the most important pages on your website. It's important to have a balance of marketing savvy copy that's also SEO friendly. Make sure to include information that searchers will want to know about your company. Take advantage of the fact that Google+ allows you to use bullets in your description which makes it simple to create an easy-to-read list of your products and services.

2.3.2 Google+ Events

Google recently announced the Events feature which allows Google+ users to send out customized invitations to anyone regardless of whether or not they are Google+ users. It syncs beautifully with Google Calendar and shows up automatically when a user confirms for an event. The "Party mode" feature of Events allows everyone in attendance to instantly upload pictures to the same album using the Google+ mobile app, creating a living, real-time photo journal of a specific time and place. You can then show the photos off in sequential order as a slideshow all within Google+.

2.3.3 Google+ Circles

This functionality allows a marketer to segment their followers. Unlike other social networks, through Circles, marketers can develop audience and communicate highly segmented messaging to each audience. This allows you to have a more authentic dialogue with your key prospects.

2.3.4 Google+ Hangouts

Use Google+ Hangouts for video conferencing. Again, the beauty here is that it is highly integrated with other Google applications. So, if you use Google apps for your business, Hangouts can be a quick and easy way to connect teams and get some face time with a prospect.

2.3.5 The Business Benefits for Setting Up Google+

Authorship:

- Increases awareness of your overall Google+ profile page.
- Studies have shown that Google Authorship increases click through rates.
- Helps your content stand out from the crowded search page results.
- Adds a human element to your content and increases trustworthiness.
- Improves your chances of showing up in more personalized search results.
- Protects the original post's ranking position as higher than a post that has scraped or syndicated the original content.

III. EXPERIMENT AND RESULT

Social media is an answer to branding on web. All marketing activity needs to be tailored to reflect a business' target audience. It also needs to be able to show return on investment. Social Sites have become the hub for businesses to build interaction which go miles in reaching out to the intended customers- that too in a harmonious manner. In simple words, Marketing using social media resources is a tranquil platform to catch the eyeball. Others sited

enhanced traffic as another major benefit leading to the conclusion that social media marketing is here to stay for a long time to come.

In essence, a combination of e-mail and web page, Social networking sites like Facebook allow businesses to create their customized web pages, apply relevant advertisements and connect to a body of millions active users. Social Media basically help you by building a community of targeted users. It build pages for you on the social networking site. Customers love to be known and respecting their inherent feeling helps you to bond with them. Your social media campaign should be thus interactive and shared. Through frequent communication by multimedia, viral video, blogging, acquiring new contacts, quality traffic comes to you and stays for long. By using social media as a key part of their marketing campaigns, young people – more easily and can convey their messages in a format that suits the audience.

To help it achieve clear brand awareness through its campaigns, the Trust has devised highly structured guidelines to ensure all its campaigns and activities are carried out to the same high standard, whether for promoting Trust properties to potential members or for recruiting potential applicants.

There are hundreds, if not thousands, of others, and new ones spring up every day. That means that your customers will have many different ways to find you. But they won't find you if your brand is scattered across social networks using different usernames and profiles.

3.1 Data showing enhancement of Small-Middle Enterprises using social media marketing

Companies, as well as single user, understand the importance of e-Branding, and the intact possible of social networks. They want to know how many results they have for their name and how their results are manipulated by search engines:-

- 27% of small and 34% of medium businesses are using social media for business (+10% Year on Year)
- 28% of small and 24% of medium businesses measure their ROI of social media activity (source: MarketingMag)
- Social media users who receive excellent customer service from brands spend on average 21% more than non-social customers
- 80% of businesses use social media sites to monitor/extract information relating to competitors
- 55% of consumers share their purchases socially on Facebook, Twitter, Pinterest and other social sites
- Facebook is most popular site to share online purchases (55%), Twitter (22%), Pinterest (14%), Instagram (5%) and LinkedIn (3%)
- when making online purchases, 66% of consumers prefer to purchase from a retailer's online site, vs its app (Source: AllTwitter)
- There are over 10 million social mentions of the Fortune 100 each month
- Each corporate YouTube Channel averages 2million views
- Facebook is the number one social marketing tool for brands at 83% (88% target for 2014), followed by Twitter at 53% (target 64% in 2014) (source: AllTwitter)
- 94% of corporates use social media and 85% say it's given their business more exposure
- 74% of brand marketers saw an increase in website traffic after investing just 6 hours per week on social media
- 65% of corporate marketers use social media to gain market intelligence (source: AllTwitter)
- People are 25% more likely to buy a product that they would be proud to own if it has social media buttons next to it
- 77% of B2C companies have acquired customers from Facebook vs 42% of B2B
- 80% of US social network users prefer to connect to brands through Facebook
- Over half of social networking users who share business-related content do so on Twitter (source: AllTwitter)

IV. CONCLUSION

I contend that in the next few years, these technology based social media platforms will make it easier for marketers to target consumers. This technology will be aided by the enhancement in technological devices such as iPhones and iPads. This is because the use of such devices cuts across the traditional age, gender and income group segments. This is also likely to increase the process of mass marketing techniques and brand loyalty. One of the best ways for small businesses to leverage social media marketing is to use various social networks in combination with each other like (connect your Twitter account to Facebook; connect your LinkedIn profile to your WordPress blog). At a minimum, you should do several things today to cross-market across the various social networks you're most likely already using.

Social media marketing can be a phenomenal marketing channel for small businesses. I hope that the strategies I've outlined above provide a starting point for you to explore how you can influence social media marketing for your small business. Social media platforms will continue to create opportunities, it remains to be seen if these myriad of opportunities can be converted into significant revenue growth by companies.

REFERENCES

- [1] Yang, Ya-Hui "Interactivity and social media marketing: Case study of Taiwan companies" Dept. of Information Management. National Kaohsiung First University of Science and Technology Kaohsiung, Taiwan R.O.C.
- [2] H. Gao, G. Barbier, and R. Goolsby, "Harnessing the Crowdsourcing Power of Social Media for Disaster Relief," *IEEE Intelligent Systems*, vol. 26, no. 3, 2011, pp. 10–14. F. Gonzalez and J. Hernandez, "A tutorial on Digital Watermarking", In IEEE annual Carnahan conference on security technology, Spain, 1999
- [3] Trattner, C., Kappe, F.: Social Stream Marketing on Facebook: A Case Study. *International Journal of Social and Humanistic Computing (IJSHC)*, 2012.
- [4] Assaad, Waad; Jorge Marx Gomez. *Social Network in marketing (Social Media Marketing) Opportunities and Risks. 2.* http://www.lib.umich.edu/articles/details/FETCH-proquest_dll_26651871011. Retrieved 7 February 2013.
- [5] Smith, Kay. "Kony 2012: The Ultimate Social Media Campaign?". *Social Media Marketign.* Business 2 Community. <http://www.business2community.com/social-media/kony-2012-the-ultimate-social-media-campaign-0145368>. Retrieved 29 March 2012.
- [6] Small Business Administration. Size Standards. See Summary of Size Standards by Industry. Small Business Health Care Tax Credit for Small Employers. IRS.
- [7] Longenecker, Justin G.; Carlos W. Moore, J. William Petty, Leslie E. Palich (2008) (Casebound). *Small business management : launching and growing entrepreneurial ventures.* (14th ed.). Cengage Learning. p. 768. ISBN 0-324-56972-6. OCLC 191487420.
- [8] "Small Business and Self-Employed One-Stop Resource". Irs.gov. 2010-10-25. <http://www.irs.gov/businesses/small/>. Retrieved 2010-11-13.
- [9] Federal Reserve Bank of Atlanta, *The Surprising Use of Credit Scoring in Small Business Lending by Community Banks and the Attendant Effects on Credit Availability and Risk*, March 2009 "8(a) Business Development". SBA.gov.
- [10] Edmiston, Kelly. "The Role of Small and Large Businesses in Economic Development." *Economic Review* 1 (2010): 1-93. KansasCityFed.org. Web. 25 Oct. 2011.
- [11] *Social Media Marketing: The Next ... – Dave Evans, Jake McKee – Google Books.* Books.google.com. 2010-09-16. ISBN 9780470944219. <http://books.google.com/?id=7l2OR6giC6AC&pg=PT15&dq=social+media+promoter#v=onepage&q=social%20media%20promoter&f=false>. Retrieved 2011-11-17.