

# THE CONCEPT OF SOCIAL MEDIA MARKETING

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## ***Abstract***

*This study carries out content analysis and systemizes articles on social media marketing in the Web of Science database. Forty-four studies were analyzed in accordance with a variation on the systematic review approach, involving synthesis- and interpretation-based assessment. The results demonstrate how most of the studies analyzed focus on the consumer perspective in terms of usage, share, and influence of social media on consumer decisions, and perceptions. The studies focusing on the firm's perspective centered not only on the usage of social media, but also on their implementation, optimization, and measurement of results. The majority of studies are quantitative and published in recent years. This study not only reached certain conclusions for both theory and practice, but also defined future lines of research according to the gaps detected by the study's results.*

**Keywords:** *Consumer, Marketing, Social Media, Social Media Websites, Traditional Marketing.*

## **I. INTRODUCTION**

The emergence of new information and communicate technology, especially the net and social networks, has changed marketplace dynamics, threatening the aggressive positions of companies (Porter, 2001) and increasing the power of clients (urban, 2005). The net- and on line-based totally social media have modified consumer intake behavior by presenting clients with new ways of looking for, assessing, selecting, and buying items and offerings (Albors, Ramos, & Hervás, 2008). these developments have an impact on how entrepreneurs operate and have an effect on advertising practices in phrases of each method and approaches with the aid of presenting marketers with new demanding situations and hard alternatives (Thomas, 2007). We understand social media as along with all net-based technological applications,

according with the principles of web and offering the introduction and exchange of consumer-generated content material, even as also facilitating interaction and collaboration among participants (Kaplan & Haenlein, 2010) [1]. Such applications also include blogs and microblogs (along with Twitter), social networking websites (along with MySpace and fb), virtual worlds (which include second lifestyles), collaborative initiatives (such as Wikipedia), content material network web sites (e.g., YouTube, Flickr), and websites dedicated to comments (e.g. online forums; Chan & Guillet, 2011; Mangold & Faulds, 2009) [2].

in line with Mangold and Faulds (2009), social media enables firms to speak with their clients and additionally allows clients to speak with each different. Communications between firms and their clients assist construct brand loyalty beyond conventional strategies (Jackson, 2011; Kaplan & Haenlein, 2010), which concede to the promotion of products and services in addition to the putting in of online communities of brand followers (Kaplan & Haenlein, 2010) [3]. Moreover, conversations among customers offer companies a new manner of increasing brand attention, emblem popularity, and emblem don't forget (Gunelius, 2011). Researchers which include Castronovo and Huang (2012) keep that advertising strategies concerning advertising intelligence, promotions, public relations, product and patron control, and advertising and marketing communications need to begin exploring and leveraging social media, not handiest because there is a growing hobby amongst consumers in internet usage, however additionally due to the fact that consumers remember data shared on social media as greater dependable than statistics issued directly by way of corporations (Constantinides et al., 2010) [4].

According to eMarketer (2013), corporations have increasingly adopted social media for various marketing sports including branding, market studies, customer dating management, service provision, and sales promotion alongside numerous research which can be placing ahead proof of the high-quality implications of deploying social media in marketing techniques. But, many companies have yet to comprise social media into their strategies (Chan & Guillet, 2011) no matter the lifestyles of various studies providing empirical proof of the advantages to corporations (see, e.g., Alhabash, McAlister, Quilliam, Richards, & Lou , 2015; Kozinets, Valck, Wojnicki, & Wilner, 2010; Kumar & Mirchandani, 2012; Kumar et al., 2013; Luo & Zhang, 2013; Yu, Duan, & Cao, 2013), in addition to detailing the method by using which social media marketing strategies can be improved and leveraged (see, e.g., Guo, Pathak, & Cheng, 2015; Liu & Park, 2015; Lorenzo-Romero, Alarcon- ´ Del-Amo, & Constantinides, 2012; Qazi, Raj, Tahir, Cambria, & Syed, 2014; Tang et al., 2015).

Given the restrained scope of studies into the different elements of social media, as well as their specific importance to enterprise advertising sports, this article carries out an assessment of the literature on social media advertising [5]. The purpose of this article is likewise to perceive the fields of advertising where social media advertising techniques have been carried out and studied, the results located, the types of research developed, and what implications might be drawn from these studies for both management exercise and theory. To the satisfaction of our information, there was no popular review of social media advertising, and therefore this article makes a relevant contribution to this field of studies. Subsequently, our

purpose entails contributing to deepening and systemizing the have a look at social media advertising and marketing by using surveying the most distinguished lines of studies as well as those requiring further examination. In addition, through systemizing the conclusions of numerous social media advertising and marketing studies, we additionally deepen the expertise companies require which will either take their first steps or make stronger their recourse to social media for strategic functions.

## II. THE CONCEPT OF SOCIAL MEDIA MARKETING

Our first analytical stage consisted of looking to systemize the idea of social media advertising based at the definitions appearing in the articles. However, we located the simplest article by means of Chan and Guillet (2011) absolutely presented a definition of the social media advertising concept based totally on the AMA (American advertising affiliation) definition of advertising in 2006; a definition that turned into reviewed and updated by way of the AMA in 2013. Therefore, in phrases of systemization, we may additionally only nation that nearly these types of studies method the concept of social media marketing as a transposition of the marketing concept applied to social media without a writer highlighting any particularities to making use of the advertising concept in this area [6].

### Social Media Marketing (SMM)

Social media marketing (SMM) is the use of social media websites and social networks to market a company's products and services. Social media marketing provides companies with a way to reach new customers, engage with existing customers, and promote their desired culture, mission, or tone. Also known as "digital marketing" and "e-marketing," social media marketing has purpose-built data analytics tools that allow marketers to track how successful their efforts are [7].

### Breaking Down Social Media Marketing (SMM)

Social media websites allow marketers to employ a broad range of tactics and strategies to promote content and have people engage with it. Many social networks allow users to provide detailed geographical, demographic, and personal information, which will enable marketers to tailor their messages to what is most likely to resonate with users. Because Internet audiences can be better segmented than more traditional marketing channels, companies can ensure that they are focusing their resources on the audience that they want to target [8].

Social media marketing campaigns have the advantage of appealing to a broad audience at once. For example, a campaign could appeal to current and prospective customers, employees, bloggers, the media, the general public, and other stakeholders (such as third-party reviewers or trade groups). Some of the metrics used to measure the success of a social media marketing campaign include website reports (such as Google Analytics), return-on-investment (by

connecting marketing to sales activity), customer response rates (how much customers post about a company), and reach/virality (how much customers share content).

### **Social Media Marketing Strategy**

A major strategy used in social media marketing is to develop messages and content that individual users will share with their family, friends, and coworkers. This strategy relies on word of mouth and provides several benefits. First, it increases the message's reach to networks and users that a social media manager may not have been able to access otherwise. Second, shared content carries an implicit endorsement when sent by someone who the recipient knows and trusts [9].

Social media strategy involves the creation of content that is "sticky," meaning that it will get a user's attention and increase the possibility that he or she will conduct a desired action, such as purchase a product or share the content with others. Marketers create viral content designed to spread between users quickly. Social media marketing should also encourage customers to create and share their own content, such as product reviews or comments (known as "earned media").

While social media marketing can provide benefits, it also can create obstacles that companies may not have had to deal with otherwise. For example, a viral video claiming that a company's product causes consumers to become ill must be addressed by the company, regardless of whether the claim is true or false. Even if a company can set the message straight, consumers may be less likely to purchase from the company in the future [10].

### **III. THE MOST POPULAR SOCIAL MEDIA PLATFORMS**

Social media is a relatively new technology, so platforms and popularity are constantly in flux. However, it is possible to gauge the popularity of platforms as a point-in-time measurement. According to a Pew Research survey in 2019, the most popular platform was YouTube, which was used by 73% of U.S. adults. These are the adult usage stats for the other eight platforms included in the survey:

- Facebook: 69%
- Instagram: 37%
- Pinterest: 28%
- LinkedIn: 27%
- Snapchat: 24%
- Twitter: 22%
- WhatsApp: 20%
- Reddit: 11%

### **IV. CONCLUSION**

Given the scarcity of studies systematizing the information conveyed by the research done thus far on the field of social media marketing, we carried out this systematic review of the literature on this theme. The results show that the majority of studies have hitherto focused either on analyzing the consumer perspective on social media marketing in an attempt to perceive how they react to these means or on how companies are able to extract the maximum possible value from recourse to such channels for managing their relationships with clients. However, more studies are necessary to explore the perspectives of companies as they engage in social media marketing, especially in terms of understanding the key barriers and obstacles to their usage. The results also point to the need for qualitative studies to better grasp recourse to social media marketing utilization within the framework of marketing strategies. The main limitation of this study would be the fact that the research was limited to the term “social media marketing,” considering only the Web of Science database, and only including articles in journals. Therefore, complementary analysis including other databases would be necessary to confirm this study’s conclusions.

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