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SOCIAL MEDIA MARKETING

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DECLARATION BY THE CANDIDATE

I hereby declare that the project report entitled "SOCIAL MEDIA MARKETING" submitted by me to St. Theresa's college for Women, Eluru under RUSA 2.0 Scheme is a bonafide project work carried out by me under the guidance of B.KABITHA RANI, Lecturer in Computers, Department of Commerce. I further declare that the work reported in this project has not been submitted either in part or in full, for the award of any degree in any other institute or university.

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CERTIFICATE

This is to certify that the Project entitled "SOCIAL MEDIA MARKETING" is genuine and bonafide work done by V.S.N.V. Chandini, under my guidance and supervision for the submission to St. Therasas college for Women, Eluru under RUSA 2.0.


Project Guide
Project Guide

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CHAPTER – I

INTRODUCTION

Before the social media boom, marketers thought social media promoting was simply another fashion that might presently probably pass, one thing within the vein of pyramid and networking scams. However once Facebook started attracting attention from the year 2004, additional social media promoting ways were developed. Today, this promoting tool has allowed start-ups and established corporations to achieve attention while not having to pay numerous greenbacks on advertisements.

Before there were social media, netizens within the Seventies and Nineteen Eighties spent most of their time on social networks like geological dating sites and online forums. Six Degrees, Livejournal, and Friendster were the earliest variety of social media.

The dot-com bubble of 1995 – 2002 was a crucial event that allowed the net to become a viable promoting tool. It began with search promoting, prompting brands to make websites to ascertain a web presence. As Google, Yahoo and MSN's search engines evolved, corporations turned to SEO ways to stay at the highest of search results.

In 2003 – 2004, the arrival of social media sites like Facebook, LinkedIn and My house initiates the shift of web users from multiplayer online games into social networking sites. Eventually, businesses picked informed the positive effects of a social media website presence on e-commerce and began making their own profiles on popular networking sites.

In the years that followed, customers favorable perspective towards social media promoting slowly modified business promoting preference from the additional aggressively proactive outgoing promoting to the additional reactive incoming promoting.

Nowadays, over ninetyth executives utilize social media as a part of their marketing ways, and booming businesses utilize social media promoting for disapproval, lead generation, client retention, analysis, and e-commerce. Not solely will social media manage to considerably scale back promoting expenses and therefore the time required to plug product and services, it additionally accumulated the effectiveness of selling and overall client satisfaction. Eighty-three of consumers UN agency post complaints on a brand's social website like Twitter and find a reply state that they're glad. This helped corporations retain additional of their customers, ensuring to accumulated existing client transactions.

SCOPE OF THE STUDY

The study covers the latest trends in social media marketing in detail. The study attempts to study the advantages and disadvantages of social media marketing and the future prospects of online marketing. The study collects most of the information from different resources.

In this report, my objective is to highlight the growing importance of online advertising, especially social advertising in the social media environment. The thesis seeks to do this by addressing the principal research question “What strategies can be successfully employed by advertising and marketing practitioners within the social networking platform”

OBJECTIVES

- Study on the effects of Social networking sites
- To know advertisements in social networking sites influence the purchasing decisions of customers.
- The study will tell how customers purchases have changed and influenced by online network sites
- To explore the future prospects of social media marketing.

LIMITATIONS

- As the time span of the study is limited, gathering the total information is not possible.
- Studies based on the information given by the departmental heads and students are biased.
- The collection and compilation of the data require good human skill in the mean time of the process errors may occur.

METHODOLOGY OF THE STUDY

Methodology is a systematic procedure of collecting of information has been doneby

1. Primary data
2. Secondary data

1. PRIMARY DATA

The primary data are those which are collected for the first time and thus happen to be original in character. This data has been collected from students of different College

2. SECONDARY DATA

It is the information collected form already published sources. The sources that have been for this data collection are

- Face book
- Twitter
- Instagram
- LinkedInand other social media sites.

3. FIELD OF STUDY

The research was carried out with the under graduate and post graduate students

4. SAMPLE SIZE

A sample size of 100 respondents has been selected.

CHAPTER - II

Industry profile:

Online promoting is changing into a hot topic in each business, and bit by bit plays a really necessary role in any companies multi-channel promoting strategy. It uses the web to deliver promotional promoting messages to customers. It includes email promoting, programme promoting, social media promoting, many types of show advertising (including internet banner advertising), and mobile advertising. Like different advertising media, on-line advertising oftentimes involves each a publisher

What is Business to Business - B to B

Business to business also called B to B or B2B, is a form of transaction between businesses, such as one involving a manufacturer and wholesaler, or a wholesaler and a retailer. Business to business refers to a business that conducted between firms, rather than between a company and individual consumers. Business to business stands in distinction to business to the client (B2C) and business to government (B2B) transactions.

BREAKING DOWN Business to Business - B to B

Business-to-business transactions square measure common in an exceedingly typical offer chain, as companies purchase components and products such as other raw materials for use in the manufacturing processes. The finished product will then be sold to people via business-to-consumer transactions.

In the context of communication, business to business refers to methods by which employees from different companies can connect with one another, such as through social media. This type of communication between the staff of 2 or a more of firms is termed as B2B communication.

Research firm Forrester estimated that in 2014, U.S. business-to-business retail accounted for concerning 1/2 the U.S. economy's gross domestic product, selling upwards of \$8 trillion in goods.

B2B E-Commerce

Late in 2018, Forrester aforementioned the B2B e-commerce market lidded \$1.134 trillion – on top of the \$954 billion it had projected for 2018 during a forecast discharged in 2017. That's a roughly twelve-tone system of the entire \$9 trillion in total America B2B sales for the year. They expect this proportion to climb to a terrorist organization by 2023. The internet provides a sturdy surrounding within which businesses will determine concerning product and services and lay the groundwork for future business-to-business transactions. Company websites enable interested parties to be told a couple of business product and services and initiate contact. Online product and provide exchange websites enable businesses to go looking for product and services and initiate procurer through e-procurement interfaces. Specialized online directories providing data concerning specific industries, firms additionally the product and services they supply also facilitate B2B transactions.

B2B Examples

Business-to-business transactions and enormous company account square measure commonplace for corporations in producing. Samsung, as an example, is one of Apple's largest suppliers in the production of the iPhone. Apple additionally holds B2B relationships with corporations like Intel, Panasonic and semiconductor producer metric linear unit Technology.

B2B transactions also are the backbone of the auto business. Many vehicle parts square measure factory-made severally, and car makers purchase these elements to assemble cars. Tires, batteries, physical science, hoses, and door locks, for example, are usually manufactured by various companies and

sold directly to automobile manufacturers.

Service providers also engage in B2B transactions. Companies specializing in property management, housekeeping and industrial cleanup, as Associate in Nursing example, usually sell these services completely to alternative businesses, instead of individual customers

B2B Relationship Development

Business-to-business transactions require planning to be successful. Such transactions deem a company's account force to ascertain business-consumer relationships. Business-to-business relationships should even be nurtured, usually through skilled interactions before sales, for successful transactions to take place. Traditional promoting practices additionally facilitate businesses to connect with business shoppers. Trade publications aid during this effort, offering businesses opportunities to advertise in print and online. A business's presence at conferences and trade shows additionally builds awareness of the product and services it provides to alternative businesses.

Internet Fame with the Indian Audiences:

Let us first investigate the group of onlookers that this medium is endeavouring to reach. The main 8 metros of the nation, the extent of the Internet as a medium to contact an expansive number of individuals is by and by constrained. In any case, a portion of these constraints can be tended to.

- The web is accessible in provincial dialects too. Indeed, even today this medium is to a great extent limited to just the individuals who are educated in English. Different activities of organizations like ITC and HLL like E-choupal and I-Shakti have given a significant lift to vernacular utilization of web

- The web is available however other media additionally and not just through phone lines. In the present situation, the use of the web may be ruled by phone lines, yet broadband and link net are arriving hungry.
- Government strategies are gone for widening and reinforcing the framework required for Internet openness.

There could be a few different modes to build the span of the Internet. Be that as it may, with the present impediments, the projections on Internet use give off an impression of being as per the following:

Current Media usage habits of Indian audiences:

TV, print, and cinema have penetrated the most. Internet within the media terms is anticipated to form a bearing and show its true caliber however is nevertheless not taken as a heavy medium.

Does that mean that the Internet is not an effective tool for reaching out to people? Or is it seemingly to figure alright underneath sure conditions?

To understand this better, let us compare the Internet and other traditional media, first from the customers point of view. Current media choices serve 2 broad edges to the customer:

1. Information
2. Entertainment

The reach or quality of any media is expounded to

1. The extent of advantages looked as if it would be delivered
2. the price of acquisition of the media itself

In short, the reach is related to the net value perceived by the customer about that particular medium.

On the basis of the above clarification, the Internet appears to have a comparatively higher cost of acquisition. However, the Internet has brought with it a very high degree of control to the media user. Not only are there a plethora of sites catering to every imaginable need, but there is also a high degree of flexibility in what the user is able to do. All of this makes the Internet a highly interactive media but also an expensive one.

If the internet is treated and used exactly like any other medium, it is unlikely to yield major benefits to the marketer. Its effectiveness is dependent not only on the target audience one is talking to, but also largely on the ability of the marketer to make use of the real advantages of internet like interactivity, flexibility, ability to monitor and the like.

Next, one can also evaluate the Internet as a media from the marketers point of view by way of similar classification. If evaluation as per the above classification is done, the Internet does not appear to be a very advantageous option either in terms of reach or in terms of cost effectiveness. But the Internet has various other advantages over the traditional media which cannot be neglected. These stem mainly from the ability of this medium to allow a far more focused targeting as compared to other media.

To quickly summarize the benefits of the net as seen from the purpose of read of the user similarly because the marketer:

To the user:

The web gives more control in picking content. It offers customization of the substance, the manner in which the client needs to see it. It offers an assortment of choices for data and stimulation. It offers a wide range to look over for the client. It offers colossal comfort to the client in the conveyance of data, yet in addition to enabling him to execute frequently in a consistent way.

To the marketer:

The Internet offers many choices to a vendor attempting to focus on a selected community. It serves not solely as a channel of knowledge however additionally of product distribution

It offers a highly interactive medium that sometimes likes chats, forums, and it is almost equal to one-to-one interaction with the audience. It offers the next level of identification of the user to the vendor. It allows the marketer to actually link his spends to action, and pay only on action. This action could be a click on the banner or even product purchased or just a banner impression or per 1000 impressions. In this ability, the Internet is, in fact, unlike any other media. Given the payment options and high interactivity, the Internet offers a medium for a high level of experimentation at a low cost.

E.g. one can change the whole look of the advertisement within hours and increase the effectiveness of the communication on the Internet. Imagine doing the same with a television advertisement. Therefore, though the Internet with its present limitations may not be able to match other media in actually reaching out to large numbers of people, the benefits of this highly customizable and interactive medium may be used effectively to focus on niche audiences.

This can be detailed a bit a lot of by responsive the subsequent questions:

- Who are the people who can be reached through the Internet?
- Which are the products that can possibly benefit from marketing on the Internet?
- What are the options available to the marketer to reach out more effectively to their audiences?
- Are there ways of monitoring the effectiveness of this medium in order to control it better?

Overview of the Indian Internet Users.

According to the information obtainable with NASSCOM, about 60 percent of Indian Internet users are chiefly found in the age group of 19-34. Almost 80 percent of Internet users are males. It is calculable that the net user spends a mean of ten hours per week on internet, and usually earns over 6000 per month. Almost 53 percent of Internet users belong to SEC A1/A2. More than fifty five % of such web users sleep in cities with a population of over forty lakhs. Even today, Indian users are most likely to use the Net for sending and receiving emails. However, information- and entertainment-seeking are also growing.

Which products are likely beneficiaries of the Internet

Given that the utilization of the Internet is most noteworthy among youthful, male gatherings of people having a place with the bigger towns and who have a place with higher SEC gatherings, for this medium to be practical, items having comparable target gatherings would profit the most from this medium.

The no doubt precedents that ring a bell incorporate telecom, monetary items, and administrations, items identified with excitement like motion pictures, plays, challenges and so on. FMCG items where the centre target gathering of people is more youthful (deodorants, soft drinks), buyer durables to some degree and top of the line administrations like visit administrators, carrier administrations, lodgings and so forth.

CHAPTER – III

Online life has assumed control over the world in each sense. In the field of showcasing, publicizing, brand building, advancements online life is the most looked for after technique embraced by business peoples young and old. The word online life infers the most utilized systems administration locales like Facebook, Twitter and LinkedIn. However there are other web-based social networking sites, for example, Myspace, Flickr, and YouTube. Web-based social networking is broadly utilized in different organizations like independent venture, banking, retail advertising, B2B showcasing, travel industry promoting, budgetary establishments advertising, etc. This section intends to toss light in transit in which social promoting can be utilized viably for business improvement. The underlying piece of this section will give a diagram of how online life overall can help advance organizations and further down the report, explicit cases relating to a specific long-range informal communication site utilized for building up a specific specialty unit will be inspected.

IMPORTANCE OF SOCIAL MEDIA IN TODAY’S WORLD:

Placing an ad within the medium is not the simplest resolution for whole promotion. The matter with ancient mass advertising in line with Marie is that these media attractiveness to a good vary of individuals World Health Organization might not even have the interest to grasp World Health Organization we tend to ar. On the opposite hand, promotions and the whole building should be through with folks whom we predict ar potential customers for our business. this may be achieved by channelizing a larger a part of the promotion and advertising allow activities like networking, volunteering, hosting events than on. Out of those strategies, networking is the best that suits the necessity of the time. With the technological advancements in today world, its fairly straightforward to be connected with the skin world with the assistance of social networking sites. Peer networking is a vital method of advertising and this is often geared up to require over the globe of selling within the close to

future. The largest advantage of social media promoting is that they are often used for any reasonable business no matter whether or not it's B2B or B2C. Additionally, the relative price is far lesser as compared with ancient advertising.

SOCIAL MEDIA FOR BUSINESS TO BUSINESS MARKETING:

According to a recent study on the effectiveness of social media promoting by analyzing 1699 business to business purchasers from around twenty-five industries. The study proves that social media is so useful for B2B companies in generating new sales. Social media is the best tool for locating new purchasers and deepening the connection with existing customers. The study assumed 5 hypotheses as follows

Social media usage creates a chance, social media usage helps in understanding customers, social media usage helps in relationship management, social media usage aids in relationship sales performance and social media usage helps in outcome primarily based sales performance. supported the social capital theory, these hypotheses were tested and information obtained was analyzed victimization the quality protocol.

The results of this analysis supported the hypotheses that social media usage creates opportunities, social media usage helps in relationship management and social media usage helps in relationship sales performance. However, the hypotheses that social media usage helps increase outcome primarily based sales performance and social media usage help in understanding customers were not supported. Therefore taking of these into thought, it is often ended that social media usage helps in developing B2B sales. With over 955 million active users, Facebook superior the social media in terms of usage and variety of active users. therefore it's necessary to grasp however Facebook is often used for B2B promoting.

FACEBOOK FOR B2BMARKETING:

Although the concept of integration business into personal life does not appear to be a right selection, Facebook being a bigger community than all countries of this world expect Asian country and China will facilitate develop B2B business. For this, the corporate should have a business page as opposed to the traditional individual profile page. The subsequent things ought to be unbroken in mind whereas promoting business through Facebook

- The utmost necessary issue is to urge as many folks to 'like' the official company page. Also, contents should be additional of times so users perpetually get the news of the corporation through the news kill their home page. this can keep them updated concerning what's happening within the company.
- Secondly, communicate to the shoppers visually as opposition text solely communication. Facebook uses associate degree algorithmic program which provides a lot of priority to videos and photos than text and will increase the visibility of reports item proportional to the number of individuals commenting or feeling on that. In easy terms, if an item is likable and commented by many folks within the initial part, there's a lot of likelihood that it'll be seen by a lot of folks
- The variety of times updates square measure additional and also the time of the day once the posts square measure additional is equally necessary. select a time that is presumably to hit the most variety of clicks and limit the number of posts to at least one or 2 per day.

Similar to the usage of social media in B2B markets as mentioned above, social

media also aids B2C marketing. The following part of this report analyses how various B2C clients are benefitted from social media usage

LinkedIn for B2B marketing:

LinkedIn has been a professional code for b2b business. According to a survey, 92% of all b2b companies are using LinkedIn. LinkedIn may have started to find the career opportunities via job listing and networking. But today visitors view LinkedIn not only for the job listing but also for news aggregator pulse, presentation platform Slide Share an online learning company, Lynda.

According to the 2017 Edelman trust barometer, 62% of people trust brands social media more than advertising. And business insiders digital trust report LinkedIn is more trusted by the users more than Facebook and Twitter. Most of the b2b business using LinkedIn only for the occasional strategy when there is budget's and resource allow or when there are any campaigns or at the time of any product launch. but if you want to be in the consideration you need to visible all the time.

While b2b marketer's spend a lot of time in LinkedIn by publishing and sharing content and building followers .and they want viewers to follow the link to the website. The following things need to be kept in mind while promoting business through LinkedIn:

- The best way to turn your business or company to lead generation page we should give our basic stuff and facts about our company. Your company page is a pipeline for LinkedIn leads to visit your actual company website. Hear what we can do is structure your company page in a way that it leads to knowing company description or recent updates. The header image is the first way to attract users. Header image is a clear way for prospecting for those who are interested in

learning about our company. This is where many companies falter. The company description should not be a dry explanation of how much you grew, and how many offices you've opened. That's not the stuff of lead generation. The most important part of your company description is the first two lines because that's all that LinkedIn displays. In order to read the rest of the description, the user must click "see more." You should grab the user with your first couple of sentences, or they won't read all that you created.

- Showcase pages are the perfect way to segment your inbound LinkedIn traffic. If you can create a business unit that is directly connected to a specific target audience, then you are in a position to create a Showcase page.
- LinkedIn helps you to identify the exact type of people that you are targeting. From the LinkedIn header menu, click the search people icon, and the advanced option. Here you can filter your search by location, current company, industry, past company, school, profile language, and non-profit interests. The great thing about these results is that I can continue to filter them.
- When you go through the work of creating highly specific targeted search you want to save it. Saved searches create a way to stay active in your prospecting.
- LinkedIn groups offer a lot of great Opportunities. It is one of the ways to get even more for the power of the groups. As you join in a group and interact with the other groups you will find an opportunity to create a new group. When you become the owner and moderator of your group, you gain leadership and recognition in the industry. As long as you position yourself authoritatively and not in a sales way, you can form a place where your target audience can gather and interact.

Twitter for B2B marketing:

As opposition Facebook, Twitter needs additional real-time tweets and thence it's additional

Demanding. There ought to be someone guilty of 'tweeting' the relevant info at the proper time. There are many points to be unbroken in mind whereas tweeting:

- Consistently tweet at the height hour of the day and answer queries directly and promptly. don't tweet too persistently in an exceedingly day.
- Plan earlier relating to what to post and once to post. Keep the posts short and attention-grabbing.
- Sharing distinctive content on Twitter, Facebook, LinkedIn, and the company's web site will urge users to follow the company's page on all the social media websites.
- Find those who are sharing info connected along with your business and have interaction them in your social media selling.
- It is very important to stay in mind that so as to draw attention from Facebook or Twitter users United Nations agency are already busy, engaged and pleased, the corporate must post one thing even additional attention-grabbing which is able to increase the company's sales revenue indirectly
- The one that is selected to send tweets should realize the corporate well and he/she should be significantly conscious of the business language of the firm. Either content ought to be reviewed before posting or somebody full-fledged ought to run the task of social media selling.

- A specific like morning, hour and evening should be spent for responding to twitter queries if any.
- Do not simply promote the business however promote attention-grabbing content like funny videos, helpful info and then on. All the content shared ought to have some connection with respect to the firm itself.
- Use easy language which may be understood by a typical man. Take special care to not embody jargons in tweets.
- Maintain a positive angle within the tweets and don't get too personal.

Having studied a way to implement a twitter page and a Facebook page, the following necessary factor is to live the end result of those efforts and hard the come back on investment from social media is equally necessary.

Advertisement options available on the internet:

The Internet offers a spread of choices for the merchandiser to advertise her/his products/brands. These include

Display advertising–

Show advertising conveys its advertising message visually mistreatment text, logos, animations, videos, pictures, or different graphics. Display advertisers on times target users with specific traits to extend the ads' impact.

Web banner advertising - net banners or banner ads usually square measure graphical ads displayed inside an online page. Banner ads will use made media to include video, audio, animations, buttons, forms, or different interactive parts mistreatment Java applets, HTML5, Adobe Flash, and other programs.

Frame ad (traditional banner) - Frame ads were the primary kind of net banners. The informal usage of "banner ads" typically refers to ancient frame ads. Website publishers incorporate frame ads by setting aside a selected area on

the net page.

Pop-ups/pop-unders - A pop-up ad is displayed during a new application window that opens higher than a web site visitor's initial browser window. A pop-under ad opens a brand new browser window below a web site visitor's initial browser window.

Floating ad - A floating ad, or overlay ad, may be a style of made media advertizing that seems superimposed over the requested website's content. Floating ads could disappear or lessen obtrusive once a planned period.

Expanding ad - An expanding ad is a rich media frame ad that changes dimensions upon a predefined condition, such as a preset amount of time a visitor spends on a webpage, the user's click on the ad, or the user's mouse movement over the ads. Expanding ads enable advertisers to suit a lot of data into a restricted ad area.

Interstitial ad - An interstitial ad displays before a user can access requested content, sometimes while the user is waiting for the content to load. Interstitial ads are a form of interruption marketing.

Text ads - A text ad displays text-based hyperlinks. Text-based ads could show individually from an online page's primary content, or they can be embedded by hyperlinking individual words or phrases to advertiser's websites. Text ads can also be delivered through email promoting or text message promoting.

Search Engine Marketing (SEM) - Search Engine Marketing, or SEM, is designed to increase a website's visibility in search engine results pages (SERPs). Search engines give sponsored results and organic (non-sponsored) results supported an online searcher's question. Search engines typically use visual cues to differentiate sponsored results from organic results. Search engine promoting includes all of associate degree advertiser's actions to form a website's listing a lot of outstanding for topical keywords.

Search Engine Optimization (SEO)—Search Engine improvement, or SEO, attempts to improve a website's organic search rankings in SERPs by increasing the website content's relevance to search terms. Search engines regularly update their algorithms to penalize poor quality sites that try to game their rankings, making optimization a moving target for advertisers. Many vendors offer SEO services.

Sponsored search - Sponsored search (also referred to as sponsored links or search ads) permits advertisers to be enclosed within the sponsored results of a look for chosen keywords. Search ads square measure typically oversubscribed via time period auctions, wherever advertisers bid on keywords.

Social media promoting - Social media promoting is industrial promotion conducted through social media websites. Many firms promote their product by posting frequent updates and providing special offers through their social media profiles.

Mobile Advertising - Mobile advertising is ad copy delivered through wireless mobile devices like smartphones, feature phones, or pill computers. Mobile advertising could take the shape of static or made media show ads, SMS (Short Message Service) or MMS (Multimedia Messaging Service) ads, mobile search ads, advertising within mobile websites, or ads inside mobile applications or games (such as opening ads, “advergaming,” or application sponsorship).
Email Advertising - Email advertising is ad copy comprising a whole email or some of associate degree email message. Email promoting is also unsought, in which case the sender may give the recipient an option to opt-out of future emails, or it may be sent with the recipient's prior consent (opt-in).

Given the highly interactive nature of the Internet, and the also fact that unlike other media it offers a higher level of identification of the user, simple direct marketing tools like email may be used a lot of effectively. For example, a high-

end car seller can today easily send an offer to persons earning over Rs 25000 per month at a very reasonable cost and within a very short period. Then again there are sponsorships, which can be effectively used to increase brand salience and even change the image.

The other tool on the web with enormous potential, and which has possibly not been used to its optimal level yet by marketers in India, is the search engine. Marketers can own either popular keywords or make use of meta-tags (these are similar to the keywords which the search engines use to catalog various websites/products) in order to go higher on the search lists.

Use of social media for small business:

- 1.You can reach a large number of people in a more spontaneous way without paying large advertising fees. “Social media’s primary benefit to your”.
- 2.The use of blogs and social and business networking sites can increase traffic to your website from other social media websites. This, in turn, could increase your Page Rank, leading to accumulated traffic from leading search engines.
- 3.Social media complements other marketing strategies such as a paid advertising campaign.
- 4.You can build credibility by participating in relevant forums and responding to questions.
- 5.Social Media sites have information such as user profile data, which can be used to target a specific set of users for advertising.

Given these key benefits, it appears that there are few downsides to social media marketing. However, in addition to the caution highlighted earlier regarding web security, one of the key limitations of this type of marketing technique is that it takes time to participate on social media sites.

Tips for victimization Social Media Sites to market your Business:

- Contribute, collaborate, inform, educate however don't sell. Social Media marketing is different from paid advertising. Rather than taking a sales approach instead of considering how you can help and inform your target audience. For example, try to deliver useful and credible information that will help build your reputation and customer relationships.
- Create high-quality content. Whether you're a part of a social networking website, have established your own blog, or are contributing to a blog, you need to develop interesting and high-quality content. What information will your target audience find helpful?
- Begin with little Steps and build upon Your Success. You can get a sympathize with however social media sites work by commenting on alternative blogs or setting up your own blog. If you've got a service primarily based little business you'll strive "Yahoo! Answers". This computing machine provides however for you to share your information with of us that area unit checking out that specific information.
- Leave your name and URL after you inquire into alternative blogs. This will facilitate drive traffic to your web site, particularly if you have provided useful or interesting information. Consider video and/or photo sharing. If you're handy with a video camera you'll wish to contemplate “how to” videos or tours of your business. These videos will be shared on acceptable social media websites (e.g. YouTube). You can conjointly take photos of your merchandise and share these photos with folks that have an interest (using as an example, Flickr). A word of caution tho' – avoid aggressive or invasive sales techniques on these websites.
- Be part of online teams or mailing lists that square measure associated with the merchandise and services you supply. Connect with these teams and supply data and help.

- Understand how social media websites work. These sites are all about connecting and collaboration. Adopt a cooperative, helpful approach and be an active contributor. These sites typically have rules against aggressive sales techniques.

Importance of social media marketing in b2c business:

With over 3.19 billion web-based social networking clients worldwide in 2018, web-based life has turned into a critical correspondence channel for brands.

Numerous brands recognize the dynamic advertising abilities of web-based social networking. They are utilizing web-based life stages to raise brand mindfulness, draw in individuals, get new clients, and increment changes. Step by step instructions to Choose the Right B2C Social Media Marketing Channels for Your Brand

The most effective method to Choose the Right B2C Social Media Marketing Channels for Your Brand

With more than 200 internet-based life channel alternatives, including twelve standard channels, it might appear to be hard to decide the correct channels for your image advancements. In any case, here are a couple of inquiries that can enable you to recognize the correct channel for your image's internet-based life showcasing: Which objectives would you like to accomplish with internet-based life showcasing? Would you like to improve brand mindfulness or produce leads?

Which channels does your intended interest group use?

What sort of substance do you intend to make? Will it be a greater amount of picture based substance, blog entry connections, or video content?

Which channels are your rivals utilizing?

What number of internet-based life channels would you be able to oversee?

When you have answers to the majority of the above inquiries, you will be in a superior position to settle on your decision. The correct web-based life channels for your image advancements will, for the most part, rely upon the idea of your business and your intended interest group. To additionally enable you to create a viable B2C internet-based life showcasing procedure for your image, I've assembled a rundown of seven of the best-performing web-based life channels.

The most effective social media b2c channels are:

B2C marketers square measure victimization the leading social media channels to grow their brands. Many of them are attempting to hide all of the thought channels like Facebook, Twitter, and Instagram. Let's take a glance at the leading B2C social media selling channels, and how they can help your brand grow.

Face book in b2c business:

Face book was the main informal community to outperform 1 billion enrolled accounts. Furthermore, it currently has 2.2 billion month to month dynamic clients. It is the most mainstream interpersonal interaction site worldwide as of April 2018, positioned by the most elevated number of dynamic clients.

97% of B2C advertisers use Face book as it furnishes them with plenty of natural and paid open doors for B2C web-based social networking showcasing.

Face book offers perpetual commitment openings by urging your group of onlookers to like, offer, and remark on your posts. You can use an assortment of posting alternatives, for example, pictures, recordings, blog entries that connect back to your site, merry go rounds, surveys, and slideshows. It likewise enables you to serve very focused on promotions to individuals dependent on explicit socioeconomics, area, interests, and that's only the tip of the iceberg.

Alongside improving brand mindfulness, post reach, and commitment,

Facebook furnishes you with significant bits of knowledge on your battle execution.

This makes it the most-utilized social channel for paid advancements, with 93% of advertisers running paid Facebook battles. In the event that your B2C internet-based life advertising objective is to raise brand mindfulness, construct a network, give client administration, or advance web-based selling, Facebook can be an extraordinary decision for your battle.

Twitter

Twitter is about quick correspondence and is apropos named as a "smaller scale blogging webpage." 65% of advertisers influence Twitter for B2C internet-based life promoting. Known for tweeting short messages, it is a perfect stage for drawing in shoppers with a progression of tweets, retweets, and hashtags. Numerous brands use Twitter to give successful client care arrangements over web-based life and building client reliability.

B2C brands are swinging to Twitter to furnish their clients with exact suggestions. They likewise investigate issues, explain complaints, clear discounts, and fulfill purchasers with brief reactions.

Twitter is additionally turning into a conspicuously utilized internet-based life channel amid occasions. Clients are thinking that it's enjoyable to draw in with others through live-tweeting at occasions, for example, games, political occasions, and TV airings. The 2016 U.S. Presidential Elections made a noteworthy buzz on Twitter, for example.

Twitter has turned out to be a standout amongst the most important stages to draw in the majority previously, amid, and after an occasion. Which is the reason a few B2C advertisers are utilizing it to drive commitment for their facilitated or supported occasions?

Instagram

With more than 800 million dynamic clients around the world, Instagram is most well known with adolescents and youthful twenty to thirty-year-olds. Truth be told, 41% of Instagram clients are 24 years old or more youthful.

The Best Social Video Making Tools To Boost Your Online Accessibility

As of April 2018, it was discovered that 56.3% of worldwide dynamic Instagrammers were ladies between the age gathering of 25 – 30 years. Maybe that is the reason it has demonstrated useful for style and magnificence brands to execute B2C online life showcasing. In addition, Instagram's visual nature and high client commitment rate make it simpler for style, magnificence, and retail brands to do advancements. Swedish global apparel retail brand, H&M, exhibits their items with noteworthy pictures on Instagram. While 60% of B2C advertisers use Instagram, 11% of advertisers revealed it to be the most vital B2C web-based social networking showcasing stage for their business.

In the event that your image is especially visual, putting additional time and cash into Instagram can enable you to drive colossal commitment. You ought to likewise consider utilizing distinctive kinds of influencer coordinated efforts on Instagram to support changes.

YouTube

YouTube is the greatest online video stage worldwide with around 1.5 billion clients around the world. It has turned into a prevalent video advertising channel with 46% of advertisers utilizing it to advance their B2C brands.

YouTube enables you to connect with clients by posting an assortment of substance types, for example, "how-to" recordings, commercial clasps, video websites, short unique recordings. There are likewise surveys, tributes, and recordings concentrated on teaching watchers about a specific subject or item.

When distributing YouTube content, you should ensure that it is unique, intriguing, amusing, or gives some an incentive to the watchers.

Hotels.com keenly uses a diversion component in the entirety of their promotions. In one of their advertisements, they chose to play around with the "Skirt this Ad" catch on YouTube. While they obtained a non-skipable advertisement, they enable clients to trust that it is a skipable promotion. At the point when their watchers clicked "Skirt this Ad" catch. They'd see everybody in the promotion actually skip.

LinkedIn

While LinkedIn is a progressively suitable advertising channel for B2B organizations, 44% of advertisers are likewise utilizing it for B2C web-based life promoting. Numerous B2C advertisers are gaining by this expert system with extraordinary substance.

One such brand is Starbucks, which productively utilized its LinkedIn organization page for selling espresso, fabricating a network, and collecting client dependability. They please their gathering of people with keen, fascinating posts and some regular advancements too. While distributing on LinkedIn, you ought to recollect that the clients investing energy in this stage are generally searching for astounding, proficient substance. They are probably going to be keen on finding out about work, deals, aptitude advancement, or improving their insight. An immediate item pitch or deals declaration won't fit this space. Rather, you ought to relate your update, deal, or item to their everyday exercises, musings, or concerns. LinkedIn can be a perfect B2C online networking promoting channel for your image if your intended interest group is a working proficient, exceedingly taught, and 30– 55 years old.

Pinterest

Pinterest was the quickest autonomously propelled the site to achieve 10

million special month to month guests and now has more than 200 million month to month dynamic clients. Despite the fact that it gets blended conclusions as a B2C online life promoting channel, posting quality substance on Pinterest can enable you to improve your SERP rankings. It is a perfect stage for elevating brands identified with style, craftsmanship, excellence, cooking, DIY, plan, home stylistic layout, or travel. Pinterest does some incredible things for brands with an overwhelmingly female target group of onlookers. Shopping site, Luxury and Vintage Madrid, has 38k+ supporters on Pinterest and it gets 9.8 million month to month extraordinary watchers.

Limitations of Online marketing :

- Although, Internet marketing allows a wider reach, the start-up costs of a website can be high. This includes the value of the desired software system and hardware, and maintenance prices.
- There are still a lot of customers who use the Internet just for having more information about a product and prefer to buy it in person. For example, Internet marketing allows a customer to view how a phone looks like and its technical specifications, but customers prefer having a look at the phone in the store to get a hands-on experience.
- There are a lot of customers who are not proficient in using the Internet and focusing solely on Internet marketing can cause you to lose these customers.
- The rules of the trade change rapidly in Internet marketing, and it requires constant attention and monitoring to ensure that your marketing strategy does not look out-of-date.
- The biggest disadvantage of Internet marketing is its vulnerability to fraudulent activities. There square measure tons of illegitimate websites out there that look just like original websites and rob the purchasers of their cash. Spamming is additionally one among the largest challenges for net promoting

and confidential knowledge may be simply purloined by hackers.

- Internet marketing lacks the human touch that is involved when a customer buys a product from a salesperson. This hampers the prospects of relationship building that plays a crucial half in repeat sales and word-of mouth promotion.
- Internet marketing depends heavily on technology, which is vulnerable to technical faults. For example, if a client clicks on your ad however thanks to a technical defect, is unable to shop for the merchandise, he could simply become angry and take his business somewhere else.

MEASURING THE IMPACT OF SOCIAL MEDIA MARKETING:

When a chief financial officer of a firm appearance at reducing prices, those presumably to induce cut area unit those whose ROI isn't better-known. Hence, investment on social media selling is probably going to induce cut and thereby the firm can suffer dangerous Consequences. Thus it's important to calculate the ROI for social media selling. Follow the steps for the same.

Track the initial numbers- revenue, average customer spending, website user traffic, new customers and so on. Make a note of the expenses associated with maintaining and change the social media page and track the number of revenue generated from social media. Subtracting the expense from the revenue and dividing it with the initial investment can yield the ROI. The challenge here is that the expense here is alive of your time whereas the revenue generated is in pounds. This time is regenerate to currency by multiplying the time with the hourly wage and adding the pc and web price to that. After posting regular updates on the page for a month some, calculate the increased revenue. Apart from this numerous tools area unit accessible to trace users WHO visit a page on Facebook a bit like Google Analytics is employed to trace folks visiting a web site. The tools accessible within the market area unit as follows:

- Facebook Insights: Gives data on customer interaction, 'likes' comments and so on in

A visually pleasing way which is easy to understand and analyze.

- Hoot Site: Consists of a web application and a mobile application which can be used by novice users as well to interpret traffic on a webpage
- Nutshell mail: Gives reports on social media usage as an email which has details like 'comments', 'likes' and so on for Facebook, Twitter and LinkedIn.
- Tweet Deck: Used to get a peripheral idea on who is using the company's twitter page and who is coming back.

Similarly, it's vital to live the impact of exploitation of Facebook for bank selling. This can be done by monitoring the change in visitors' number when a promotion has been updated on its Facebook page and by measuring customer satisfaction levels from time to time. Since the implementation of social media and measuring the impact of social media is done, the next question is whether social media marketing is viable for small businesses and new start-ups. The next a part of the report focuses on viability on social media selling for little businesses start-ups.

SOCIAL MEDIA FOR START-UPS:

By a survey, it has been finding out how is it possible for start-ups to utilize Facebook as their marketing tool. There square measure various little business start-ups that use Facebook as a good tool for selling. The biggest advantage of start-ups in using Facebook for marketing is the massive expense cut. The initial section of a corporation is that the time once the complete must be designed through robust PR events. With about a billion population and around half of them logging in every day, there is no cheaper medium of

promotion as Facebook, especially for start-ups. By encouraging folks to act on Facebook by providing distinctive promotions, business opportunities and so on, people get more acquainted with the brand itself. By providing discounts and alternative offers to Facebook customers alone, the need for reviewing the page, again and again, becomes a necessity. Hence, the page gets clicked more times and so the complete building takes place while not an abundant problem. When the Facebook page of a new start-up company is being designed, it must be designed in such a way that it engages more customers. Thus by increasing the number of your time spent on the Facebook page of the corporate, the brand name gets more deeply engraved into the customer's mind.

The success of a start-up by Anna Strahs proves that Facebook marketing works really well for new business start-ups. She started her own bakery which baked alternative food which was corn free, nut free and dairy free. She started a Facebook page as shortly as she started the corporate and often updated photos and videos of her progress. Facebook managed her research, feedback collection and promotions. While she managed to understand what clients|the purchasers|the shoppers} wish through Facebook mistreatment customer feedback, she did her promotions by change posts and photos through Facebook. By understanding the true potential of Facebook, she invested in Facebook advertisements as well and the response was truly rewarding. From what started as a business to cater to the requirement of individuals with dietary restrictions, the company has grown far and wide and ships its products across the United States of America. This was attainable with a mere \$300 spent for advertisements. This is the true potential of social media for brand new start-ups. At a time once money resources square measure terribly restricted and complete building is of high priority, social media. Advertisements will eliminate the large quantity of cash spent on advertisements and at the constant time produce a complete image in an exceedingly comparatively shorter span of your time.

Having studied the way in which social media can be exploited for small businesses start-ups, the next important thing is to compare and contrast between traditional advertisements and social media promotions and conclude which is better and why.

COMPARISON OF TRADITIONAL ADVERTISING WITH SOCIAL MEDIA ADVERTISING:

Traditional advertising media includes medium, radio and visual media. In fact, only the print media was considered to be traditional media but in this context of discussing the impact of social media advertising and its comparison with other media advertisements, all other existing media except the social media is considered as traditional media, at least for the sake of this report. Though social media is gaining importance and acceptance, 45% of advertising revenue is still paid for advertisements in the print media.

This figure is debated to be a result of the cheap social media advertisements as mentioned earlier. Though the investment for advertising in social media is very less, the mass appeal is much higher and hence more returns can be expected. Identifies that "consumers are becoming increasingly resistant to traditional advertising" (Pieter's and Wedel, 2007). Precise targeting of customers isn't potential in mass media like print and tv. Whereas by victimization the web as a supply of advertisements, people who are interested in a particular product can be drawn towards the company more easily. As mentioned before, this is called a pull strategy as opposed to a push strategy.

Even inside the standard media of advertising, premium print advertisements which are far more expensive than normal advertisements are being widely used. "More prestigious perception of associate degree advertising stimulant converges with the publicized whole, thereby leading premium-print advertisements to be perceived more prestigiously"

According to Hill & Moran (2012), the interactive nature of social media is the factor which draws a large number of people towards it as compared to the traditional media such as TV, radio and print media. Social media is more customizable as compared to traditional media. In social media, it is easy to find what a consumer needs. Contrastingly, just in case of ancient media, the patron is forced to fancy no matter is broadcasted by somebody else. Social media makes it easier to search for relevant information thereby cutting down the time, energy and money required to search for it.

SOCIAL MEDIA FOR TRAVEL AND BUSINESS

Various industries inside the travel business square measure specializing in social media promoting alongside the standard promoting techniques. The airline business is one that heavily depends on social media for promotions and advertisements. Hvass&Munar (2012) studied the effectiveness of the airline business victimisation social media for promoting their travel and business packages. A complete of twenty nine full service carriers and twenty low price carriers were elect for this study and later on 3 airlines were chosen from this set. These airlines had associate account in Facebook or Twitter or each. The study proves that the majority airlines use a political candidate tone/language whereas posting their updates thereby reducing the interactive nature of the post (Danescu-Niculescu-Mizil et al 2011). Followers would really like the content of those pages to be a lot of informal however authentic. in reality several airlines have over one official page which may cause each confusion and clarity. It causes confusion as a result of fans or followers could also be reluctant to hitch over one page for identical company because it would be troublesome to tell apart between original official page and duplicate page. On the opposite hand maintaining over one official page on the social media will facilitate to obviously distinguish between numerous functionalities of the corporate. For

example, content touching on staff needn't be created public to the purchasers then 2 pages is maintained that caters to staff and customers. In any case, the result proves that maintaining a social media account helps increase client base for the travel and business and as mentioned on top of several corporations within the business square measure already into it.

SOCIAL MEDIA FOR FINANCIAL INSTITUTIONS

Many studies are conducted to analyse the importance of social media promoting within the establishment section. The use of Linked In which is referred to as 'professional Facebook' is a very effective platform to build business. "LinkedIn provides a first-rate chance to showcase your business and its staff as specialists in their field" (Hershberger, 2013). An important truth regarding LinkedIn is that it's the very best average financial gain of all social sites. This means that LinkedIn is additional to try to to with business than amusement. These days business validation is finished by sorting out the corporate in most well liked social media. If financial institutions do not have a profile, it is most likely that the company will not be regarded as authentic. The advantages of managing a profile on LinkedIn are as follows:

- The company website, other social media presence like Facebook and Twitter can be integrated with the LinkedIn page.
- Products and Services tab on the LinkedIn page can be customised to suit the company's requirements.
- Icons, Banners, Photos and videos pertaining to brand building of the company can be included on the LinkedIn page to increase viewership of the page.

Several reality case studies are written regarding however banks particularly use different social media sites like Facebook and twitter for promoting. The next half focuses on banks mistreatment Facebook as a promoting tool

FACEBOOK FOR BANK MARKETING

According to Worth (2011), customers' agency move with an organization through social media aren't discount shoppers. Financial establishments like banks use Facebook as a tool to deepen existing potential customers. Evidently Facebook is a place where people like to spend time in. When a company's presence is felt on an area wherever you would like to be, there are more chances that the company's brand building boosts up as a by-product of the liking for the social media website as a whole. Bank Atlantic is an associate degree example that has 2217 likes as on twenty six Sept 2012. The following is that the strategy enforced by Bank Atlantic:

- Use Facebook to create experiences, services and values unique to Facebook users. This can be surveys, games and so on
- Place interactive contents like videos and photos which will drive the customers towards the bank's official pages
- Encourage users who are active on the page by promoting their content like blogs.

Just as completely different tour operators have different promoting methods on twitter, different banks have different marketing strategy on Facebook as well. Albro (2012) reports the methods utilized by numerous banks within the U. S. of America to extend their sales through Facebook promoting. For initial commercial bank operational in the main in Virginia, Facebook is an important way of keeping in touch with the customers. The posts on the bank's page are planned well in advance so that the bank is prepared to counter any queries from customers regarding the posts. The bank dedicates an individual for responding to client queries on the page. Similarly tub Savings establishment believes in an exceedingly 2 means synchronisation between the

banks official web site and also the official Facebook page. While updates are posted on both the website and on the Facebook page, the bank aims at creating an interaction with the customers through the Facebook page. An important side of tub Savings establishment is that it doesn't discuss product or services of the bank through Facebook. The bank believes that details of product or services aren't what customers need. Just as banks use Facebook for promoting, Twitter is also widely used by many banks to promote their brand. The next a part of the report throws light-weight on Twitter promoting by banks.

TWITTER FOR BANK MARKETING

A distinction in mistreatment Twitter for promoting as compared to Facebook or LinkedIn is that Twitter is additional exigent. Frequent tweets ought to be written so as to interact customers and this might need a further person in promoting to stay the page live and updated in any respect times (Walt Albro, 2012). Also though multiple tweets ar written, the number of potential customers in Twitter is much less than of Facebook due to fact that it has far lesser active users than Facebook. However, several banks have already started mistreatment twitter as a way to speak with their customers. Baylake Bank has 2 persons from the promoting department to figure full time for the bank's social media presence. Baylake Bank is active on Twitter, Facebook and LinkedIn. The advantage that the bank sees in being on Twitter is that the nearly real time conversations it offers to customers. Thus customers receive feedback on their question in an exceedingly in no time manner. The content for social media is reviewed every two weeks approved for posting. Avidia bank has outsourced its promoting operations through Twitter since the bank has solely alittle variety of promoting employees. Avidia bank aims at making new customers and strengthening its brand through Twitter. Interestingly North Jersey Community Bank has a couple of dozen twitter accounts. The bank uses one as its official twitter page whereas the others are for communication between staff and also

the bank's purchasers. Thus numerous banks are utilizing social media for its promoting.

SOCIAL MEDIA FOR RETAILERS

The August (2009) issue of Market Watch: Technology suggests that usage of Twitter if monitored well can help in increasing sales revenue beyond expectations. Many retailers are already reaping the benefits of being on Twitter. For instance 'Dell Retail Outlet' had 704,000 followers on twitter in 2009 and an accumulated turnover of \$2 million through twitter since the inception of its twitter page in 2007. Today it has 1,506,824 followers which record a 214% growth in terms of number of followers in a short span of 3 years. Fashion retailer ASOS is also actively tweeting their offers, promotions and discounts through twitter. Similarly Fresh and Easy which is the US subsidiary of Tesco launched a new family meal pack as suggested by its customers through Twitter. A leading furniture retailer in the UK – Habitat – cautions that twitter usage, particularly the use of hashtags for promotions must be done with extreme care. The company faced a bad reputation when it used non relevant hashtags to improve viewership. Thus usage of twitter for retailers is also found useful.

Though the above study proves that social media usage aids in developing both B2C and B2B businesses, Handley Ann (2012) suggests that using Facebook for business needs may create a negative impact on the person trying to promote the business. She suggests that Facebook is something personal and people don't expect business deals through Facebook. It is supposed to be a social networking site meant for making friends and keeping in touch with existing friends.

Industries That Benefit Most from Social Media

Entertainment

For the show business, social media comes naturally. In an exceedingly study of Facebook posts from September sixteen to Dec fifteen, 2015, the show business accounted for a humongous sixty three.2 % of all posts across six completely different industries (retail, auto, telecom, money services, food, and beverage). The trade with the second largest share was retail with solely twelve.4 percent.

When you investigate the breakdown of these posts, one thing fascinating stands out. Whereas photos and pictures account for the biggest portion of posts altogether 5 of the opposite industries, it solely accounts for eleven.2 % within the show business. Ancient links, on the opposite hand, account for seventy nine.3 % of posts.

Is it potential that there is a lesson to be gleaned from this data? Whereas visual representational process is definitely powerful, this shows that social media followers square measure still enticed by informative written content.

Real Estate

Another one amongst the a lot of socially active industries is assets. Agents, brokers, developers, and property managers all use social media to urge their properties before of a lot of folks. These "virtual signs" prove way more moneymaking than ancient "for sale" signs.

"You will use Facebook to form extremely targeted advertisements, or just raise friends to share properties on their profiles. This is often a simple thanks to get folks talking concerning your listings," a Houston-based property management company points out. "Facebook is presently the foremost causative social media platform for promoting rentals, however Instagram might even be

leveraged in some markets."

Marketing

In essence, everything a whole will on social media to attach with users could be a sort of promoting or advertising. Therefore, it logically follows that the promoting trade would be skilful at victimisation social media. in keeping with the 2015 Social Media promoting trade Report (in that quite three,700 marketers were surveyed) social networking sites like Twitter, Facebook, YouTube, and LinkedIn were vital parts of their overall ways.

As you most likely recognize, video promoting has quickly become one amongst the best returning varieties of social media content and fifty seven % of marketers square measure presently victimisation it (with seventy two % claiming they conceive to increase their use of video within the future). different findings from the trade report include:

96 % of marketers use social media as a promoting tool.

92 % of marketers believe social media is vital to their businesses and/or purchasers.

22 % of marketers are victimisation social media for quite 5 years.

84 % of marketers have integrated their social media and ancient promoting activities.

It's no surprise that marketers get social media right, however it's fascinating to visualize such widespread agreement on key problems and methods.

Retail

The retail trade can perpetually be close to the highest of the social media organic phenomenon. Larger firms - like Target and Costco, as an example - can perpetually achieve success, however it's fascinating to observe smaller retailers

succeed, too. the most important edges for these firms embrace having the ability to urge feedback on new merchandise and fix client complaints before they become major issues.

For daily deal sites like Groupon and Living Social, the infective agent nature of posts wreak a really efficient advertising strategy. Positive word of mouth will go an extended approach and one user's endorsement will cause variety of future sales.

Education

One of the foremost shocking industries on this list is education. Social networking sites like Facebook permit students, educators, and establishments to attach with each other in ways in which were ne'er potential within the past.

Universities and faculties, especially, have down pat the utilization of social media. several use organic and paid advertising on these sites to bolster application numbers and encourage field visits. Once on field, these same universities use social networking sites as platforms for advertising on-going events, new program, and more.

After graduation, social media then becomes a tool for alumni fundraising. In fact, a replacement study shows that fifty seven % of faculties surveyed used social media as a key element of fundraising. "We're seeing a gradual growth within the use of social media by practitioners United Nations agency add instructional advancements, particularly fundraising and alumni relations, United Nations agency see these tools as progressively vital to their work," same William Walker, the interim VP of advancement resources for CASE (the leader of the study).

Restaurants

Whereas several restaurants fail to create, monitor, and maintain practical websites, an oversized proportion square measure ready to run highly-successful social media profiles. In fact, a recent survey suggests that quite eight out of ten building operators either already use social media or set up on victimisation it as a key promoting tool within the next twenty four months.

Many of the restaurants victimisation social media square measure specializing in making infective agent campaigns and visually engaging posts. the foremost profit for these building operators is that they'll quickly build a positive name with an oversized contingency, one thing that wont to take months or years.

The Importance of Social Media promoting and Advertising for internet Traffic

1. Social media posts drive targeted traffic.

Whatever your business, phase and audience, a considerable portion of your customers and leads are on social. A recent Pew Research Center study found that 68% of American adults are Facebook users. Among eighteen to 24-year-olds, 78% use Instagram and 45% are on Twitter. Even among Americans sixty five and older, 37% are social media users.

Having access to any or all those customers helps you boost traffic, particularly for new site content. When you post a replacement web log or update your homepage, it can take a while to get traction with Google. That means only a few customers can apprehend the new content is there till consecutive time they're sorting out your product or service. Social media posts offer a chance for the general public to search out your new web page and click on through to your website.

And because those posts will primarily show up in the feeds of followers and people interested in your product, that traffic is typically very targeted. It won't just boost your traffic numbers — it will bring in the type of visitors you want to attract.

2. Victimisation social media for business boosts your site's SEO.

Search engine crawlers know which pages are consistently earning traffic and which are just floating out there, forgotten and ignored. Although your killer content strategy is that the most vital think about your search rankings, driving traffic to your optimized pages can cause them to climb abundant quicker.

A lot of times, this can be as simple as re-sharing evergreen content (of course, in addition to sharing your new content when it goes live). We recommend each post be re-shared once a month — a task that doesn't have to be as time-intensive as you might think. With Facebook's scheduling tool or Hootsuite (for Twitter), you can set the entire month all at once and you're done.

3. Social media will increase your reach via quoted specialists.

This is one in all our terribly favorite edges of social media promoting. Let's say you used HARO to find relevant experts for your latest blog post. Perhaps you quoted somebody with a killer social media presence. Of course, you're going to email them a link to the post when it goes live and encourage them to share it, but leveraging your own social media channels will help you go the extra mile here. In your tweet and Facebook post sharing your new content, take care to tag the specialists you quoted in order that they see it crop up in their notifications.

Social Media is that the BEST Tool to attach with (& Learn From!) customers Leaders

4. Social media marketing helps you understand your audience.

Part of what makes social channels like Twitter and Instagram effective promoting tools is that the interaction you've got along with your client base. By reading their tweets and standing updates, you'll gain insights into their daily lives and client behaviors, and answer questions such as:

- What products are they buying and why?
- What hobbies do they have?
- What kinds of posts do they love to share?
- What websites do they visit?

These insights have obvious marketing benefits. When you perceive your customers, you can write better content and more compelling posts, which leads to more traffic. But the advantages will generally go so much on the far side promoting, helping you identify customer pain points, improve sales conversions and even refine your product strategy.

5. A full of life social media presence builds relationships along with your audience.

Consumers see Twitter, Facebook and Instagram as social networks, not marketing machines.

That can be a challenge once you're 1st developing your social media promoting strategy. A lot of firms instinctively take a tough sell approach, inundating their followers with discount offer codes, new product announcements and customer reviews. Then, when the account only brings in modest traffic gains, they assume social just isn't a good fit for their brand. But customers don't need to be pitched to — they need authentic engagement.

When you stop seeing social as the simplest way to pitch your customers

and begin seeing it as the simplest way to attach with them, it can transform your brand. You help customers by answering their questions, entertaining and informing them with relevant content and even forming bonds over shared interests.

You'll build connections with business leaders and influencers, providing great stories for reporters, top notch products for promoters and interesting topics for experts to share with their followers. Over time, you'll become more than a brand — you'll become a part of a community. And that comes with serious ROI. If you're following social media marketing best practices, you'll get a ton of exposure. That exposure brings in new leads. Over time, those leads become followers, followers become customers and customers become dedicated brand promoters, continuing the cycle.

6. Social media ads allow targeting and retargeting.

Why advertise on social media?

Because social media platforms provide extremely targeted ads, which can be customized around your customers' needs. Facebook ads, for instance, will target customers by factors like age, location, education level, business and even user behavior — e.g. the pages a user has liked.

Pro Tip: Install a Facebook pixel on your website to track how your ads affect customer behavior, and retarget your ads accordingly. Over time, Facebook will learn which users are more likely to click your link or buy a product, delivering your ads to the people most likely to convert into solid leads and sales.

7. Social media will assist you get detected at events and earn media coverage.

Whatever metric you utilize to live the success of an incident, it'll continually demand effective promotion. And that promotion continually advantages from a

vigorous social media presence.

- Measuring signups for a new expert webinar series? Facebook and LinkedIn will help spread the word.
- Working to maximize donations at a charity fundraiser? Good social targeting can assist you reach the massive donors.
- Attending a trade show to collect high-quality leads? A mature social media strategy will enable you to leverage influencers to amplify your message and bring attendees to your booth.

Brand Image Thrives on Social Media Marketing

8. Social media is key to customer service

Quick customer response time isn't optional anymore. If there's a problem with your product or service, your customers expect you to solve it right away.

Few companies are meeting those expectations.

A Sprout Social study found that customers need responses to social media firms among four hours, yet the average response time is 10 hours.

This isn't simply a minor irritation for your customers — it directly affects your profits. A Twitter study showed that customers are not willing to pay virtually \$20 additional for future tickets once airlines answer their tweets among six minutes.

And that isn't simply an isolated datum, either. Study after study has shown clients reward firms that answer customer requests and complaints. A strong and engaged social media presence can assist you keep customers happy, and keep your public image positive.

9. A powerful social media presence builds complete loyalty.

A report printed by Lone-Star State school University found that brands with

active social media profiles have additional loyal customers.

It's simple to know why: once you're partaking the general public on social media, you're building connection and rapport. You're taking the time to supply your followers with helpful info, facilitate and amusement, without asking for anything in return.

That shows customers you worth them, not just as a source of revenue, but as people. Customers can begin to visualize you as AN entity that cares regarding them, and has values, personality and vision. And in a very competitive market, which will build a large distinction.

10. Social media is that the good addition to your PR strategy.

Press releases are an important part of any marketing strategy, especially when you're launching a new product or making a huge change in your company, but most people get the distribution part terribly wrong. If what you're acquainted with is writing a promulgation and causation it out on PRWeb, you're wasting your cash. Traditional press release distribution services are incredibly overrated.

Social media, on the other hand, provides you with a space where you can reach your target audience in a more personal, conversational way. And if your customers have questions, they can ask you right then and there.

The Right Social Media promoting Strategy will assist you hit the Competition

11. Your competition is already social.

The huddled world of social media stigmatization will feel terribly discouraging. Most brands have a minimum of a token social media presence, and in some industries, multiple channels is the norm. For example, 91% of retail brands are using at least two social media platforms. So, what hope do you have of getting your brand noticed on Facebook, Twitter or Instagram?

It's a lot easier than you think, because most brands aren't doing it right.

Bigger brands might have refined social media presences, but SMEs rarely do.

They start a number of social media channels as a result of it's low-cost, and it's what everyone else does. Without investment in social media strategy, however, they rarely make a big impact. They post irregularly, rarely engage with followers and don't develop a sophisticated voice. Social media remains essentially just a way for them to throw ads at customers now and then. And once that strategy doesn't yield results, they put even less effort into it.

The truth is, posting to social media because you think you're supposed to post will get you nowhere. You're happy with one dedicated social media channel than your contestant is with four semi-abandoned ones. If you take the time to develop your voice and strategy, post regularly and respond to messages and comments promptly, you can build a following your lazy competitors can't possibly match — though they've been on social for years longer than you've got.

12. The social media promoting arena could be a (fairly) level enjoying field.

Everyone can start a social media account for free, and most SMEs can dedicate either the time to maintain a social media channel, or the budget to outsource social media marketing. Big brands do have some obvious advantages: higher name recognition, bigger budgets that let them put together slick posts across multiple channels, and (in general) more influencers who already want to engage with their brand. But SMEs have one massive inherent social media advantage most massive brands don't: genuineness.

If you're an entrepreneur with an inspiring story, a local company with ties to your community or an underground brand offering something new and

exciting to early adopters, that can resonate with customers — though you don't have a huge ad budget.

Ultimately, you don't got to beat all of your competitors at their own game to win on social media. You just have to be compelled to realize approach|how|some way|the way|the simplest way} to attach together with your own market in a very way that builds your own complete. If you've got a decent team and a powerful complete voice, insured by a solid product, that's one thing you'll be able to do.

13. When it comes to newsjacking, social media is king.

In our media-saturated culture, it's hard to tell when fate will throw a great opportunity at your brand. Sometimes your brand gets mentioned on a cable TV show, or tweeted about by an influencer. Other times, there's a news story, meme, or pop-culture phenomenon that fits perfectly with your branding.

If you can jump in and engage with the story while everyone is paying attention, it can lead to viral posts, traffic boosts, press coverage and greater visibility for your brand. This strategy, known as newsjacking, works best if you get your voice out there while it's still breaking news. If you join in too late, you'll just look like another company trying to ride the trend.

To be one of the first voices out there, you need an active social media team. Not only will that enable you to track and react quickly to current events, it will also ensure your message gets out, so that reporters, influencers and followers see your take while the story is still hot.

14. Social media marketing will get you more sales.

So, why is social media marketing important for your business?

Because it will get you more sales. Period.

Did you know that 70% of business-to-consumer marketers have acquired

customers through Facebook? Or that 84% of CEOs and VPs say they use social media to help make purchasing decisions?

Not surprisingly, when you stay in front of your customer base, they're more likely to buy from you when they need the products you sell, but social media marketing does far more than increase brand presence. You can influence customer buying decisions at multiple points along the sales funnel, from amplifying the reach of white papers and blogs targeting top of funnel, to answering customer questions and addressing pain points, to incentivizing buyers with coupon codes. We even think it's crucial for real estate agents to get on social media — and stay active!

15. You can find potential customers who don't already know your brand.

Social media marketing enables you to search out customers looking for information related to your product — even if they aren't familiar with your company.

For example, on Twitter, you can use Hootsuite to set up streams, following specific keywords related to your industry or products. When you spot people tweeting about those products, you can direct them to your site, or explain how your product can address their needs.

This strategy can also be valuable for customers who tweet about your brand, but may not be familiar with a new product or use case. By reaching out to them with new information, you can not only influence a sales decision, but also show customers how your brand is growing to better meet their needs.

16. Social media marketing establishes you as an authority in your industry.

From joining Facebook groups to answering Quora questions, social media provides amount opportunities to demonstrate your expertise.

By answering questions, giving advice and sharing relevant information, you can show your leadership. You use this strategy regularly, it can greatly increase your brand's reach. Your answers to common questions will come up in Google search, as well as in particular social channels. Other users will start to retweet or share to your posts or refer friends and colleagues to your social media team when they have questions. Annew leads, impressed with your helpful information, will be more likely to visit your site and purchase your products.

All without ever asking anyone to buy!

You Can't Beat the Price (or ROI) of Social Media

17. The ROI on social media ads is unbeatable.

By boosting the right social media posts, you can bring in a lot of traffic at a fraction of the cost of targeted Google ads.

As of 2018, the average Google AdWords cost per click varied from \$1.20 for travel and tourism, to \$5.27 for education and employment. Depending on the keyword targeted, you can end up paying \$50 or more for a single click. Cost per acquisition — the amount of money businesses spend on ads to acquire a single customer — varies even more, from less than \$20, to over \$200 for the legal industry.

Just take a look at some of the most expensive AdWords keywords:

- “Divorce attorney” costs \$31 per click
- “Cloud computing” costs \$72 per click
- “Solar installation” costs \$11 per click
- “Car insurance brokers” costs \$21 per click
- “Press release distribution” costs \$29 per click

With boosted posts, you have a lot more control over when your message gets

amplified, which means you can spend your advertising budget more strategically by focusing on the posts that matter most to your audience.

Through targeted boosted posts, we've been able to send traffic via Facebook and Pinterest for as little as \$0.12 per click. At the low end, that's ten times more traffic per dollar than you get from AdWords

18. Social media marketing is fun

Hosting a Twitter chat to celebrate a new product launch, getting your geek on while you A/B test Facebook ads, or sharing pop-culture polls for your followers to weigh in on doesn't just build your audience — it also gives you a chance to interact with your audience, express yourself and show what your brand is about.

With all the work that goes into marketing and growing your business, getting a chance to build real connections with customers is incredibly rewarding. And when that one perfect tweet goes viral, or that Q&A session brings in a big traffic boost, you'll feel like a rockstar!

Fashion

Social media is Associate in Nursing unbelievably valuable plus to the style trade attributable to the lightening-fast speed at that content travels on Facebook, Pinterest, and Instagram. New designs are often shared with legion folks in an exceedingly matter of seconds.

The most triple-crown fashion brands on social media square measure those that have down pat the task of making visually stimulating pictures that manufacture Associate in Nursing emotional response within the user. From another purpose of read, fashion brands realize social media to be a

Comparison of traditional advertising with Social media advertising:

Selecting the best communicating medium for your company is

challenging. There are many options available today such as radio, television, commercials, and the internet. The company should select the best communication mix among them. Traditional media has created exposure for thousands of businesses for many years. There are many benefits of social media that indicate how social media is most powerful than traditional media. These benefits include communicating with the customers in two-way format. Developing a long term relationship with them and easy to promote their new product. Social media is cheaper than any other forms of advertising available today. It is the only form of media that can expose you for more than 1000 people in less cost. Here you can publish video commercials, publish articles and much more. Social media is the only way to communicate with the customers and to answer their questions and giving feedback to them. There are additional costs associated with each medium. Obviously, with direct mail, you have to consider print and mailing costs. With TV and radio, you have to consider the high prices during peak times to advertise. With social media marketing, you only have one hidden fixed cost like time. Whether it is your time or employee's time, or an agency time, you must consider this as a cost. There are many other ways of proving that social media is much better than traditional media. Cost is the main factor that anyone can agree upon that as compared to any other media social media is very cheap and the best.

CHAPTER - IV

BACKGROUND:

This report presents the survey collected perception towards social media marketing from a representative sample of students. Survey methods included an online questionnaire to collect student's perception of social media marketing. All data collection activities conformed to standard procedures for conducting online marketing surveys.

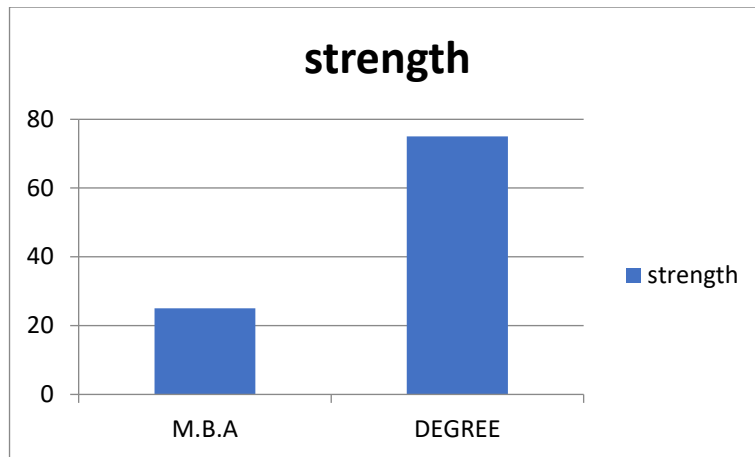
SURVEY OBJECTIVE:

Social media marketing survey objective was to provide consumer behavior relating to social marketing. The resulting databases will be used to update and expand the marketing activities on social media by the organization. In order to achieve the desired results, the social media marketing survey had the following goals:

- Capture random students.
- Collect the perception of all persons towards marketing through social media.
- Collect data on which social networking site is more suitable for marketing.

1. What is the Educational qualification of respondents

Options	No of respondents	No of respondents in percentage
MBA	25	25
DEGREE	75	75
Total	100	100

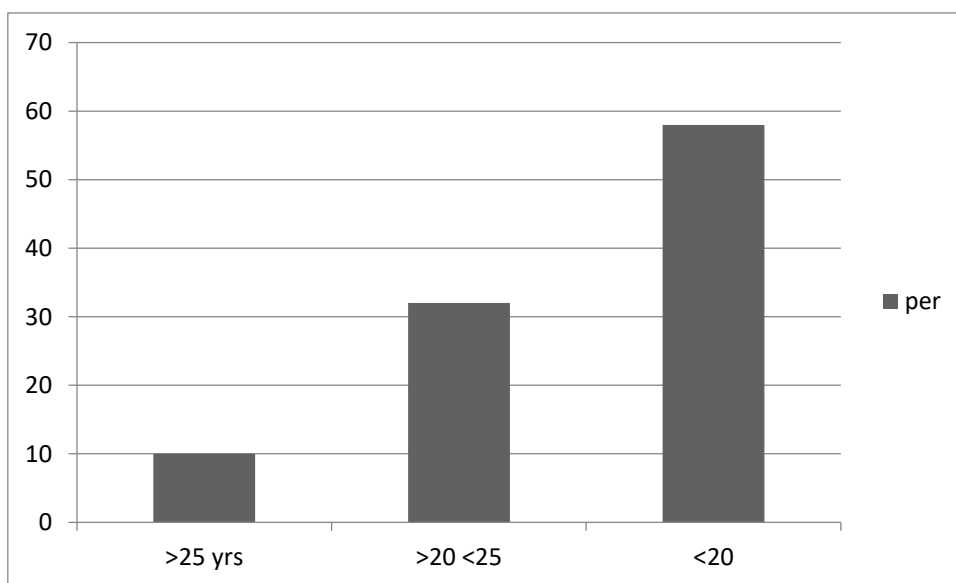


Interpretation

The above graph illustrates that 25% each of the respondents are post Graduates, while remaining members are undergraduates.

2 what is the Age of the Respondent

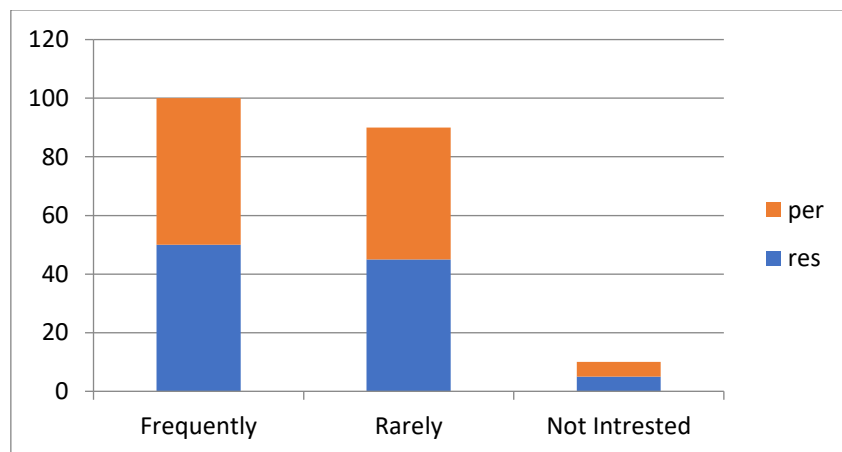
Options	No of respondents	No of respondents in percentage
ABOVE 25 YEARS	10	10
BELOW 25 YEARS	32	32
BELOW 20 YEARS	58	58
Total	100	100



Interpretation:The above graph illustrates that the majority of the respondents are less than 25 years(90%) while 10% of the respondents are above 25 years ago.

3. How often you buy products on online

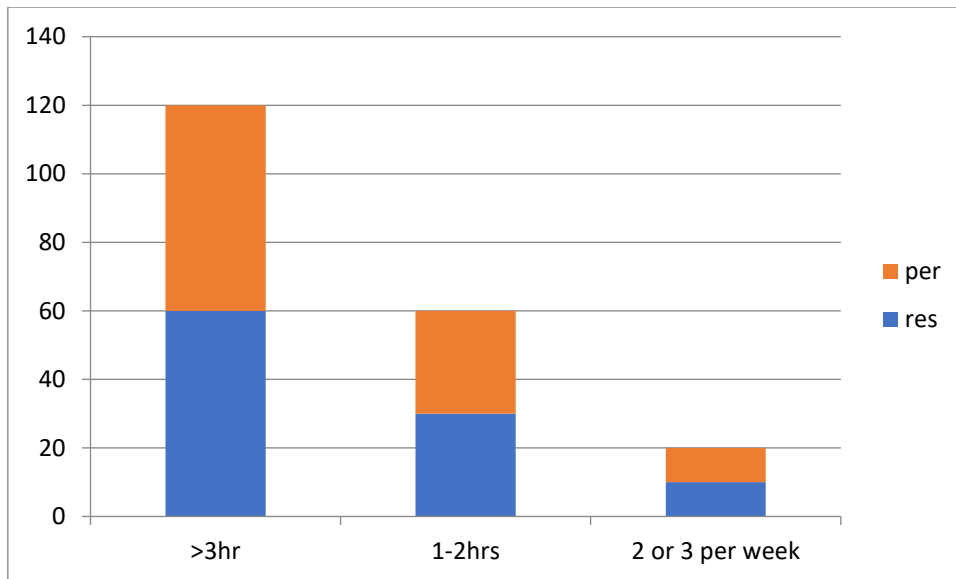
Options	No of respondents	No of respondents in percentage
Friquently	50	50
Rarely	45	45
Not intrested	05	05
Total	100	100



Interpretation:Above graph illustrates that 50% will friquently buy products on online and 45% will buy rarely

4. How often you use the internet?

Options	No of respondents	No of respondents in percentage
More than 3 hrs	60	60
One or two hours a day	30	30
Two to three days in a week	10	10
Total	100	100

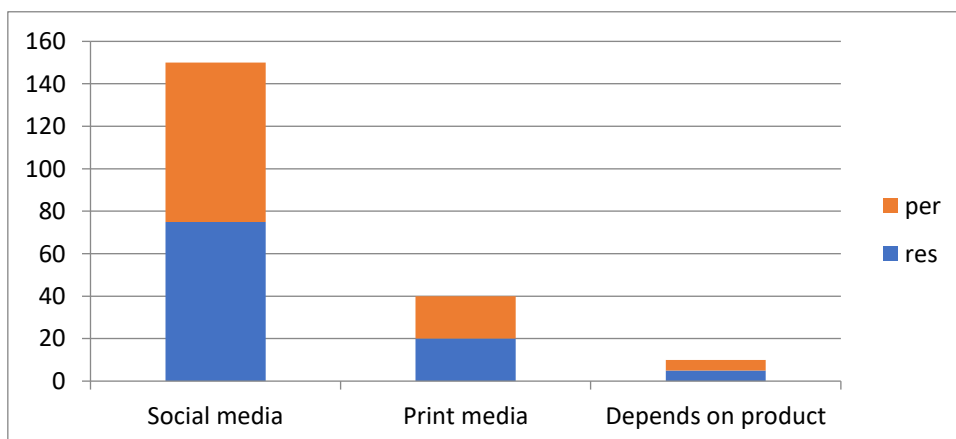


Interpretation

The above graph illustrates that 60% of the respondents will use the internet more than 3 hours in a day, 30% of them use internet 1 or 2 hours a day.

5. Which is the most effective solution for brand promotion?

Options	No of respondents	No of respondents in percentage
Social media	75	75
Print media	20	20
Depends on product	5	5
Total	100	100

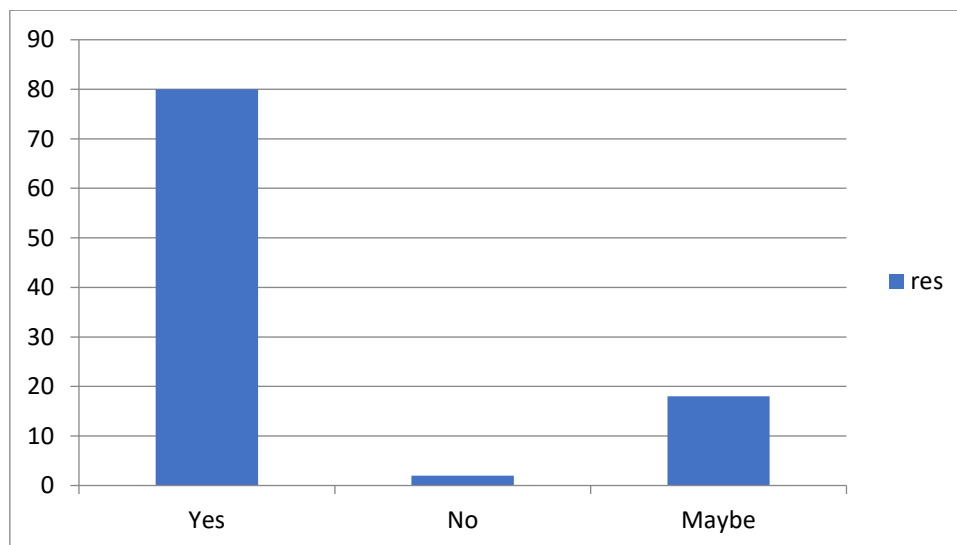


Interpretation

The above graph 75% of people say that social media is the most effective solution for brand promotion and 20% says that print media is the best way, and 5% says that it depends on the product.

6.Do you think social media marketing will help to find their potential customers?

Options	No of respondents	No of respondents in percentage
Yes	80	80
No	2	2
Maybe	18	18
Total	100	100

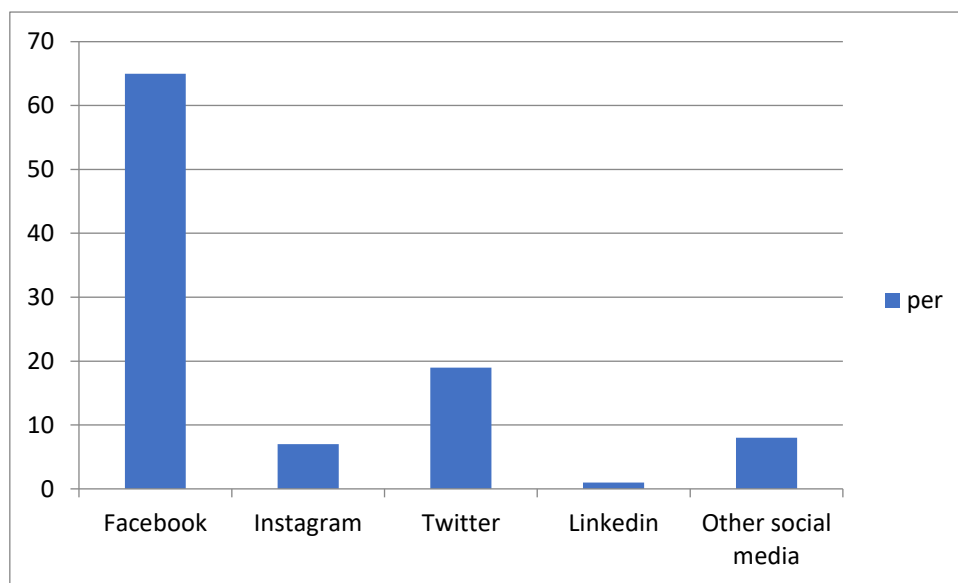


Interpretation

The above graph 80% says that social media marketing will help the firms to find their potential customers, and 10% assume that maybe social media is the best way.

7. In which social networking sites.Do you think ads are reachable ?

Options	No of respondents	No of respondents in percentage
Facebook	65	65
Instagram	7	7
Twitter	19	19
Linkedin	1	1
Other social media channels	8	8
Total	100	100

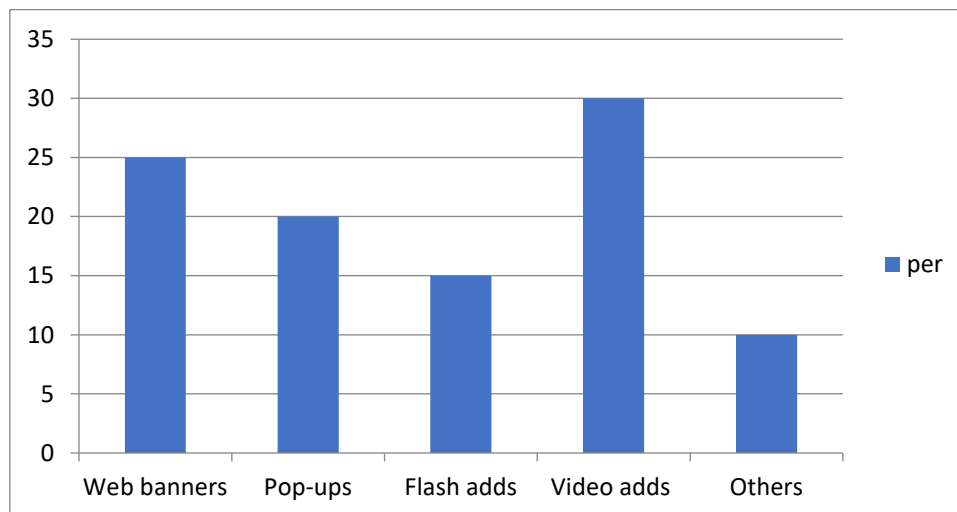


Interpretation

The above graph illustrates that the majority of the respondents 65% use Facebook. And 7% use Instagram, 19% use Twitter,1% use LinkedIn and the remaining 8% are using other social media channels.

8.Which kind of ads you come across in this websites?

Options	No of respondents	No of respondents in percentage
Web banners	25	25
Pop-ups	20	20
Flash adds	15	15
Video adds	30	30
Others	10	10
Total	100	100

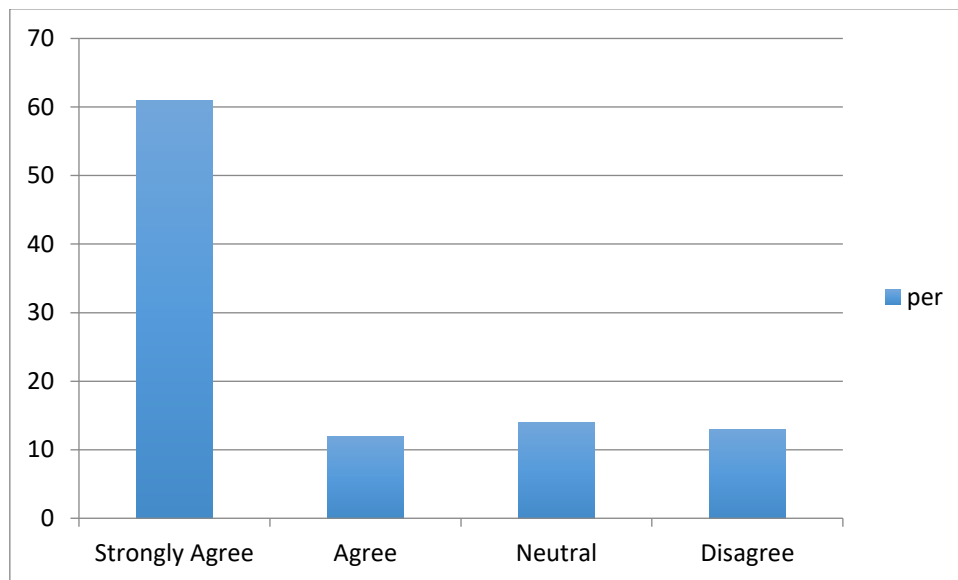


Interpretation

The above graph illustrates that respondents have come across Video Ads for more of the time (30.9) followed by flash adds that is (15%), Pop-Ups (20%) and web badders (25%).

9. Do you agree with ads appearing in social networking sites?

Options	No of respondents	No of respondents in percentage
Strongly agree	61	61
Agree	12	12
Neutral	14	14
Disagree	13	13
Total	100	100

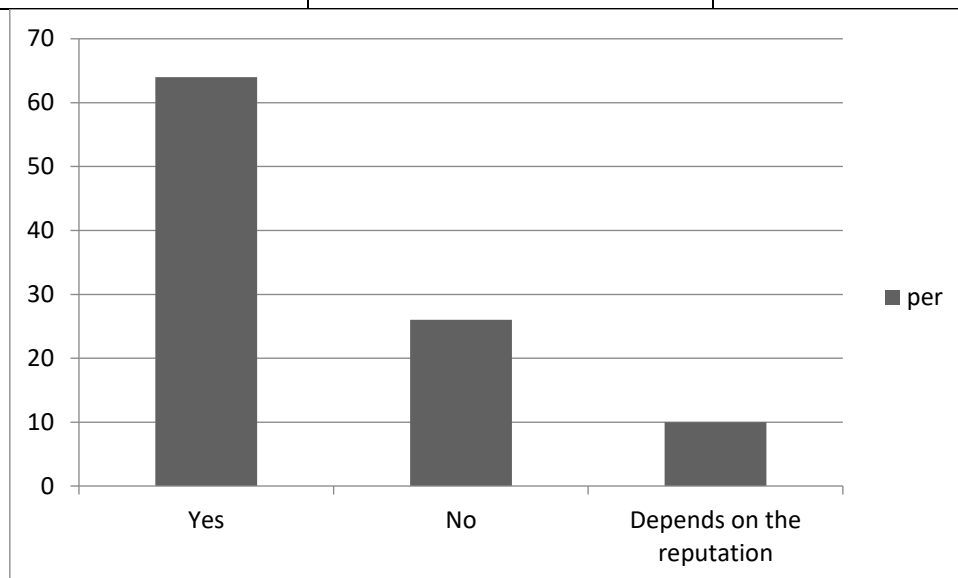


Interpretation

The above graph illustrates that the majority of the respondents (61%) agree with ads appearing on Social Networking Sites. 12% of the respondents are OK with the ads and (14%) are neutral and (13%) are disagree with it.

10.Social media is helpful for forms in generating new customers and clients?

Options	No of respondents	No of respondents in percentage
Yes	64	64
No	26	26
Depends on the reputation of the firm	10	10
Total	100	100

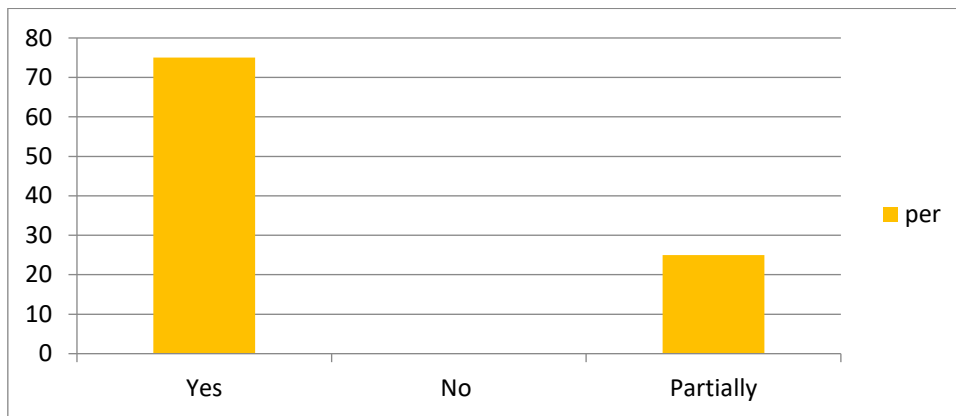


Interpretation

The above graph illustrates that most of the people (64%) says that social media is helpful for b2b firms in generating new sales. whereas (26%) people say that it depends on the reputation of the firm, and (10%) are not agree with it.

11.Social media can be effectively used for various b2c clients to increase sales do you agree?

Options	No of respondents	No of respondents in percentage
Yes	75	75
No	0	0
Partially	25	25
Total	100	100

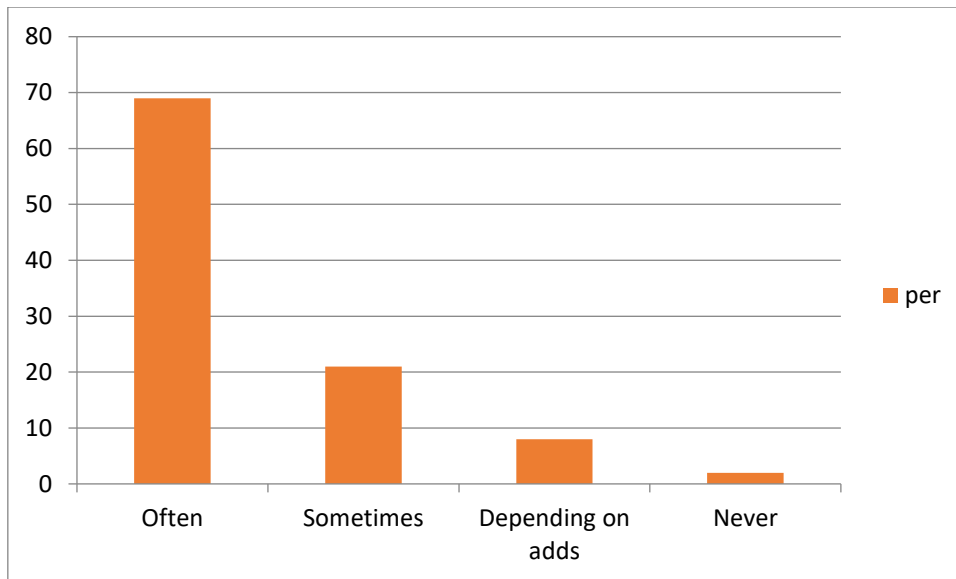


Interpretation

The above graph(75%) illustrates says that social media can be effectively used for clients to increase sales and (25%) says that it was partial

12. Have you ever accessed these adds coming on your social media?

Options	No of respondents	No of respondents in percentage
Often	69	69
Sometimes	21	21
Depending on adds	8	8
Never	2	2
Total	100	100

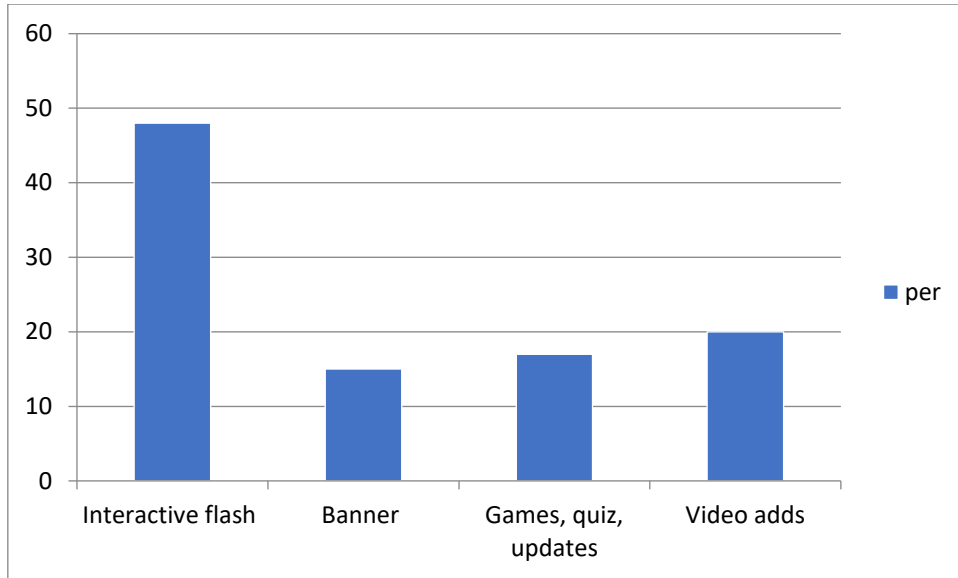


Interpretation

The above graph most of the people (69%) was always used to access this ads, and (21%) sometimes access this ads, and (8%) says that it depends on the ads, and (2%) will never access this ads.

13. What kind of brand promotion attracts you in social networking sights?

Options	No of respondents	No of respondents in percentage
Interactive flash adds	48	48
Banner adds	15	15
Games,quiz,updates	17	17
Video adds	20	20
Total	100	100

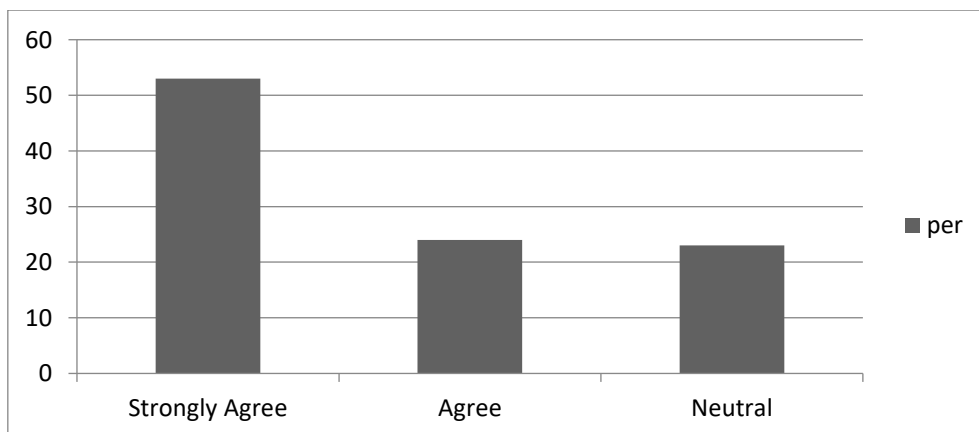


Interpretation

The above graph illustrates that (68%) people were attracted by video ads and games, quiz, and updates, and (17%) like interactive ads, and (15%) likes banner ads.

14. Did you think this social media adds will show the impact?

Options	No of respondents	No of respondents in percentage
Strongly agree	53	53
Agree	24	24
Neutral	23	23
Total	100	100

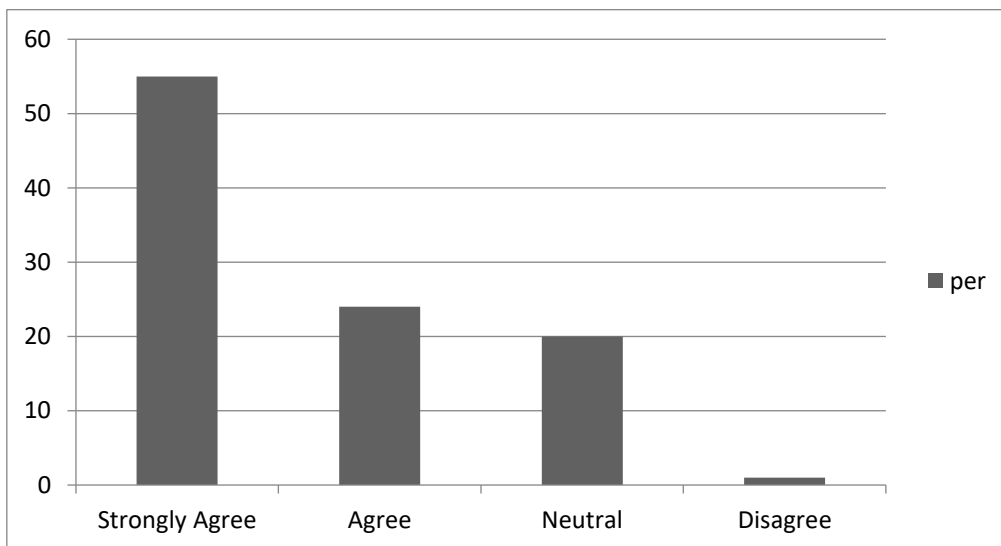


Interpretation

By the above graph (53%) of people strongly agree that this kind of ads made an impact, (24%) of people are agreeing with it and (23%) of people are in neutral.

15. How well do you feel that this adds in social networking sites will inform you about the product?

Options	No of respondents	No of respondents in percentage
Strongly agree	55	55
Agree	24	24
Neutral	20	20
Disagree	1	1
Total	100	100

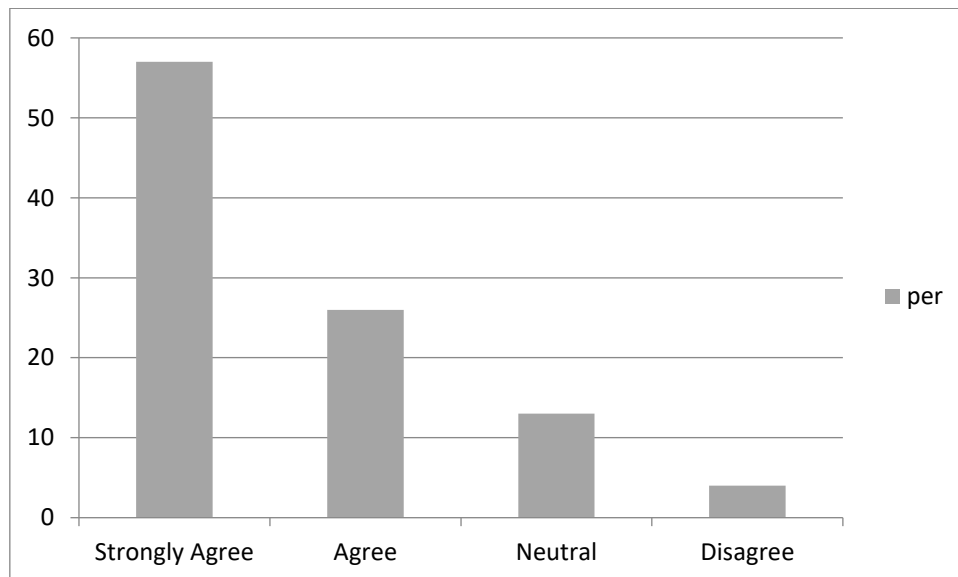


Interpretation

By the above graph (55%) of people strongly agree that this ad in social networking sites informs about the products. and (24%) of people agree with it. And (20%) of people are in a neutral position and (1%) of people disagree.

16. Do you share/talk about the advertisement seen in a social networking site with your friends?

Options	No of respondents	No of respondents in percentage
Strongly agree	57	57
Agree	21	21
Neutral	13	13
Disagree	9	9
Total	100	100



Interpretation

From the above graph, it is clear that (57%) of people strongly agree that they will share the advertisements they are seen on the internet. and (21%) of people agree with it. And (13%) of people are in a neutral position and (9%) of people are disagreeing with it.

CHAPTER - V

FINDINGS

- Majority of the respondents are less than 25 years.
- As per the survey there are more number of respondents who use internet more than 3 hours per day.
- Majority of respondents find that ads which was communicated in face book ,twitter and instgram looks attractive.
- Majority of the respondents come across video ads in internet more than web banners,pop ups and flash ads.
- Majority of the respondents like the ads appearing on the Social Networking Sites. Some of the respondents are not OK with the ads on SNS.
- Majority of the respondents would like to access the ads coming up on the social networking sites.
- Games, Quiz and Updates attract the most in SNS ads, followed by Banner Ads, Interactive ads and Video Ads.
- Majority of the respondents agreed that ads coming on SNS have made an impact over them.
- Majority of the respondents feel that the ads in social networking sites inform excellently about the products.
- Majority of the respondents share/talk about the advertisements seen in social networking sites with their friends.

CONCLUSIONS

Social media is working more like a search engine these days because people trust people rather trusting companies. Also, folks assume that it might be cheaper to shop for from the folks directly instead of progressing to the corporate web site. Hence, an area of interest is searched on social media and concerned people are found and communicated with. Social media marketing creates a positive effect on many business markets such as financial institutions, travel and tourism businesses, retail businesses, knowledge businesses, the entertainment industry, and so on. Since the process of social media marketing saves money, time and is highly engaging and interesting social media marketing seems to be the next big thing to hit the world as a whole.

One of the biggest advantages of social media marketing, as opposed to traditional advertising, is that potential customers can be precisely targeted. For example, on Facebook, if a person specifies that his area of interest is interior designing; his home page would have advertisements of interior designers on it. Thus, it doesn't appear to be a problem for the client as a result of they might positively wish to examine those advertisements. As for the business owner, he/she must pay provided that someone clicks on his/her advertisements. Thus it is a win-win situation for both the business owner and the customer.

In fact, social media sites themselves are changing at a fast pace to keep up with the marketing trend that is present today. Though LinkedIn was started for professional networking, it has added much functionality recently which makes it an attractive platform for business development. Likewise, although Facebook is considered as a medium for personal space, it is changing at a rapid pace to cater to the needs of businesses as well. More firms try to plug their product through Facebook. Twitter is the least preferred

SUGGESTIONS

- If carried out properly, social marketing can draw a highly targeted segment of Internet users to visit your business or Website. This can be done by using the various parameters elements and tools on social media websites, enabling you to increase the visibility of your content on both a local and global level. Many small businesses can not only benefit from this global audience but increase their brand by bringing in a more select local audience.
- ROI (Return on Investment) is one of the most important criteria of most marketing campaigns. For small businesses with low budgets, the marketing ROI needs to be good for it to work. Social promoting is one in every of the most affordable ways that of promoting presently out there. And much all the social media you'll use to plug your business either prices nothing or prices a really bit. This low investment means that low risk to even the littlest business. Considering that most businesses gain big pop invisibility after using social networking tools, the advantage is ultimately getting good publicity for free
- One of the best advantages of social marketing is that anyone can take advantage of it, even from their own home. Also, it doesn't need you to be told a coded language or something of that kind. Most social networking sites are visually oriented and pretty straightforward, which means that practically anyone who understands how to use the Internet can use social networking tools.
- Because most Internet users are bombarded with ads every day, as a whole society has become so used to the people generally do not click on them. Banners and even link ads square measure losing their charm as a result of many of us don't trust a web cause backed by cash. With social promoting, you can provide a more human touch to attract potential customers.

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QUESTIONNAIRE

Am a student of B.Com Computer Applications and presently doing a project on “Social Media Marketing“. I request you to kindly fill the questionnaire below and I assure you that the data generated will be kept confidential.

- 1. What is your name**
- 2. What is your age Age**
- 3. Educational Qualification**
- 4. how often you buy products on online**
 - a. frequently
 - b. rarely
 - c. not interested
- 5. Which is the most effective solution for brand promotion?**
 - a. Social Media
 - b. Print Media
- 6. Do you think social media marketing will help the firms to find their potential customers?**
 - a. Yes
 - b. No
 - c. Maybe
- 7. How often do you use the internet?**
 - a. Once a week
 - b. 1 or 2 hrs. a day
 - c. 2 to 3 days a week
 - d. More than 3 hrs.
- 8. How often do you log into your networking site?**

- a. Daily
- b. 2 to 3 times a day
- c. Once a week
- d. More than 3 times a day

9. In which Social Networking Sights sites do you find ads communicated well?

- a. Facebook
- b. LinkedIn
- c. Twitter
- d. Instagram
- e. Others

10. What kinds of ads have you come across in these sites?

- a. Web banner
- b. Pop-ups
- c. Flash ads
- d. Video Ads
- e. Others

11. Do you agree ads appearing in Social Networking Sights?

- a. Strongly Agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly Disagree

12. Are social media helpful for B2B firms in generating new sales/clients?

- a. Yes
- b. No
- c. It depends on how reputed the firm is.

13. “Social media can be effectively used for various B2C clients to increase sales.” Do you agree?

- a. Yes
- b. No
- c. Partially

14. Have you ever accessed these ads coming on your way?

- a. Often
- b. Sometimes
- c. Never
- d. Depending on ads

15. What kinds of Brand communication attract you in Social Networking Sights?

- a. Interactive Flash ads
- b. Banner Ads
- c. Games, quiz, updates
- d. Video Ads

16. Did these kinds of ads made an impact over you?

- a. Strongly Agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly Disagree

17. How well do you feel the ads in social networking sites inform you about the product?

- a. Strongly Agree
- b. Agree
- c. Neutral

- d. Disagree
- e. Strongly Disagree

18. Do you share/talk about the advertisement seen in a social networking site with your friends?

- a. Strongly Agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly Disagree