

Role of Social Media Marketing in the Successful Implementation of Business Management

Saefudin Zuhdi, Anshar Daud, Rifki Hanif, Phong Thanh Nguyen, K. Shankar

Abstract: For increasing the sales, building the brands and driving the traffic of web to connect the people through platform of social media refers to as social media marketing. The social media marketing include running of social media advertisements, engaging followers, listening to followers, analyzing results and publishing content on social media profiles. Now in these days the major platforms of social media are Pinterest, Instagram, Snapchat, Twitter, Facebook, LinkedIn, YouTube and many more. These social media platform plays a major role for developing and increasing the business.

Keywords: social media, platform, business, advertisement, Facebook, YouTube

I. INTRODUCTION

For generating the traffic to their websites and contents of business shared on social media platform. The marketing of social media first begin with publishing. Just to broadcast the content is not only the work of social media marketing, it is far beyond this. The social media marketing use for sailing online.



Figure 1: Social Media Marketing

SMO (Social media optimization) is the significant element of SMM (social media marketing). For drawing unique and new visitors to a website like SEO (search engine optimization), Social media optimization strategy is used. In two ways it can use SMO: in first way by updating tweets and status, or posting a blog activity can be promoted. And in second way to the contents it add the links of social media like sharing buttons and RSS feeds.

Business objective	Social media goal	Metric(s)
Grow the brand	Awareness (these metrics illuminate your current and potential audience)	Followers, shares, etc.
Turn customers into advocates	Engagement (these metrics show how audiences are interacting with your content)	Comments, likes, @mentions, etc.
Drive leads and sales	Conversions (these metrics demonstrate the effectiveness of your social engagement)	Website clicks, email signups, etc.
Improve customer retention	Consumer (these metrics reflect how active customers think and feel about your brand)	Testimonials, social media sentiment, etc.

Table 1: With Business Objective Goals of Social Media Marketing

II. BUILDING THE STRATEGY OF SOCIAL MEDIA MARKETING

with achieving the goal the social media marketing strategy helps to tackle the brand. For identify the objective, optimize the result and engage the viewers the social media marketing divided into following steps:

1. Setting the goals of social media marketing
2. Audience research
3. Most necessary metrics establishment
4. Competitor analysis
5. Curate and create engaging content
6. Timeliness should be on top priority
7. Optimize and access the result

III. THE CORE PILLARS OF SOCIAL MEDIA MARKETING

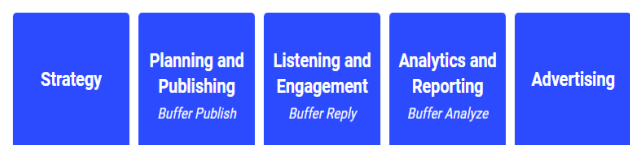


Figure 2: Core Pillars of Social Media Marketing

Revised Version Manuscript Received on 16 September, 2019.

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1. Strategy

Before publishing any content on the social media, build the social media marketing strategy is the first step. The strategy of social media marketing includes:

- a. Goals of social media marketing
- b. The way in which social media help to achieve the goals of business
- c. Use social media to increase brand awareness
- d. Use social media for driving sales and website traffic
- e. Defining the platform of social media. Many social media platforms are Twitter, Instagram, Facebook, YouTube, LinkedIn and many more are there.
- f. Types of contents to be share

2. Publishing and Planning

Social media marketing for independent companies more often than not begins with having a predictable nearness via web-based networking media. By being available via web-based networking media stages, it offers brand a chance to be found by future clients.

3. Engagement and Listing

As the business and social media following develop, discussions about the brand will likewise increment. Individuals will remark on the online networking posts, tag in their online social networking posts, or message legitimately.

4. Analytics

En route, regardless of whether they are distributing content or connecting via web-based networking media, it will need to know how the web based life advertising is performing. It is safe to say that they are contacting a greater number of individuals via web-based networking media than a month ago? What number of positive notices does it get a month? What number of individuals utilized the brand's hash tag on their internet based life posts?

5. Advertising

When it has more assets to develop the Social media marketing, a zone that it can consider is internet based life publicizing. Social media marketing permit contacting a more extensive group of spectators than the individuals who are tailing it. Online life promoting stages are so incredible these days that it can determine precisely who to show advertisements to. It can make target spectators dependent on their socioeconomics, interests, practices, and then some

IV. SOCIAL MEDIA MARKETING FOR BUSINESSES

Social media marketing promoting is an amazing route for organizations of all sizes to arrive at prospects and clients. The clients are as of now cooperating with brands through online social networking, and in case they're not talking legitimately to the group of spectators through social stages like Twitter, Instagram, Pinterest and Facebook, they're passing up a great opportunity! Incredible advertising via web-based networking media can carry astounding accomplishment to your business, making dedicated brand advocates and notwithstanding driving leads.

It can provide following goals:

1. Increasing awareness of brands
2. Website traffic increment
3. With key audience improve interaction and communication
4. Conversion building
5. Create Positive brand association and creating identity of brand

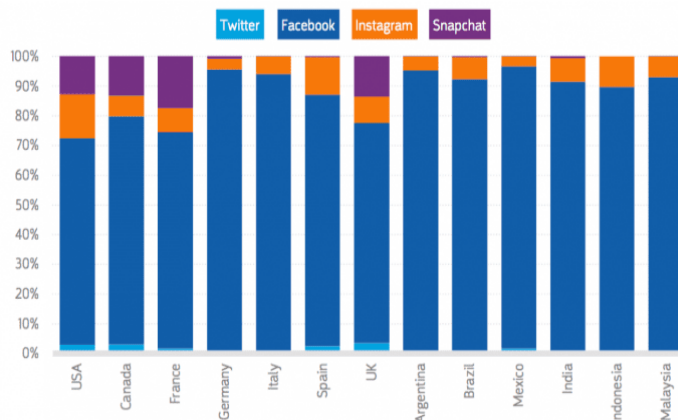


Figure 3: Social Media marketing global research

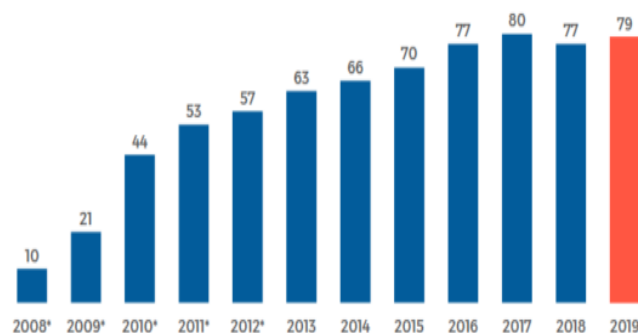


Figure 4: Social Media uses over the years

V. THE ADVANTAGES OF SOCIAL MEDIA MANAGEMENT

There are numerous valid justifications to consider beginning an a social media management business. It'll be paid to utilize social media, which can be extraordinary if it's something as of now appreciate doing. Also, it requires little speculation or hardware to begin, particularly on the off chance that as of now have a computer and network access. It can maintain the business from home, or anyplace else with web get to.

VI. SOCIAL MEDIA FOR BUSINESS GROWTH

A lot of internet based life action is brought out through cell phones. Ensure that your web based life methodology is good with cell phones to ensure an advantageous client experience. Online networking locales keep on picking up ubiquity at a quick rate and it is significant for little and developing organizations to utilize them to publicize and advertise what they offer.



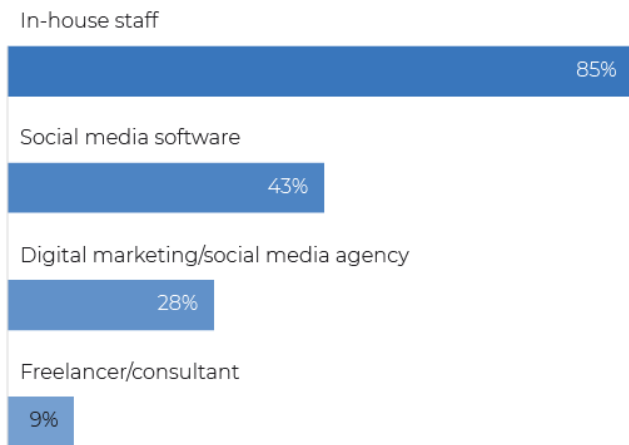


Figure 5: For business most resources of social media marketing

VII. CONCLUSION

Now in these days the major platforms of social media are Pinterest, Instagram, Snapchat, Twitter, Facebook, LinkedIn, YouTube and many more. These social media platform plays a major role for developing and increasing the business. For generating the traffic to their websites and contents of business shared on social media platform. The marketing of social media first begin with publishing. For increasing the sales, building the brands and driving the traffic of web to connect the people through platform of social media refers to as social media marketing.

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