

Social Media Marketing

Dr. M. Saravanakumar ¹, Dr.T.SuganthaLakshmi ²

¹ Associate Professor, School of Management Studies, Anna University, Regional Center Coimbatore, Jothipuram Post, Coimbatore – 641 047, Tamilnadu, India. Email: skumar_rvs@rediffmail.com

² Assistant Professor, School of Management Studies, Anna University, Regional Center Coimbatore, Jothipuram Post, Coimbatore – 641 047, Tamilnadu, India. Email: sugi1971@rediffmail.com

ABSTRACT: During different time era's different methods of communications has developed and changed the day by day life. Social media has become the method of statement in the 21st century, enabling us to express our belief, ideas and manner in a absolute new way. This way of message have also have a huge impact on corporation, where they have realize that without a correct plan and social media strategy they have no chance to stand out in the rapidly changing digital freedom. To guarantee a successful attendance on social media the companies need to take different marketing theories into consideration so that they can boost their brand in different aspect. If this can be collective with original ways of consumer interaction the companies have a good chance to take the lead in social media marketing¹. The meteoric growth of community websites, such as Twitter, Facebook and LinkedIn, have usher the world into a new era of social media. The global reach is nothing short of marvelous, so much so that if Facebook were a country, it would be third largest, next to China and India. Some even say that this is the biggest shift since the industrial revolution, which means that the world has a brand new playing meadow At its center, social media is any kind of online media that stimulates participation, openness' conversation, Connecters and sense of community. The social media phenomenon has a profound impact. Social media has transformed research methods. This allows brands to communicate better with their consumers, and intensify their association with them. The advertising world has not been spared from social media influence. Companies are now more careful with advertising; chiefly in anticipate consumer response and avoiding unanticipated blunders to prevent a viral consumer backlash in networking sites. Social media plays a hybrid role in the promotion mix. It allows companies to talk to their clientele and, at the same time, it allows regulars to talk to one another. Shaping customers' discussions to ensure they are aligned to the organization's goals is the firm's best importance. Companies have started provided that their consumers with networking platforms, and have occupied them during blogs and other social media tools. Social media is seen by Marketers today as a great opportunity to boost market share figures. Marketers are only too happy to view the social web as a new set of channels through which to market their goods or services. Social media marketing is a hot topic for companies. It allows companies to establish a communication channel with its customers, market their products, build brand equity, and boost clientele faithfulness. However, as it is a two-way channel, it requires effort and care to manage this communication. Dissatisfied customers can protest out loud, attainment many other customers easily and damaging the brand's image. In order to avoid the risk of damaging the brand's image rather than improving it, the company should align their social media marketing with the global marketing strategy of the company. In order to do this, the business should choose the profile of people that matches its target segment and communicate with them accordingly.

[M. Saravanakumar, T.SuganthaLakshmi. **Social Media Marketing**. *Life Sci J* 2012;9(4):4444-4451]. (ISSN: 1097-8135). <http://www.lifesciencesite.com>. 670

Keywords: Social; Media; Marketing

1.0 INTRODUCTION

Marketing is a well-developed methodological science and is constantly changing its rules according to the needs and developments taking place in and around it. To establish itself in the new era, it has begun adapting the new methods of virtues to come to terms with the new paradigms of business. The role of marketing in the development of business is intact but the way it was executed is radically changing due to contributions made by satellite communication and extensively developed scientific devices. Social Media is best defined in the context

of the previous industrial media paradigm. Traditional media such as television, news papers, radio and magazines are in one direction static show technologies. New web technology have made it simple for anyone to create and most highly, issue their own content. A blog position, tweet or youtube video can be twisted and viewed by millions almost for free. Advertisers don't have to reimburse publishers or distributors huge sums of money to embed their messages and they can make their own interesting content that viewers will flock to. Social media comes in many forms and the eight most

popular are: Blogs, Microblogs, Social Networks, Media-Sharing Sites, Social Bookmarking and selection Sites, analysis Sites, forum and effective Worlds.

2.0 TECHNOLOGY AND ITS IMPACT ON BUSINESS

Over the past 40 years, there has been a radical shift in how business is conducted and how people cooperate. The preface of private computers, the Internet, and e-commerce have had a great impact on how businesses function and promote. The preface of social media technology is accelerating and it can expect it to have a similar impact on businesses now and into the prospect. As new technologies become existing, business that learn to use innovative technologies increase great reimbursement. Some of the best-known examples include technology-driven companies such as Microsoft, eBay, Amazon and Google. Finally' the explosive growth of the smart phone market and mobile computing is affecting the strategy, as social media connectivity is becoming easier and is helping social media glow even faster.

3.0 BIG BRANDS AND SOCIAL MEDIA

Social media is being widely used by almost all and even the companies, in spite of their size have started using social media to advertise and promote themselves. Big brands make use of the social media to convey their strong existence and friendly customer relationship. Big brands like IBM, Dell and Burger King have made use of the social media to a greater extent. IBM owns more than 100 different blogs, a dozen islands in the virtual world, several official Twitter accounts, and a accepted forum called DeveloperWorks. It publishes a machine series on youTube, and several employees upload presentations to the media-sharing-site SlideShare.

Dell has tapped the power of social media with its hugely popular IdeaStorm website, where users add thoughts for new creation lines and enhancement, choose them up or down, and comment on submission. Because of the site, Dell has ongoing to ship computers with Linux install, and has added community carry. Starbucks has also started to use this representation to some success with its MyStarbucks Idea Site. Burger King has made headline time and time again with its innovative and viral social marketing campaigns. The burger chain offered Facebook users a free Whopper coupon if they would "unfriend" 10 of their social network connections.

4.0 THE SOCIAL CONSUMER DECISION JOURNEY

Companies have quickly learned that social media works: 39 percent of companies surveyed by McKinsey Quarterly use social-media services as

their primary digital tool to reach customers, and that proportion is probable to increase to 47 percent within the next four years. fuel this growth is a growing list of success stories from majority companies:



Creating buzz: Eighteen months before Ford re-entered the US subcompact-car market with its Fiesta model, it began a broad promotion movement called the Fiesta Movement. A major part involved giving 100 social-media influencers a European model of the car, having them whole "missions,,, and ask them to paper their practice on a selection of social channels. Videos related to the Fiesta campaign generated 6.5 million views on YouTube, and Ford received 50,000 requests for information about the vehicle, mostly from non-Ford drivers. When it finally became available to the public, in late 2010, some 10,000 cars sold in the first six days.

Learning from customers: PepsiCo has used social networks to collect customer insight via its DEW McCray promotions, which have led to the making of new variety of its Mountain Dew brand. Since 2008, the company has sold more than 36 million cases of them.

Targeting customers: Levi Strauss has used social media to offer location-specific deals. In one instance, direct interactions with just 400 consumers led 1,600 people to turn up at the company's stores-an example of social media's word-of-mouth effect.

The number of companies with Facebook pages, Twitter feeds, or online communities continue to grow. Marketing primary objective is to reach consumers at the moments, or touch points, that influence their purchasing behavior. Social media is a exclusive component of the consumer decision journey: it's the only form of marketing that can finger consumers at each and every stage, from when they're pondering brands and products right through the period after a purchase, as their experience influences the brands they prefer and their potential advocacy influences others.

5.0 THE PILLARS OF SOCIAL MEDIA MARKETING (Table 1)

Table 1. Commonly Used Social Media Marketing Tools		
		
Facebook 92% Blogs 68% Foursquare 17%	Twitter 84% Youtube 56% MySpace 6%	LinkedIn 71% Forums 24% Social BookMarking 26%

5.1 Blogging

A blog is a type of content management system that makes it easy for anyone to publish short articles called posts. Blog software provides a variety of social features, including comments, blog rolls,

trackbacks and subscriptions that make it perfect for marketing purposes. Blogs make great hubs for other social media marketing efforts, as they can be integrated with nearly every tool and platform. Every company with a website should have a blog that speaks to its current and potential customers as real people. Blogs are not the right place for corporate-speak press releases; blogs should be conversational in tone.

Mashable is one of the five most popular blogs on the web, according to Technocratic, and is the leader in the social media niche. Blogs influence roughly one in five readers at important purchase-decision stages, according to Buzz Logic and Jupiter Research's "Harnessing the Power of Blogs" report. Specifically, blogs help consumers discover products and services, refine choices, get support and answers, and decide on a specific product or service. From a direct marketing perspective, these findings make sense because blogs aggregate customers who have similar demographic, psychographic, and behavioral traits. According to the research, readers trust blog content more than social media sites for shopping. This makes sense, since shoppers look for detailed information to help them make a decision rather than engage with random posters who may have opinions about products.

While no longer the latest, preferred form of online communications, blogs can be highly effective and cost-efficient in driving sales. But they aren't a quick marketing fix. They're a form of online media that requires a long-term investment to help and engage the customers and create more interest in the product offering. By their nature, blogs also aid search optimization and reduce the burden of post-purchase support and customer service.

5.2 Twitter and Micro Blogging

Micro blogging is a form of blogging that limits the size of each post; for instance, Twitter updates can contain only 140 characters. Twitter started to take off in terms of popularity in the first half of 2009 as a result of high-profile celebrity members and a mention on Oprah, and now it has become more main stream than other social media tools. Most companies should be on Twitter; it's easy, requires very little investment of time, and can quickly prove worthwhile in increased buzz, sales and consumer insight. Twitter can also be used to announce offers or events, promote new blog posts, or keep the readers in the know with links to important news stories. Twitter can be one way of staying on top what the competitor is doing. The company can also show support for their Twitter-loving customers by subscribing to their tweets. Briefly, Twitter for businesses is a fast, easy (and free) way to:

- Stay on top of what the competitor is doing;
- Keep in touch with the own clients (subscribe to their Tweets and see what they are doing);
- Offer private discounts and sales announcements;
- Provide internal updates to team members and employees;
- Get leads on business opportunities, trends, and a jump on late-breaking news.

6.0 SOCIAL NETWORKS

As the World Wide Web grew in popularity, social networking moved to web-based applications. The first wave was built for specific functions or audiences. In 1995, Classmates.com and Match.com were created; both remained fairly popular sites in their niche. In 1999, more targeted networks were launched. The modern era of social networks began in 2002, when Jonathan Abrams launched Friendster. In 2003, Intermix Media developed the social network, MySpace. It duplicated the core functionality of Friendster. Initially powered by Intermix Media's large mailing lists, MySpace quickly became a leader among social networking sites. In October 2003, Mark Zuckerberg went on to create the Facebook, a social network that began as an exclusive site for Harvard Students. Finally, in 2006, anyone with an e-mail id can sign up. Sometime between 2008 and 2009, Facebook overtook MySpace.

Facebook would be a natural fit for internet marketing. How would a marketer take advantage? Some ways may include:

- Establishing and enhancing the brand image
- Establishing and enhancing the company's authority in the market, a thought leader
- Using the network for market research (opinions and viewpoints, good for surveys)
- Creating a Facebook group of people of similar interest. Great for networking.
- Targeted Advertising

According to the Wall Street Journal, Facebook is working on a system to allow targeted advertising to specific networks of people with similar interest. Social-networking Web site Facebook Inc. is quietly working on a new advertising system that would let marketers target users with ads based on the massive amounts of information people reveal on the site about themselves. Eventually, it hopes to refine the system to allow it to predict what products and services users might be interested in even before they have specifically mentioned an area.

eBay's Group Gifts service, employs Facebook platform technology. To use Group Gifts, users log in with their Facebook credentials, which loads up the

list of their Facebook friends? The user can then choose the friend for whom she wants to get a gift and then proceed to look for an appropriate item. The site can offer generic gifts, but a savvy user can ask the application to look at the gift recipient's list of Likes on Facebook and recommend a set of items that match the recipient's interests. Once the gift is chosen, the user can decide how much to contribute herself and how much to leave for others to chip in. Then, she can automatically post a status update on Facebook that alerts others that they can contribute to that gift. When these friends see the update, they can click on it to go to the Group Gifts site and add their contributions. Once the sum of all contributions equals the purchase price of the gift, the transaction is executed and the recipient receives the gift, a list of all the friends who contributed to it, and brief notes from them.

It is truly social. It overcomes some real off-line difficulties related to group gift giving - like having to solicit people directly and risking embarrassment when you ask someone to contribute who does not want to do so. The online application simply puts it out there for people to contribute if they wish. Also, it seeks to strengthen relationships between friends. It also has real strategic benefits for eBay. The company can sell a greater volume of more expensive items. And since individuals are, in essence, advertising the service to their friends, it lowers eBay's cost of acquiring customers. In other words, this kind of social strategy produces a win-win for Facebook users and a company.

7.0 USING FACEBOOK TO CAPTURE CUSTOMERS

A central tenet of retailing is to put stores near customers. Now that 600 million potential customers are on Facebook, retailers are flocking to the site and aggressively experimenting with new communication strategies. Here are five ways they're connecting with customers on Facebook.

7.1 Promotions

For retailers, the key is to treat "fans" differently than other customers by providing special access to offers and information. Using Facebook as a one-way communications channel is a baby step, but broadcasting deals already found in other channels isn't a particularly effective engagement model. A smarter approach is to reward fans by, for instance, providing Facebook-only discounts and sneak peeks at upcoming products.

Participatory promotions are particularly effective as they add excitement to online purchasing and an incentive for customers to invite other friends. For example, Lowes ran a Black Friday campaign on Facebook in which it offered a limited number of

items at ridiculously low prices for fans only. Most discounts were in the range of 90% and were limited to the first 100 people to check out with the item at lowes.com. Not only did this engage existing customers, but it drove new customers to "like" Lowes' Facebook page, allowing Lowes to post future deals-on their newsfeeds.

7.2 Crowd sourcing

Wal-Mart and Gap have used crowdsourcing tactics on Facebook, inviting large groups to participate in shaping an offer or strategy. The Wal-Mart Crowd Savers program, for example, offers a potential deal to Facebook fans that is only activated if enough fans "like" the promotion - in effect, joining together to reach a goal - much like Groupon's model. Similarly, last year Gap asked its Facebook fans to comment on its new logo design. After a barrage of negative feedback from fans, Gap invited them to submit their own designs. Responding to customers' outcry, the retailer ultimately restored its original logo.

7.3 Check-ins

Mobile-device check-ins is a popular way to electronically announce the arrival at a location. This has enormous potential value for retailers who, if they identify customers at all, typically don't do it until checkout, at which point it's too late to influence a purchase. Facebook Deals enables retailers to provide electronic coupons and loyalty points when customers check in at arrival, increasing store traffic and sales, and giving retailers a clearer picture of their customers' behavior. Last year REI drove traffic to its stores by offering \$1 donations to charity for every check-in, with a ceiling of \$100,000. American Eagle has offered 20% discounts to customers who check into its stores.

7.4 Games

Games like Farmville and Mafia Wars hosted on Facebook are immensely successful, creating an ideal opportunity for retailers to do something they know well: marry entertainment and merchandising. Last summer 7-Eleven partnered with game-maker Zynga to extend social games into the physical world. Items such as slurpees and Big Gilsps were branded with Farmville, Mafia Wars and YoVille designs that had redemption codes for in-game rewards. Meanwhile, teen-fashion retailer Wet Seal has been developing its own Facebook game, Chic Boutique. The retailer is hoping customers will compete with each other online to design outfits compiled from items in its catalog, increasing awareness of Wet Seal's offerings and driving sales.

7.5 Social Shopping

The most obvious use of Facebook is also the most elusive - to create more than just an e-

commerce store within a Facebook frame. Over the past two years several retailers have made it possible for customers to browse a subset of products on the company's Facebook page, but they usually rely on their e-commerce site to complete the transaction. This is a step in the right direction, but to take real advantage of Facebook, retailers must make it easier for people on the site to communicate with each other about products, promotions' and reviews, and seamlessly make purchases.

To that end JCPenney recently opened a storefront on Facebook containing its entire catalog of products. The UK retailer ASOS quickly followed suit. Facebook is testing a Buy-with-Friends program' currently limited to virtual goods, that publishes users' purchases on friends' newsfeeds and, by offering discounts, encourages those friends to make the same purchase. All companies, not just retailers, should be using social media like Facebook to listen to what customer are saying about their products and brand; attract them by using promotions, contests, and games; and involve them to keep them loyal and take advantage of the power of influential's. These are the early days, and while it's uncertain what will work best, it's likely that retailers that don't experiment with social commerce will find their customers defecting to those that do.

8.0 MEDIA SHARING SITES

Media sharing sites allow you to upload your photos, videos and audio to a website that can be accessed from anywhere in the world. Most services have additional social features such as profiles, commenting, etc. The most popular by far are youTube (videos) and Flickr (pictures). Whether it's Pinterest, Instagram, Flickr or one of the many photo sharing sites popping up online, image-driven social media networks and sites are a great resource for B2B companies. Online marketing doesn't just consist of Facebook, PPC efforts, and banners. Online marketing is about providing current and potential customers with interesting, informative content. This includes images. Because many photo sharing sites are free, a business's biggest investment is time. B2B companies can truly benefit from having corporate accounts on a number of these photo sharing sites.

9.0 SOCIAL BOOKMARKING AND VOTING SITES

Social bookmarking sites are a popular way to store, classify, share and search links through the practice of folksonomy (an Internet-based information retrieval methodology consisting of collaboratively generated, open-ended labels that categorize content such as Web pages, online photographs, and Web links) techniques on the

Internet. Social Bookmarking is a technique that is explained as organizing and maintaining resourceful bookmarks online. The method began in April 1996 when the website itList was launched giving users the capability of having public or private bookmarks. Over the next few years online bookmark services began to go head to head with each other and the industry became very competitive with venture-backed institutions such as Hotlinks, ClickMarks, Clip2, Blink and Backflip amongst others entering the marketplace.

In 2003, Delicious was formed and pioneered a term called 'tagging' which allowed users to search for bookmarked items by a keyword, Delicious also coined the phrase 'Social Bookmarking'. Social bookmarking is a very useful way to access a compiled list of bookmarks from a variety of computers, manage a large amount of bookmarks and share the bookmarks with contacts. Many bookmarking sites have implemented a voting system where users are encouraged to indicate bookmarks that they found to be interesting or of use. As a bookmark receives more votes its visibility increases on the website which in turn generates more and more votes.

10.0 REVIEW SITES

A review site is a website on which reviews can be posted about people, businesses, products, or services. These sites may use web 2.0 techniques to gather reviews from site users or may employ professional writers to author reviews on the topic of concern for the site. Early review sites included Epinions.com and Amazon.com. Review sites are generally supported by advertising. Some business review sites may also allow businesses to pay for enhanced listings, which do not affect the reviews and ratings. Product review sites may be supported by providing affiliate links to the websites that sell the reviewed items.

With the growing popularity of affiliate programs on the Internet, a new sort of review site has emerged - the affiliate product review site. This type of site is usually professionally designed and written to maximize conversions, and is used by e-commerce marketers. It's often based on a blog platform like Wordpress, has a privacy and contact page to help with SEO, and has commenting and interactivity turned off. It will also have an e-mail gathering device in the form of an opt-in, or drop-down list to help the aspiring e-commerce business person build an e-mail list to market to. These sites generally review e-books. Because of the specialized marketing thrust of this type of website, the reviews are not objective.

Studies by independent research groups like Forrester Research, comScore, The Kelsey Group, and the Word of Mouth Marketing Association show that rating and review sites influence consumer shopping behavior. In an academic study published in 2008, empirical results demonstrated that the number of online user reviews is a good indicator of the intensity of underlying word-of-mouth effect and increase awareness. In 2007 even large companies such as Best Buy and Walmart began to mention online reviews in television advertisements and on the back of receipts.

11.0 FORUMS

An Internet forum, or message board, is an online discussion site where people can hold conversations in the form of posted messages. They differ from chat rooms in that messages are at least temporarily archived. Also, depending on the access level of a user or the forum set-up, a posted message might need to be approved by a moderator before it become visible. Forums have a specific set of jargon associated with them; e.g. a single conversation is called a “thread”. A discussion forum is hierarchical or tree-like in structure: a forum can contain a number of sub forums, each of which may have several topics. Within a forum’s topic, each new discussion started is called a thread, and can be replied to by as many people as so wish. Depending on the forum’s settings, users can be anonymous or have to register with the forum and then subsequently log in order to post messages. On most forums, users do not have to log in to read existing messages.

Forum marketing is great way to make your online business stand out from the crowd, forum users are generally net savvy and open to making online purchases. Many forum users are also respected experts and bloggers in the specific topics covered by the forum. Forum marketing is a high ROL strategy because making a good impression in front of this savvy and influential audience can help your marketing message spread far and wide.

12.0 VIRTUAL WORLD

A virtual world is an online community that takes the form of a computer-based simulated environment through which users can interact with one another and use and create objects. The term has become largely synonymous with interactive 3D virtual environments, where the users take the form of avatars visible to others. These avatars usually appear as textual, two-dimensional, or three-dimension representation a, although other forms are possible (auditory and touch sensations for example). In general, virtual worlds allow for multiple users.

The computer accesses a computer-simulated world and presents perceptual stimuli to the user,

who in turn can manipulate elements of the modeled world and thus experience a degree of telepresence. Such modeled worlds and their rules may draw from the reality or fantasy worlds. Example rules are gravity, topography, locomotion, real-time actions, and communications. Communication between users can range from text, graphical icons, visual gesture, sound and rarely, forms using touch, voice command and balance senses.

In the virtual world, people can meet, collaborate, plan, visualize, train and learn together. They can use the same tools as in real life meetings such as whiteboards and PowerPoint as well as accessing media such as You Tube and Websites. Furthermore they can visualize information three dimensional. For example, instead of seeing a list of potential clients, they could walk onto a live Google map and touch a marker to bring up media relevant to the organization such as their website , news coverage , press release etc – all in one space – and share that experience with other team members (no matter where they are in the world).

13.0 SOCIAL MEDIA STATISTICS

Facebook:

1. There are now more than 800 million active Facebook users, with more than 200 million added in 2011 .
2. B2C Facebook results are 30% above average on Sundays. (Convince & Converts)
3. Nearly every charity and University in America is on Facebook. Less than 60% of the fortune 500 are. (Grow)
4. The average Facebook user has 130 friends and is connected to 80 pages, events and groups. (Social Media Examiner)
5. 95% of Facebook wall posts are not answered by brands (Facebook).
6. Auto-posting to Face-book decreases likes and comments by 70%.(inside Facebook)
7. When it comes to liking brands on facebook, the reasons are varied, but for the most part, respondents said they “Like” a brand on Facebook because they are a customer(58%) or because they went to receive discounts and promotions(57%).(Mashable)
8. 77% of consumers said they interact with brands on facebook primarily through reading posts and updates from the brands...(Mashabke)
9. 17% of respondents said they interact with brands by sharing experiences and news stories with others about the brand and only 13% of respondents said they post updates about brands that they like (Mashabke)
10. 56% of consumers said they are more likely to recommend a brand to a friend after becoming a fan on facebook (Mashable)

11. There are more than 3.5 billion pieces of content (web links, news stories, blog posts, etc.) shared each week on Facebook. (Hubspot)

Figures on Social Media

12. Roughly two-third of social media users say that staying in touch with current friends and family members is a major reason they use these sites while half say that connecting with old friends they have lost touch with is a major reason behind their use of these technology. (PEW research)

13. One in three respondents (33%) said that they could prioritize social media freedom, device flexibility and work mobility over salary in accepting a job offer (GIGAOM)

14. One in three texters would rather text than talk (NY TIMES: BITS)

15. 73% of people think employees over share on social media (marketing pilgrim)

16. 43% of all online consumers are social media fans or followers (HUBSPOT)

17. 64% of AMERICAN stream mobile video at work (TUBE FILTER)

18. According to Threatmatrix survey of 722 active internet using consumers, 37% intend to make a purchase using their smartphone, nearly three times as many as those who plan to use their tablet. (Get Elastic).

General Social Media

19. Tablet owners tend to consume a greater variety and volume of news on their devices, and Tablets' visual, interactive features encourage in-depth exploration, according to a joint study from Starcom Mediavest and the online division of the BBC. (Mashable)

20. More Smartphones and Tablet owners are researching products than purchasing them – 80.8% compared to 41.4%, according to BIGResearch – but attitudes vary quite a bit among different age groups. (eMarketer)

21. 40% of bloggers themselves are professionals. (MediaBistro/ State of the Blogosphere 2011)

22. A 2011 study by the National Restaurant Association confirms that consumers who use social media including apps, Twitter, Facebook, FourSquare, UrbanSpoon and more, not only dine out more, but are more likely to become return customers. (ReadWriteWeb)

23. Linked In : LinkedIn has 64 million users in North America alone. (All Twitter)

24. John Hopkins, Facebook's birth place Harvard, and Notre Dame are the top schools for social media. (Boston.com)

25. Facebook, Twitter and Youtube are now considered cornerstones of most social-media strategies in larger companies. 94% of respondents

said Facebook is one of their top three social media platform priorities. Twitter was second with 77% and Youtube trailed with 42%. (Scratch Engine Watch).

26. The Mobile marketing Association of Asia stated that out of the 6 billion people on the planet, 4.8 billion have a mobile phone while only 4.2 billion own a toothbrush. (60 Second Marketer)

27. 61% in 2010 and 65% in 2011, Fully 65% of adult internet users now say they use a social-networking site like MySpace, Facebook or LinkedIn, up from 61% one year ago. This marks the first time in Pew Internet surveys that 50% of all adults use social networking sites. (Wired PR Works)

28. IT professionals see serious risks associated with enterprise social network use – and only 29% say they have adequate protection. (InformationWeek : The BrainYard)

29. Social media is responsible for one-third the web traffic in Malaysia. (ReadWriteWeb)

30. 44% of companies track employees' social-media use in and out of the office (TheNextWeb)

31. 84% Among college students and young professionals, 24% experience three to five interruptions in a given hour, while 84% get interrupted at least once while trying to complete a project. (GigaOm)

32. The mean half life of a link on Twitter is 2.8 hours, on Facebook it's 3.2 hours and via "direct" sources (like email or IM clients) it's 3.4 hours. So you can expect, on average, an extra 24 minutes of attention if you post on Facebook than if you post on Twitter. (bitly blog)

33. 20% of searches on Google each day have never been searched for before. (HubSpot).

34. SEO : Still dominates for marketers, with both B2B (57%) and B2C (41%) businesses stating it makes the biggest impact on their lead generation goals. (AllTwitter).

35. A^A : Overall, 57% of comments about U.S. airlines on social media in the past year were negative. But American Airlines- The world's 4th largest airlines stood out with only 12% of social media opinions about the airlines being positive. (The RealTime Report)

36. 56% of college students said that if they encountered a company that banned access to social media they would either not accept a job offer or would join and find a way to circumvent corporate policy. (GigaOm)

37. Only 15% have the average local business's fans are in the city where the business is located. (WSJ)

38. According to a new study published by Nielsen those two categories eat up 23% of internet usage overall. This is double online gaming, which comes in at number two and after that, it takes 75 different

categories to account for the remaining 35% of time spent (Marketing Pilgrim)

39. There are 245 million internet users in the U.S, according to internet world statistics. Nielsen estimates that social sites and blocks reach 80% of all active U.S internet users (PR Week)

40. 30% of B2B marketers are spending millions of dollars annually on social marketing programs, though nearly 30% are not tracking impact of social media programs on lead generation and sales.

41. NETFLIX: Netflix's price hike caused 8,05,000 paid subscriber to jump in the most recent quarter.

Twitter

42. E-Marketer estimates there will be nearly 21 million twitter users in the U.S by the end of this year, and a sizable minority of those will use the service at least in part to follow brands

43. 34 % of marketers have generated leads using twitter and 20% have closed deals using twitter (AllTwitter)

44. 40% actually don't tweet but simply dip into their Timeliness to keep tabs on what people are saying

45. 55% of them access Twitter via mobile

47. *What makes people to tweet*

(Figure 1)

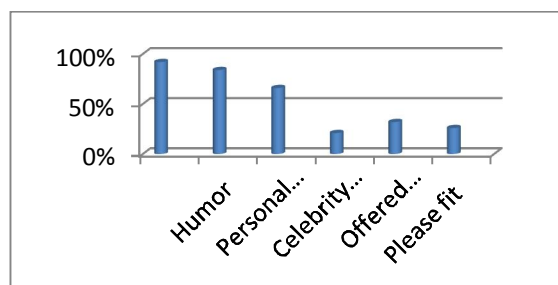


Figure 1. Plot representation

14.0 CONCLUSION

Social media isn't about money or institutions. It isn't about stockholders making billions of dollars. It isn't about corporate ownership. Social media is about ordinary people taking control of the world around them and finding creative new ways to bring their collective voices together to get what they want. Social Media Marketing (SMM) is primarily internet-based but has similarities with non-internet-based, marketing methods like word-of-mouth marketing. SMM is the way of promoting a website, brand or business by interacting with or attracting the interest of current or prospective customers through the channels of social media. Facebook, Twitter and Youtube are the most popular social media that are widely used by the companies and the celebrities in promoting themselves and their brands. With the number of users rising each day in

Facebook and other social networking sites, it is bound to bring in more customers for the business and much more promotions and marketing thus making social media, the better platform for marketing.

Corresponding Author:

Dr.T.SuganthaLakshmi
Assistant Professor, School of Management
Studies,Anna University,
Regional Center Coimbatore,
Jothipuram Post, Coimbatore – 641 047,
Tamilnadu, India. Email: sugi1971@rediffmail.com

Reference :

1. David Meerman Scott., “ The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly”, Published by Wiley; First Edition , 2008.
2. Paul Gillin., “The New Influencers: A Marketer's Guide to the New Social Media”, Linden Publishing , 2007.
3. Steve Weber., “Plug Your Business! Marketing on MySpace, YouTube, blogs and podcasts and other Web 2.0 social networks”, Published by Weber Books , 2007.
4. Dave Evans., “Social Media Marketing: The Next Generation of Business Engagement”, First edition, 2010.
5. Brian Halligan & Dharmesh shah., “Inbound Marketing: Get Found Using Google, Social Media, and Blogs (The New Rules of Social Media)”, Wiley, 1 edition , 2009
6. Tamar Weinberg., “The New Community Rules: Marketing on the Social Web”, Published O'Reilly Media, First edition, 2009.
7. Trattner, C., Kappe, F.: Social Stream Marketing on Facebook: A Case Study International Journal of Social and Humanistic Computing (IJS HC), 2012.
8. Lon Safko & David K. Brake ., “The Social Media Bible: Tactics, Tools, and Strategies for Business Success”, Wiley, 1 edition, 2009
9. "6 ways foursquare can help your social-media strategy". Bizjournals.com.
10. Muntinga, Daniel, Moorman.M & Smit.E., “Introducing COBRAs exploring motivations for brand-related social media use”, International Journal of Advertising 30, Pg 13–46. (2011).
11. Erik Cambria, Marco Grassi, Amir Hussain and Catherine Havasi., "Sentic Computing for Social Media Marketing". In press: Multimedia Tools and Applications Journal. Springer-Verlag, Berlin Heidelberg , (2011).

11/20/2012