

EXPLORING THE DYNAMIC LINKAGES BETWEEN SOCIAL MEDIA AND PRESENT MARKETING PRACTICES

Aniruddh Vijay*, Apoorva Srivastava**

Abstract: *At present, social media contributes a wider role in the marketing and promotion of brands. It has been transformed into a key for success. There are lots of marketing practices which has been incorporated by well-known brands to remain ahead in the market. Facebook, WhatsApp, Twitter, Snapchat, Blogs, etc. are some of the important social media platforms which are generally used by all the existing brands. In this research paper, researchers have figured out the various social media platforms to explore its linkages with present marketing practices. For this purpose, researchers have collected data from various secondary sources like, research papers, reports, magazines, newspaper articles and others. A researcher has figured out that it is almost impossible to design a marketing strategy without considering the dynamic role of social networks.*

Keywords: *Marketing Practices, Social Media, Marketing Strategies and Dynamic Role*

INTRODUCTION TO SOCIAL MEDIA MARKETING

In present time, it is evident that people are living in the era of digitalization. Social media comprises of major part of this era which includes social media giants like Twitter, Facebook, LinkedIn, Instagram, Snapchat, etc. Marketing plays a vital role in creating brand value of the company and of promoting and creating mindfulness of company's product. The vast number of users associated with these social media sites form up the main reason in choosing these platforms by the company for promoting its brand over it. Social media marketing methods has been transformed as major part of social signals building which are very essential in any search engine optimization (SEO) based digital marketing campaign. Most of the time, users are not aware that the growth of various social media channels at global level, offers immense marketing opportunities through the digital marketers which results into strong brand equity. Benefits to Buyers include Convenience, Ease and Privacy, Access and selection and much more. Similarly, Benefits to sellers includes CRM (customer relationship management), reduced cost, Increase speed and efficiency in advertising and marketing, Flexibility in targeting the audience for the marketing, Global medium, etc.

The main impact of social media over marketing is to influence the buying decision of the user which includes the following process:

Step 1: Need Recognition (Difference between an actual state and a desired state).

Step 2: Information Search (through different means of social media).

Step 3: Evaluation of Alternatives (Marketing of these alternatives through social media helps in better evaluation of these alternatives).

Step 4: Purchase Decision

Table 1: Major Forces Shaping the Internet Age

Social Media Marketing	Social Media Advertising
1. Digitalization and Connectivity	1. Banner Ads
2. The internet explosion	2. Interstitials
3. New types of intermediaries	3. Browser Ads
4. Customization and customerization	4. Micro sites
5. Interactive marketing	
6. Consumer empowerment	

Some of the Benefits Associated with the Social Media Based Channels Usage in Marketing Includes:

- Emerging social connections and indicators: Social indicators can significantly improve SEO efforts.

* Assistant Professor, Institute of Business Management, GLA University, Mathura, Uttar Pradesh, India. Email: aniruddhvijay@gmail.com

** MBA, Institute of Business Management, GLA University, Mathura, Uttar Pradesh, India. Email: apoorva.srivastava_mba17@gla.ac.in

Users' website becomes more relevant when more and more people on social media like, comment and share posts.

- Promoting company brand awareness and equity: Users of social media always suggests in their social media groups about the brand quality.
- Social media users can always recommend to their social media circles about the quality aspects associated with the brand.
- Social media is utilized appropriately by public relations agencies and activities: Public relations agencies are the one who deals with the stream of data between an individual or an association and the general population.

LITERATURE REVIEW

As technology is growing and updating in a fast phase and the globe is moving towards a technology dependent world, social network websites have emerged as a place where businesses, marketers as well as the entrepreneurs can provide their marketing strategies at a wider range of customers available at social media platform. Chi (2011, p. 46) defines "social media marketing as a connection between brands and consumers while offering a personal channel and currency for user centered networking and social interaction". There have been a great adaptations and modifications in the tools and approaches used for communicating with customers mainly due to social media emergence; therefore, it is becoming very much important that businesses must understand the solution to incorporate social media as a way that it is consistent with their business plan (Mangold & Faulds, 2009). This is specifically important to those businesses that are trying to achieve a distinctive image among the customers and hence working towards achieving the competitive advantage in the market. This research paper examines the recent literature that focuses on the impact of social media on current marketing practices. This research mainly focuses on (1) defining what it is through the explanation of new terminology concepts and marketing approaches that makeup its foundations and (2) assessing the impact of social media on marketing practices.

Social media has emerged as a marketing tool that has become a necessity to be understood by the businesses and marketers to have a competitive advantage in the market. It is a term that describes a new way in which end users use the World Wide Web, a place where content is continuously inserted, altered by all its users in a sharing and collaborative way (Kaplan & Haenlein, 2010). "It is much more to do with what people are doing with the technology than the technology itself, for rather than merely retrieving information, users are

now creating and consuming it, and hence adding value to the websites that permit them to do so" (Campbell et al., 2011, p. 87). The term word has evolved from where the information can be retrieved towards interactivity where all operators come together to achieve their individual or group objectives. According to Kaplan and Haenlein (2010, p. 61) social media can be defined as "a group of Internet based applications that build on the ideological and technological foundations of Web, and allow the creation and exchange of user generated content." A simple website cannot be claimed as a social networking website until and unless it consists of the following basic features like user profiles, contents, a technique that enables the users to connect with each other and post their comments and reviews on each other's pages and join virtual groups based on common interests like politics or fashion (Cox, 2010). Before we move further in the research paper it is important to know that the phrase social networking sites' can often be used in the place of social media. But social media is slightly different from the social networking, as social media allows its users to unite by collecting personal details from their profiles and inviting their friends and colleagues to have access to those profiles (Kaplan & Haenlein, 2010). Thus, social media is the platform in which social networking takes place and social media has altered the way in which customers gathers the information related to different products and services and based on the available information they make their purchasing decision.

Social media has emerged as a platform that simply provides a tool for individuals to stay in touch with their family and friends and moreover provide a platform to the targeted audience or customers so that they can get a chance to know and learn more about their favorite companies and gather information related to goods and services that the marketers and businesses are offering. Marketers, agents and entrepreneurs are also utilizing these sites to reach to their targeted audience that is their customers and provide them with a new way to buy the products. "Technology related developments such as the rise of powerful search engines, advanced mobile devices and interfaces, peer-to-peer communication vehicles, and online social networks have extended marketers' ability to reach shoppers through new touch points" (Shankar et al., 2011, p. 30).

Based on the historical research done on marketing, it was exhibited that the changes in the marketing were constant throughout the time phase. It was found that the production era focuses on enhancing the standard of products and its overall efficiency, but this emphasis totally shifted by the time of the marketing era that is towards marketing. The changes remained constant through time they just moved from the product to consumers, this focus also continued with the current social media era, this aims at satisfying

the manufacturers' desire for profit and the customer needs to get the quality product in the minimum price to be met simultaneously. Since the 1950s, Marketing Mix has been used as the main building blocks by the marketers. It is true that there have been changes over the years, but for the most part these pillars have stood the test of time. They are still the keys to the science of marketing, but a new question is relevant: how does social media fit into them – or does it at all, we will further discuss in the research, the one of the element of marketing mix is product? As per the Kerin and Hartley (2013), "a product is a good, service or idea consisting of a bundle of tangible and intangible attributes that satisfies consumers' needs and is received in exchange for money or something of value". The terminology 'product' can be divided into further two categories i.e., business & consumer product. The traditional marketing strategy which will be studied further and provides a clear ground to make sure that marketers promote their own products in such a manner that so that it deals with specific requirements according to the type of customers that they are trying to reach. It specifies that the methods in which products are marketed among the customers are influenced by the type of the product irrespective of their nature, that is, whether the products are tangible or intangible. Another element is price, Schindler (2012) described price as "that which is given in return for a product in a commercial exchange". According to Nagle (1987) the importance of price mainly in the indigenous marketing, is not mainly related with the creation of value. It can be stated that marketing based activity involves capturing, or "harvesting" the value generated by other marketing activities (Schindler, 2012). The right pricing strategy is significant for the organization for the long term success, if the pricing strategy is wrong the whole system may collapse including from production to marketing. Pricing also help in determining the difference between traditional and non-traditional approach to marketing.

The techniques that are used in traditional marketing approach for promoting products and services are completely different from that of non-traditional due of the modifications that are occurring in communication and technology used in the current businesses. According to Hodgkinson (2005), "Promotion includes advertising, public relations, and marketing communications. The role of promotion is to call attention to a product or service, and build awareness of it, usually with a focus on key benefits, with the ultimate aim of influencing purchasing decisions. Promotion exists both to inform and create awareness among the customers, and it is an essential aspect of marketing in the competitive markets". Traditional marketing strategy mostly includes, encouraging marketing communication and building public relation with the help of social media and the most commonly used is advertising and it is based on simply informing customers

related to product and services. The approach is more focused towards addressing the customers about the products reverse of seeking out the wants and needs of customers.

The last element of a product marketing mix is distribution, it is also one of the traditional marketing strategy that is pivotal because even if production is effective and quality of product is also good but if the distribution strategy which is implemented by marketers is not effective then the benefits gained from efficient process of production and the standard set of the product is lost, it is to consider that if the goods are not available in the market where they can be easily found by customer, all the profits gained with the help of efficient and effective strategy in promotion and production process is lost. Therefore is it very much important to consider all the elements of the marketing mix before implementing any strategy especially on a social media platform (Listkova, 2015).

The Transactional Marketing Approach

Transactional marketing approach, the changes that are occurring in the strategies that are applied by organizations and business markets has affected the transactional approach immensely; they produce the products that may relate with their target audience. Ferrell and Hartline (2014) stated that "the goal of transactional marketing is to complete a large number of discrete exchanges with individual customers. The focus is on acquiring customers and making sales, not necessarily on attending to customers' needs and wants". Transactional market follows strategy of manufacturing the products according to the need of the customers in the minimum price, it make sure that the right product reaches to the consumers at the right time. Social media plays a vital role in developing the transactional marketing relevant in this competitive environment it follows the taking an action-driven strategy in this transactional approach, it focuses on digital-to-in-person conversions that are individuals place their orders with the help of technical tools through the use of call-to-action methods such as coupons, referral programs, offers and mobile lead generation etc. Taking action is the most important element, those actions may include referring a friend or colleague a particular product or service that you may think he like or it may be of some use to him. Transactional approach also includes the strategy of advertisements that helps in providing helpful suggestions to the consumers and helping them finding the best deal or aid and the location where those products maybe available. The increase in the mobile use and internet service has leaded the way to find helpful content through engaging in the social media.

Social media helps in providing right inputs related to the customers to retailers like location, additional information like their purchase history and other social data with the help different tools that monitor the activities of customer. Retailers also link offers with the use of credit cards to enhance digitization i.e., the marketers have engaged target audience on social media with deals and offers, so that the customers can take its advantage on same time.

Based on the research done by Zineldin M., (2002) in the present scenario 4 out of 5 customers use smart phones or any internet based technology to shop for goods and services, according to him native social advertisement has grown from a \$1.6 billion industry in 2012 to a \$4.6 billion industry by 2017. This strategy has the ability to induce the customer action and marketers to use the context of native advertisement and hence combining these two trends so that the content which is reached to customer makes sense on the social media platform (Zienldin, 2002). This strategy creates an ideal situation for the marketers with the strong focus on converting the mobile users into physical actual consumers, it creates the ideal environment that provide the customers a seamless shopping experience that guides customers to their unique point of purchase through their choices.

The Market Segmentation Approach

The market segmentation technique is one of the traditional techniques that are present to the businesses, this approach is totally different from the transaction marketing approach which was discussed above, the marketing segmentation technique is more detailed and long term oriented. Pride and

Ferrell (2014) explain “market segmentation is the process of dividing a total market into groups, or segments, that consist of people or organizations with relatively similar product needs”. This approach is different because it enables the businesses to develop a perfect strategy for marketing that can help the organizations to develop the products and services that can precisely match the needs and wants of their customers. It is one of the characteristics of the market that it lets the businesses to develop and produce products and services that fulfill these needs and thus, help in designing the most effective and efficient marketing strategies so that the businesses can reach to its customer no matter whether they are end consumer or industrial customers. It is essential to focus that here the marketing segmentation is only applicable in a miscellaneous market due to difference in the needs and choice of consumers in the market. It is important to know that the technique of market segmentation does not apply to a homogenous market because homogenous markets are those that involve the individuals and groups that have the similar needs and preferences therefore it does not require any market segmentation. Moreover, Marketers and businesses further classify these segments into small sub markets which are known as target market this is done to more specify their market and clear their niche. Lacobucci (2014) discusses that “once the different segments’ preferences of the segmented market have been identified, the next step is to now target each of the market segments using the appropriate targeting approach.”

Targeting approaches are further divided into three different categories that are applied to target markets. Pride and Ferrell (2014) described three types of targeting techniques which are further discussed below:

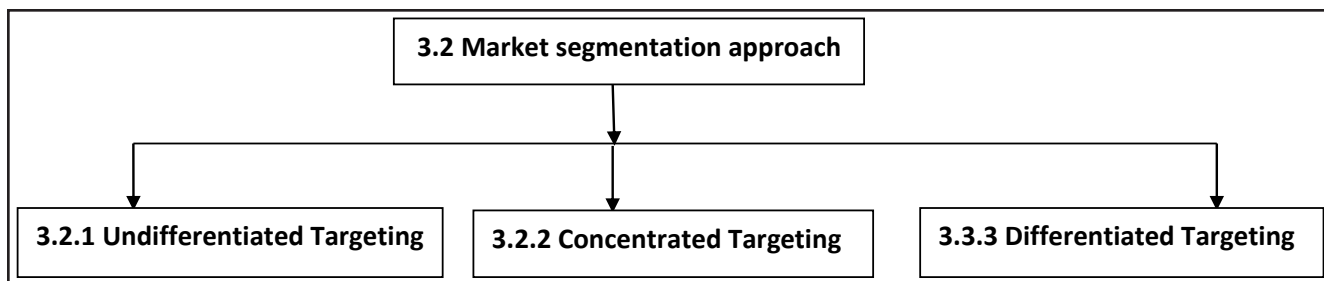


Fig. 1

Undifferentiated Targeting

Pride et al. (2015), describe undifferentiated targeting as “a strategy in which an organization designs a single marketing mix and directs this strategy at the whole market for a particular product”. This strategy is used by the marketers only when the businesses or organizations try to market a unique or only one product to the entire market without segmenting on the basis of the needs and preferences of the customers in a specified market. This means that the marketers do not differentiate between the products that

are being marketed, the price that is being charged and the promotion strategy that is implied, as well as the means of distribution. Undifferentiated targeting is important for those markets where the products are used by large number of people such as perishable food items and products that are similar to home daily needs.

Concentrated Targeting

Concentrated targeting is an approach that allows the organization and marketers to focus their marketing efforts

so that they can target only those customers those who may buy their products and that the marketers can provide best service and products to their customers according to their preferences. Lamb et al. (2012) elaborates “a strategy used to select one segment of a market for targeting marketing efforts” This strategy makes the marketers able to focus upon its limited marketing resources by targeting only the particular segments among the various segments that are present in the market. This strategy is especially feasible for the social media marketing as there are different tools which help in deterring the concentrated audience and targeting them.

Differentiated Targeting

Differentiated marketing can be defined as “a strategy in which an organization or marketers targets two or more segments by developing a marketing mix for each” In this approach the marketers follow a different strategy from the others, the marketers develop a marketing mix that fulfills the desires of each and every of the targeted markets, this technique is also known as multi-segment or customer targeting approach. The differentiated marketing is most successful in those industries where few larger customers or a single customer require customized developed products.

MINING SOCIAL MEDIA FOR SEGMENT DATA RICHES

Social media platforms in the current era may be described as the great sources for sales prospect profiling that is selecting the right audience based on the intelligence data available online, that can be used to inform your segmentation schemes. Let’s take the example of LinkedIn which is a social networking site solely based on the working professionals, therefore, it offers loads of knowledge about individuals work lives. The marketers utilize this data to segment them according to the demand of their product and designing a marketing strategy impacting their position, profession, employer, education, group memberships and connections. Similarly, twitter, Facebook, Instagram and many other social networks consist of information related to its user. Now let’s take the example of a Twitter profiles, they contain less personal information as compared to any other social network because it only enable its users to describe themselves in less than 150 words in there ‘bio’, but still there is a lot that can be learned from the tweets themselves, which are almost always publicly available. The information available on twitter can easily be accessed from the profile with the help of the user’s bio blurb, number of followers, website URL, list of people he or she follows

and location all can be easily accessed. There are also many great tools available that can help marketers to draw conclusions about Twitter users, based on their activity and the keywords they use. Hash tags are also used to easily find the keywords or related topics and the topics that are trending on site. Many of the marketers run the campaigns to use a particular hash tags to win different gifts and rewards, which result as the increase in the post engagement of the marketers. For instance, at the time of demonetization, Paytm came up with a slogan ‘Paytm karo’.

FORMULATING AND TARGETING SEGMENTS

Once all the relevant data is collected from the different social networks, the marketers effectively enabling their efforts to better understand what customer segments they are influencing with their posts on social media platforms. It is time to look into those segments which are most likely to interact with brand profile and make purchases.

The common strategy used by the marketers is that they add tracking various parameters to the universal resource locators (URLs) of one’s post and take benefit from native targeting tools of social network. It means all the insights related to their post engagement will be made available with the help of those tools, the marketers can learn a lot about their target audience by analyzing which sort of people react to various types of advertisement or message.

Customer relationship management and premium analytics platform are some of the techniques and tools, that help the marketers in direct integration of social media sites, allowing the marketers to get really innovate with how the marketers use the data for making strategy regarding marketing automation with the help of private messaging like email and custom targeting via paid social posts in Facebook, twitter and Instagram. Segmentation can be done based on the various criteria. For the successful implementation of this strategy, it is essential that the marketers use correct keywords while developing a promotion on a social media platform.

SOCIAL MEDIA INFLUENCE ON MARKET SEGMENTATION

Nowadays customers are much more aware and well informed and influenced, sites like ‘trip advisor’ and ‘policy bazaar’ enables the customers to compare different brands dealing in the same product, now the customers have a greater access to choice this is all due to the emergence of social media.

Therefore, the most common type of classification used in the segmentation approach is demographic segmentation, it all about assigning a particular category to people on the basis of income, gender, profession, age, location and assuming there are always changes and hence shifting according to their needs and their reaction which may be positive, negative or neutral. This technique is a part of social networking psychographic segmentation also known as 'social graphics', the marketers track their audience based on their interest, opinions and preference.

FOLLOW THE TREND WHERE SEGMENTS ARE HANGING OUT

Social media platforms are very fertile forums which help brands to promote their products and services to their targeted customers that are conveniently participate at a single platform like social media.

These groups of individuals who have come together due to their common interests, they are being fostered by social network platforms, these social networking sites charge some amount from the brands to participate in them for example Google+ circles and Linked groups. Potential customers also use this platform to get information and knowledge related to the products especially the products and services related to technology, they seek support or even entertainment; so the thumb rule of social media marketing is not to openly advertise in the indigenous sense (Fennemore, 2012). Some of the strategies that are commonly used by the marketers is mentioned below:

Influencing the Influencers

In most of the social networking sites, based on the research done it was found that about 10 percent of social network users generate 90 percent of the content, they are the users that have the highest engagement in their profiles or pages. These are referred as 'creators' or 'e-influencers'. In fact, they are also known as bloggers, they are the individuals who write about the product and provide their feedback or suggestions to their audience. These individuals are highly influential and have a large audience reach related to one or more specialized product or service and thus now can be classified as a new market segment for the marketers to target.

Generally, influencers' plea for a particular brand or products on behalf of the marketer. Marketers usually carefully select the influencer to promote their product as the success is highly depended how these influencers showcase the product to their followers. The marketers or organizations should always try that they provide influencer with something

unique and really interesting to review or talk about, this will help motivate them in reviewing the product this technique is also known as 'social influence marketing.'

Influencers are further classified as 'detractors' or 'trolls', they are negative in their nature. They give negative feedback related to the product and their words can be highly spreadable like no other as people focus on negatives more. So therefore while dealing with these the marketers must keep in mind that they not necessarily require having a conversation with them through the social media channel which is available to all, as it may lead to make the issue a far bigger deal. To resolve the issue the marketers can address their objection and resolve the critic's issue directly. There are many examples where the detractors have damaged the brand's image; therefore it is important that they respond to these individuals rationally. It is also essential for the marketers that no corporate or official respond to these types of posts. Therefore, the creators and detractors can also be classified as market segments for the marketers especially on a social media platform, how they affect a brand solely depends how people react to it.

Conversation Marketing

Until and unless the marketer or business are dealing with particular customers or have a well-defined niche, conversation marketing or personalize marketing is not possible. The marketers can affect their influencer to promote their product but it would not be feasible to have an individual online conversation with each and every potential customer. However this marketing strategy is still feasible, if the marketers follow the basic concept of segmentation that is the marketers can form groups based on the interests of individuals and encourage them to buy their products with help of promotions on those particular groups. The marketers must understand that majority of their posts must be adding value and helping in building brand image and the remaining posts can be used for endorsing products and aware them about them different events.

Relationship Marketing Philosophy

According to Gronroos (1997), relationship approach can be used to "establish, maintain and enhance relationship with customers and other partners, at a profit so that the objectives of the parties involved are met. This is achieved by mutual exchange and fulfillment of promise".

Relationship marketing approach is the amplification of the transfer of correspondence among different relations that help all the parties that are concerned either for short term but it focuses mainly on a long-term relationship marketing,

the relationship marketing approach is usually utilized by those marketers who are interested in gaining a competitive advantage in the market. This approach is mainly focused with all the different stakeholders like customers, suppliers, agents, and the benefits derived among them. Therefore it becomes very much necessary to identify and explaining the roles to various stakeholders. The stakeholders are identified based on a 'six markets model', which comprises: a) customer markets; b) internal markets; c) recruitment (employee) markets; d) influence markets; e) supplier/alliance markets; and f) referral markets (Payne, Ballantyne, & Christopher, 2005).

Social Media and Relationship Marketing

Relationship marketing is one of the majorly used practices in the current market scenario. This strategy has the ability to enhance the retention rate of customers by building a strong long term relationship with their customers. It can help in enhancing the marketing effectiveness and efficiency by reducing the cost of promoting their product. Moreover, by facilitating the customers to generate the high profit and thus reducing the price sensitivity among its customers. This approach can also aid in creating the opportunities for upward and cross selling and establishing some exit barriers, and facilitating a database development (O'Malley & Tynan, 2000). Relationship marketing is an important tool for gaining advantage over its competitors.

As the use of new technology emerged, especially in communication technology, it enabled the relationship marketing and its successful implementation as a marketing strategy. Zineldin (2002) stated that without the effective use of technology, relationship marketing would not be as influential. Wang et al. (2002) stated that "Social media can be viewed as a new marketing tool or a new marketplace". Internet is an essential element nowadays for the implementation of the relationship approach on the social media platform - it acts as a communication tool for the marketers to promote their product to their consumers, it is important for establishing a regular and frequent exchange of information among consumer and marketers which is the basis for establishing relationship.

The social media enables the implementation of relationship marketing as a low cost communication/ interactive too. It helps to build and maintain the relationship with the customers. This strategy has a greater capacity to recognize, target, trace and communicate with the consumers (Berthon et al., 1996; Burke, 1996). It also enables the marketers to respond to the request of customers and in return get feedback from them, this helps in enhancing the abilities and techniques for relationship marketing.

It motivates the marketers to develop the methods and techniques to build close customer relationship; it also advances these abilities, thus helping in enhancing the value of relationship marketing to the marketers and retailers. Social media is expediting the consolidation of products and services in market offerings.

As mentioned above the relationship marketing is important for gaining the competitive advantage for formulating relationship with its customers, which can be done with the help of the below-mentioned approaches:

Referral Markets

According to (Harwood, Garry, & Broderick, 2008 *as cited in* Buhler & Nufer, 2010)" referral marketing is a marketing relationship that deploys the 'word of mouth', that is, advocates the principle of 'the best relationship marketing of marketing is to get the customer to do the marketing for the organization'." The referral markets encourages the existing customers to suggest some modification to organization within their sphere of influence like their friends or relatives whom they interact with frequently, it provides maximum exposure to the brand.

Relationship marketing utilizes different type of referral programs, some organizations or marketers pay some amount of cash to their customers for every new referral they bring in. Whereas other marketers pay customers only, if they bring in sufficiently many referrals for example they specify a minimum number of people who need to buy that product or login as a new user then only they will be paid if they will fulfill the minimum criteria. It can be an important element of referral traffic; this is because many of the customers are now part of any of the social networking platform, many marketers also provide two sided incentives in the referring customer as well as the referred friend gets a discount so, that he may also be encouraged to join the program.

Influence Markets

According to a recent study, it was revealed that 84% of marketers prefer on executing at least one influencer marketing promotion while developing a marketing strategy to promote their product. Influence marketing is a strategy that enables the organization to promote their products through the people with a large audience or following on the social networking sites. The primary social networking sites like Facebook, twitter, Instagram including smaller social platforms like musical.ly have the existence of social media influencers, this has led in the generation of 'internet celebrities' and segmenting them according to different age groups.

The effectiveness of an influence marketing strategy depends on the multiple factors but the most important is the product itself another is high consideration of the product which may lead the customer to seek the help of an influencer, they may be expert of that particular product or they may simply be promoting it. An expert influencer is an individual or a group who has the expertise on the product that the consumer is considering purchasing. They are also called as key influencers, they typically have their own blogging sites, have huge number of Twitter or Instagram followings, and they rarely know their audiences personally and interact with them on one to one basis. Another type of an influencer is a positional influencer they are also known as 'peer influencers' occasionally, they are typically family members or part of the consumer's inner circle. They influence purchasing decisions most directly at the point of purchase. Using social media to mobilize Social influencers, it obviously, plays a significant role in influencing people to do things and this strategy spread out beyond the area of marketing. Social media has helped in increasing the reach of the influencers in the market with the help of internet. This strategy is not limited to mainstream or popular markets such as sports, politics, fashion, architecture, athletics, or entertainment. There are influencers in markets centered around everything from concepts that may seem too basic to even write or promote on social media. In fact, it may not be wrong to say that "influencer marketing" is really only the beginning of the changes that are occurring on marketing due to the emergence of social media.

Supplier/Alliance

According to Markets Brink and Berndt (2008) "one of the key relationships that organizations build is with their suppliers". Market focuses on establishing a relationship with other businesses that also deals in the same organization, it is not only limited with the supplier also, this strategy also includes the marketers or organizations that are in alliance. The reason for the success of this strategy is that it originates from the relationship with customer in a people to people fashion. Social media offers a platform for suppliers to make sure that customers feels provided, closer and more reachable about their needs. It helps in enhancing the customer's perception about the organization.

Internal Markets

The domain of internal market changes that concern because it concentrates more on internal customers that are employees of organization. Brennan et al. (2008) define, "internal marketing as the process of applying explicit marketing practices to the organization's internal departments that

are, treating departments within the organization as if they are real customers". External customers mainly rely on the employees that is the internal customer of the organization to meet their needs (Naumann & Giel, 1995). The role of internal customers can be made an effective one by making certain changes in the organization and implementing new techniques for example make sure that the staff understand how customers benefits can be gained from engaging your business with social media, the internal customers may formulate the certain questions like 'were you pleased with our product' would you recommend us to friends and family' 'did you know we have referral programs?'

CONCLUSION

Social media marketing has transformed as an important tool for the businesses, marketers as well as for the entrepreneurs. Social media has provided an interactive portal for the brands to interact with the customers. Customers of all age groups and different cultural backgrounds now constantly visit social media platforms to review services and products. Not only the customers, but now the business professionals also regularly participate on social media platforms by becoming their member or regularly visiting these websites for such types of objectives as to research potential that is to search for their potential consumers and vendor partnerships with different other businesses. Marketing is based on the five different elements of marketing mix that are price, product, promotion and distribution, social media marketing does not neglect these elements as these are the basis for the success of a marketing strategy, therefore the marketers examines these elements before entering into a social media platform. If all these elements are prompt according to the current market scenario they may provide a competitive advantage to the marketers.

It is imperative to know that social media based marketing is not present to replace the indigenous marketing but to complement. Its approaches, it facilitates to gain an interactive dialogue for strong loyalty and will help in enhancing brand image among your customers and/or prospects, and increased brand awareness as well as increasing the reach of your product to the customers, it enables marketers to reach their existing customers more frequently and quickly as well as help them open up a new pool of interested buyers. Traditional approach includes segmentation of the customers based on the different criteria. Segmentation is essential as social media consist of extensive audience it enables the marketers to segment their group of buyers based on their interests and preferences and help marketers to directly focus on their prospective customers. Marketers in the traditional approach take the help of influencers who are generally bloggers as the audience trust them they seek them

as the experts and try to get their opinion before making and buying decisions. Marketers provide them with their new products and ask them to review it or maybe to recommend the product to their audience, they even provide discounts if they purchase it through their links.

Another marketing approach is relationship marketing approach, the most common tactics used are referral programs, in this the marketers take the help of their existing customers to refer the product to their friends or known by sharing the product information on social networking sites, in exchange marketers provide two sided incentives in which they reward the referring customers and the referred friend also gets the discount. Employees nowadays also help in promoting the product, they interact with the customers through social media asks for their feedback and try to solve their issues.

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