

Effectiveness of Traditional Media & Social Media Marketing

Mr.M.Robinson¹ Sangeetha.M²

^{1,2}Department of Management Studies

^{1,2}Anna University (BIT - CAMPUS), Tiruchirappalli, Tamil Nadu, India

Abstract— The purpose of the paper is to report on the process and finding of factors that influencing the effectiveness of customer engagement, brand reputation, customer brand attitudes towards traditional and social media marketing. The paper contains adequate details to support that objective and suitable to be presented at the conference. Besides, this paper examines the connection between factors influencing effectiveness of traditional media and also examine the key determinants of those factors towards social media marketing performances. A literature review is presented to explain the effectiveness of traditional media towards social media marketing performance. The effectiveness of traditional media and social media marketing contributed to success and to their growth in the future, although some problems are acknowledged.

Key words: Customer Engagement; Brand Reputation; Customer Brand Attitude; Effectiveness of Traditional & Social Media Marketing

I. INTRODUCTION

Social media plays a vital role in our live nowadays. We have the access to any reasonably information at simply a button push aside. Anything that's thus immensely dilated has each positives and negatives associated with it. The power of social media is extremely high and has its effects on every individual. It is difficult to imagine our lives with social media nowadays and that we do pay a worth for excessive use. There is lot of dialogue regarding the results of social media on the society as an entire. Some feel that it's boon whereas different feels that it's a curse. Social media has exploded as a class of online discussion wherever folks produce content, share it, Market it and network at huge rate. Social media marketing make use to social media site to lift visibility on the net and to market products & services. Social media sites are useful for building social and business networks, and for exchanging ideas and knowledge's. Social media marketing uses on podcasts, blogs, online videos, photo sharing, news sharing, message boards, posts on social media sites to easy on reach a large or targeted audience. Traditional marketing may be a rather broad class that includes several styles of advertising and promoting. It's the most recognizable type of marketing, encompassing the advertisements that we tend to see and listen to on a daily basis. Most traditional marketing methods make up one in all four categories: print, broadcast, direct mail, and telephone. Traditional media is an "old media" and is employed for mass communication, advertising and marketing and in trend before the arrival of the net and social media. Methods of traditional marketing will embrace print advertisement, like newsletters, billboards, flyers or pamphlets, TV, newspaper, radio, brochure, magazine.

II. OBJECTIVE OF THE STUDY

The main objectives of the research are to investigate relationship between the customer engagement, brand

reputation, customer brand attitudes on the traditional and social media marketing performance.

III. TRADITIONAL MARKETING

Traditional marketing involves a transparent understanding of your brand and your message to the general public. It is quite the easy communication of who you're and what your service or product is. Marketing encompasses everything regarding your contact along with your customer, from the instant they introduction to your company. Traditional media is a means of mass communication and expression that had existed. Traditional media refers to standard suggests that of mass communication practiced by various communities and cultures, or embodied in native custom or object.

A. Television

The television represents the advertising support which has known the fastest expansion in the last 50 years, being one of the most recent "media" for publicity. It ensures, through a unique combination of sound, light and movement, the advantage of an impression gained through the direct contact with the product or the respective service, also allowing the presentation of some persuading explanations. Television has a satisfactory flexibility because of its rapid broadcasting of the message at different times, including the maximum audience hours.

B. Radio

Radio advertising frequency is very vital once considering advertising schedule on radio. Listeners turn and out, modification station, and square measure often engaged in another activity whereas the radio is on, therefore your message must seem often if they are going to hear it. That is buying commercials, frequently called spot in the radio industry, to promote their product or services.

C. Print Media

Print media is important is because it because it creates credibility. Investing in print material signal to customer that you are serious about your business and the you offer a worthwhile product and service. Printed material also can produce engagement between the client and therefore the brand. The different forms of print media like newspaper, magazine, flyers, newsletter, and brochure.

D. Social Media Marketing

Social media permits the social growth of the society and additionally helps several businesses. It provides tools like social media marketing which will reach a legion potential customer. We can simply access date and find news through social media. Social media could be a great tool for marking awareness regarding any social cause. Social media marketing is an economical and faster way to promote your product/brand services.it easy way to communicate and share information amongst friends, family, and colleagues online, further as meeting folks with similar interests. Social media

refers to the strategy of gaining traffic or attention through social media sites. Social media itself may well be a catch-all term for sites which can provide radically completely different social media actions.

E. Facebook

Facebook is one top the biggest social networking platform is rapidly gaining on myspace in terms of total users and traffic. With additional folks exploring social networking sites, facebook has become one in all the prime online supply for selling your business. People learn additional regarding product, organizations, artists and world events through it. By creating facebook business pages, it offers a particular marketing chance for businesses. Facebook pages can be created and promoted easily. It provides brand exposure to a potential customer that then helps your business to position themselves in higher and unique way.

F. Twitter

It is a big platform for businesses to reach & get connected with the new audience. And over time small business have realized the facility of this platform. Another reason that encourages small business to market their product or service on twitter is that it prices a really very little to push a product on this platform. Therefore, small business thought to positively explore twitter to market their product. Before continuing ahead with promoting your small business on twitter, you need to decide what are the goals that you want to comprehend from promoting your business on twitter.

The common twitter goals are:

- Generate leads & sales
- Increases brand awareness
- Customer support channel

G. Linked In

Linked In over the past few years has emerged as a powerful tool for business owners and individuals to increase their connection, generate more leads, promote their brand, and also become a thought leader. However, there are still many firms that have not had the thought of implementing a robust linked in strategy to push their brand or expand their business. In addition, if you're a business to business (B2B) company and lack a linked in promoting strategy, you're positively missing out on plenty.

H. YouTube

YouTube is the key to success on the net is marketing high-quality content that folks wish to look at and share with their network. YouTube offers small business a home for his or her video, displays, demonstrations and consumer testimonials. You transfer your video to YouTube and people view the video, comment or probably share it with their alternative social media networks. Successful YouTube marketing requires multiple videos. Don't simply transfer one video and expect vast results. Use a video camera and build testimonials from your customers, product demonstrations, training videos or commercials for your company.

IV. FACTORS OF TRADITIONAL AND SOCIAL MEDIA

A. Customer engagement

Customer engagement is the means that by a company creates a relationship with its customer base to foster complete loyalty and awareness. This can be accomplished via promoting campaigns, new content created for and denote to website, and reach via social media and mobile and wearable devices, among alternative strategies. Customer engagement is the level of involvement, interaction, and influence customers have with in a brand over time.

B. Brand Reputation

Brand reputation refers to however a specific brand (whether for a personal or a company) viewed by others. A favorable brand reputation suggests that shoppers trust your company, and feel sensible regarding buying your merchandise or services.

C. Customer Brand Attitude

Customer brand attitude is based on customer opinion toward a product determined through research. The brand attitude will tell what people think about a product or service, whether the product answers a consumer want, and simply what quality the product is needed & wanted by the consumer.

V. LITERATURE REVIEW

Jackson (2011); Kalpan & Haenlein (2010): Which concede to the promotion of products and services as well as the setting up of online communities of brand followers.

Huang et al. (2013): Demonstrated that the likelihood of a consumer sharing a viral video was linked to not only the consumer's attitude towards the video, but also the consumer's toward the brand. Moreover the impact of attitude towards the brand had a significant impact on sharing.

Schultz and Peltier (2013) contend that engagement may be viewed in light of varied relational constructs, including brand loyalty, relationship marketing, concentric marketing, marketing orientation, customer relationship management, and social networks.

Porter (2001); Urban (2005): the emergence of new information and communication technologies, particularly the internet and social network, has changed market dynamics, threatening the competitive positions of firms and increasing the power of consumers.

Macpherson & Holt, (2007): As the field of research in social media marketing proves quite recent and diverse, we here apply a variation of systematic review, involving synthesis and interpretation.

Albors, Ramos, & Hervas, (2008): the internet and online based social media have changed consumer consumption habits by providing consumers with new ways of looking for, assessing, choosing, and buying goods and services.

Mangold and Faulds (2009): Social media enables firms to communicate with their customer and also allows customer to communicate with each other. Communications between firms and their customer help build brand loyalty traditional methods.

Petticrew & Roberts, (2006): To ensure reliability for future researchers, we follow a systematic review process. This is usually understood as Associate in Nursing overall perception of trust within the research project existing in any field or topic.

(Aaker & Stayman, 1990): Past advertising research has demonstrated that the mentality toward promotion is the most essential pointer of advertising viability and results.

(Ajzen, 1991): which recommend that positive attitudes lead to stronger purpose to achieve the definite behaviour (i.e., online participation and engagement).

(Kera and Kaynak, 1997): Research exposes that new purchaser behavioural trends entrenched in Social Media usage. For example, the demand for personalized products.

(Divya & Regi, 2004): The usage of social media is essential for entire businesses because it is popular, inspires two-way communication, influences all ages and demographics, and endorses e-word of mouth.

(Anderson, 2007): Two main approaches seem to arise, the Passive approach is based on using the Social Media public domain as possible basis of customer voice.

(Parise and Guinan, 2008): The marketing objective is to deliver marketers with data about market requirements, customer experiences, competitive actions and trends and the Active approach is using the Social Media as tools of communication, direct sales, customer attainment and customer retention.

(Burns, 2006): Consumer engagement has been defined by the Advertising Research Foundation as the process of "turning on a prospective customer to a brand idea enhanced by the surrounding context".

(Ramani and Kumar, 2008): Social Media made customers additional erudite and helped them progress new tactics in searching, appraising, picking and purchasing goods and services.

Schultz and Peltier (2013): Contend that engagement also viewed in light weight varied relational constructs, including brand loyalty, relationship marketing, concentric marketing, marketing orientation, customer relationship management, and social networks.

According to Cheung et al. (2008): An ever-increasing number of customers utilize Web 2.0 instruments, for example, online chat forums, buyer review sites, weblogs, and social network sites to exchange product data.

Parr (2010): Social media is the use of automated and Internet tools on determination of allocation and discussing information and practices with other people in more effective ways.

Kozinets et al., (2010): Social media marketing contains the Word of Mouth marketing which is known as viral marketing, buzz, and guerrilla marketing and comprises deliberate influencing of consumer-to-consumer communication by means of professional marketing practices.

Barasch and Berger (2014): Compare sharing behaviors of customer who are communicating with multiple people vs one other person. When sharing with multiple people, customer less share content that may reflect negatively on themselves.

VI. CONCLUSION

So, finally come to the conclusion, this paper is about the factors influencing the effectiveness of social media marketing among traditional media performance. This study further confirmed by which says that it brand awareness was increased by management the brand awareness also increased. So this are the most significant contributed to the social media and traditional marketing performance.

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challenges, opportunities and future research directions.

