

Competitive Image Builder Clubbed With Media

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Abstract— Today, we are in 21st century and people do not find time to come & interact with each other. Social media helps in connecting themselves with social networking sites through which now people can stay far and yet remain connected. This research paper emphasizes on the strategies which can take this viral marketing mode beyond the normal social media at present. As a result it can also help in building your community strong enough to make your marketing effective & initiative buying. The application which we going to developed is suitable for SM (Social media) marketing, brand management and market research. It brings together discussions of users company/brand from all kinds of SM resources and its influences the flow of a brand in the market. Our aim is to collect all the information about the brand from various social platforms and use that information for the better marketing of the product. Market is competitive so by the help of our application one can interact or initiate a communication with the customer which can build a good image of a company. It collect all feedback from various platform and gives you in a one place so it can easy to manage.

Key words: Social Media, Blog, Twitter, Facebook

I. INTRODUCTION

Social media marketing refers to the process of gaining website traffic or attention through social media sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself.[citation needed] Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media.

Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.

Social networking websites allow individuals to interact with one another and build relationships. When products or companies join those sites, people can interact with the product or company. That interaction feels personal to users because of their previous experiences with social networking site interactions. Social networking sites like Twitter, Facebook, Google Plus, YouTube, Pinterest and blogs allow individual followers to “retweet” or “repost” comments made by the product being promoted. By repeating the message, all of the users connections are able to see the message, therefore reaching more people. Social networking sites act as word of mouth. Because the information about the product is being put out there and is

getting repeated, more traffic is brought to the product/company. Through social networking sites, products/companies can have conversations and interactions with individual followers. This personal interaction can instill a feeling of loyalty into followers and potential customers. Also, by choosing whom to follow on these sites, products can reach a very narrow target audience. The main target of our application is build a good image of a brand in this competitive business so the customer may attract to the product and by the product. Our focus mainly on brand management. Brand management is the study of analyzing and planning the product and how the product will taken by the customer in the market. Making a good relationship with the customer is very necessary for the brand management. Look, price, the packaging, etc are known as tangible element of a brand management. The experience whatever the customer had with the brand and their perception with the brand known as intangible elements of the brand management. A good social media marketing should taken care for both tangible and intangible elements.

A. Cell Phones:

Cell phone usage has also become a benefit for social media marketing. Today, many cell phones have social networking capabilities: individuals are notified of any happenings on social networking sites through their cell phones, in real-time. This constant connection to social networking sites means products and companies can constantly remind and update followers about their capabilities, uses, importance, etc. Because cell phones are connected to social networking sites, advertisements are always in sight. Also many companies are now putting QR codes along with products for individuals to access the company’s website or online services with their smart-phones.

B. Engagement:

In the context of the social web, engagement means that customers and stakeholders are participants rather than viewers. Social media in business allows anyone and everyone to express and share an opinion or idea somewhere along the business’s path to market. Each participating customer becomes part of the marketing department, as other customers read their comments or reviews. The engagement process is then fundamental to successful social media marketing.

C. Local Businesses:

Small businesses also use social networking sites as a promotional technique. Businesses can follow individuals social networking site uses in the local area and advertise specials and deals. These can be exclusive and in the form of “get a free drink with a copy of this tweet”. This type of message encourages other locals to follow the business on the sites in order to obtain the promotional deal. In the process, the business is getting seen and promoting itself.

II. TACTICS

A. Twitter:

Twitter allows companies to promote products on an individual level. The use of a product can be explained in short messages that followers are more likely to read. These messages appear on followers' home pages. Messages can link to the product's website, Facebook profile, photos, videos, etc. This link provides followers the opportunity to spend more time interacting with the product online. This interaction can create a loyal connection between product and individual and can also lead to larger advertising opportunities. Twitter promotes a product in real-time and brings customers in.

B. Facebook:

Facebook profiles are more detailed than Twitter. They allow a product to provide videos, photos, and longer descriptions. Videos can show when a product can be used as well as how to use it. These also can include testimonials as other followers can comment on the product pages for others to see. Facebook can link back to the product's Twitter page as well as send out event reminders. Facebook promotes a product in real-time and brings customers in. As marketers see more value in social media marketing, advertisers continue to increase sequential ad spend in social by 25%. Strategies to extend the reach with Sponsored Stories and acquire new fans with Facebook ads continue to an uptick in spend across the site. The study attributes 84% of "engagement" or clicks to Likes that link back to Facebook advertising. Today, brands increase fan counts on average of 9% monthly, increasing their fan base by two-times the amount annually.

C. Blogs:

Blogs allow a product or company to provide longer descriptions of products or services. The longer description can include reasoning and uses. It can include testimonials and can link to and from Facebook, Twitter and many social network and blog pages. Blogs can be updated frequently and are promotional techniques for keeping customers. Other promotional uses are acquiring followers and subscribers and direct them to your social network pages.

III. SOCIAL MEDIA MARKETING TOOLS

Besides research tools, there are many companies providing specialized platforms/tools for social media marketing, such as tools for:

- Social Media Monitoring
- Social Aggregation
- Social Book Marking and Tagging
- Social Analytics and Reporting
- Automation
- Social Media
- Blog Marketing

IV. ADVANTAGES

- 1) Less expensive- considerably lower cost that makes it very cheap for businesses.
- 2) Large Audience- SM has the capabilities to reach very big audience that is totally unlimited from around the

globe. SM marketing also goes wide demographics regardless of sex, age, and social status.

- 3) Quick - If someone have something to advertize or some news or information that you would like to share to your markets, you can use on SM Marketing for fast action and results. Someone can add your website with your social network, so automatic or fresh updates are immediately popup once you have something new available.
- 4) Produce Interaction- The major problem in many business have with traditional means of sales and marketing is maintaining a good, long-term relationship with their existing customers. By using social media someone can learn how to improve the products and services. By encouraging open communication through public comments, you can learn what you can do to make your products and pitch more palatable. The essence of SM is based and powered by social interaction on social media, which develops trust you and your audience. The more you nurture a regular interaction with your audiences, the more you'll generate a better and longer term of relationship
- 5) Brand Loyalty- The more you have good interactions with your customer on SM that definitely boost your social reputation, and in the process develop brand loyalty. Using social media not only you can build your brand, you can also use it to show your personality, interact with customers and show them that your care, which, in turn, build loyalty. SM marketing can also boost your reputation and build relationships. A person-to-person interactive relationship with your customer means that you care for them, which in turns generates trusts and loyalty.
- 6) Increase sales-In the end, SM marketing needs to help increase sales and revenue. That's why it's called SM marketing and not simply SM public relations. To be fair, improving brand awareness and legitimizing a brand should, by themselves, help increase sales. But there are ways to use SM to directly steer consumers toward the sales funnel.

V. DISADVANTAGES

- 1) ROI – Using SM exact ROI tracking is not possible. It very confusing to know the ROI returns user got by using the application.
- 2) Negative Users- The basic problem with Social Media is that it attracts all sorts of customer, even the negative and malicious people. These negative elements include spammers, scammers, and all other sorts of malicious individuals that harm to your online reputation. They give negative comments which hamper the business and can be cause of business failure.
- 3) Time Consuming & computer knowledge- tracking or analysis is time consuming. Even sound knowledge about the computer is needed.
- 4) Lose Control- Whatever we publish online, especially through Social Network, can really go viral and spread like wildfire in the internet. It would be beneficial if it generates positive output. On other part, we really have no control over what

people publish online and everything is available for anyone. This includes negative and malicious elements online. Negative people can use your materials to criticize you or spread negative information that will damage your online reputation and loyalty.

VI. MODULE

A. Reputation Management:

- Users can Gather all users brand or keyword mentions under one roof
- Users can Find all links pointing to users website in social media
- Users can Find reviews & testimonials

B. Posting and Messaging & Stream:

A stream is a flow of info tracked by the application. It shows either of the following types of posts:

- Found by the mentions of users keywords and URLs,
- Import from a SM profile of users choice.

C. Media Management:

Application lets us edit the exiting keyword groups, activate/deactivate them or add new groups of keywords to track their mentions. The tab shows how many times keywords from a particular group have been mentioned. The References graph displays the total no of keyword mentions in all the chosen SM at a particular time.

- Use favorites to tick the most important discussions
- Users can Save time with the built-in browser
- Users can Schedule posts and announcements to be published when needed

VII. RESULT

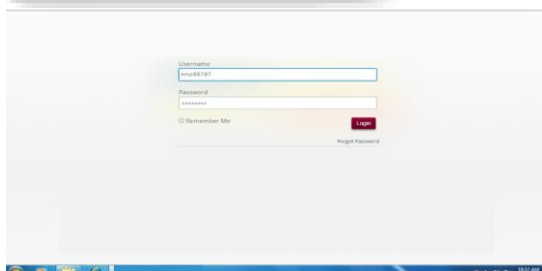


Fig. 1: Login (Admin)

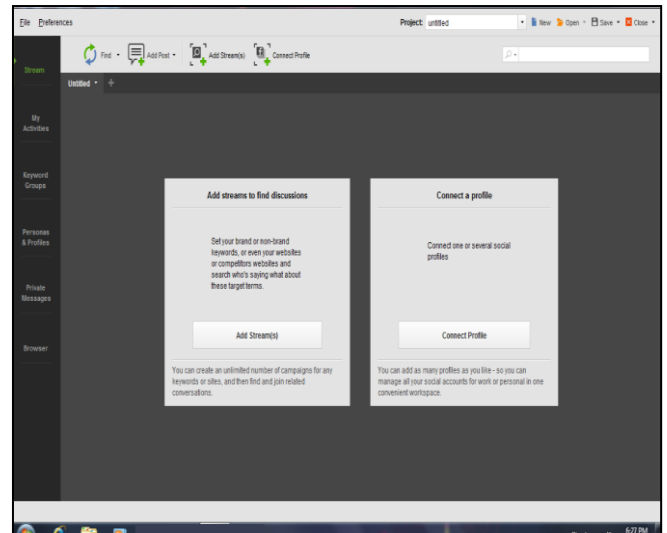


Fig. 2: Different Options to Select From (For New Project)

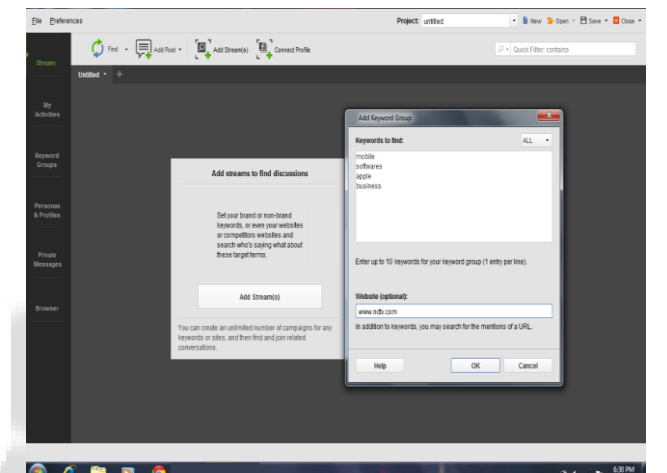


Fig. 3: Can Add Up To Keywords for Tracking

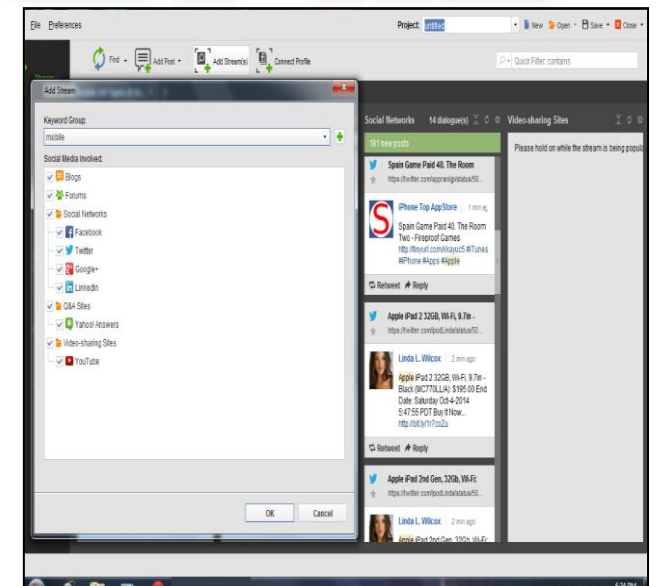


Fig. 4: Screen Showing Different Information Related To Mobile, Even We Can Add Different Stream

VIII. FUTURE ENHANCEMENT

The transformative impact of the Internet on brand marketing will be more in the way it networks things than in the way it networks people. Digital marketing through the

Internet of people has blossomed, rapidly becoming the channel of choice for many brand marketers, yet as different as it is, just another part of the marketing mix. The Internet of things, though, is about much more.

Some of the points we want to add in our application in future are:

- 1) More graphical reporting system so that with the help of reports we can better understand the enhancement and make business plans
- 2) Can add a customizable tool for editing video presentations

IX. CONCLUSION

Social platforms each have an ecosystem of their own. Creating a basic social media presence is easy enough, getting your community to actually do something is more difficult. Make sure your site is included in local business directories in order to help ensure that consumers find you when they need you. Customizing messages across sites help the message spread but it keeps users from receiving multiple identical communications. By giving exclusive coupons to your social community, you're rewarding and reminding them that you are not only a brand to engage with, but also to buy from. Taking advantage of these strategies can help you build your community, make your marketing more effective, and incentivize buying.

- Compelling and relevant content will grab the attention of potential customers and increase brand visibility
- You can respond almost instantly to industry developments and become heard in your field
- It can be much cheaper than traditional advertising and promotional activities
- Social content can indirectly boost links to website content by appearing in universal search results, improving search traffic and online sales
- You can deliver improved customer service and respond effectively to feedback
- Customers can find you through new channels, generating more leads
- Increased loyalty and advocacy from the customers you've connected with

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